

Here is just some of what to expect in MDI's new annual

CROSS-PLATFORM DIMENSIONS 2019

Reach

- How much reach can you expect at varying GRP levels in each medium?
- How do you combine reach estimates for TV with digital, radio, magazines, etc.?
- How do the various media compare in average minute, daily, weekly, monthly and yearly reach by demos?

Ad Exposure

- Are the various media comparable in ad exposure?
- Does media content drive ad exposure?
- How many ads are we really exposed to?
- How does digital ad exposure vary by type of ad, positioning, ad clutter and more?

Ad Impact

- What does the research tell us about ad impact comparisons for TV and other media?

The Big Picture

- What does it all mean? Our take on cross-platform comparisons and their practical applications

PLUS! Cross-media Cost Comparisons

- CPMs by Demos across all media
- Cost-per-rating point by demos across all media