

2018 Intermedia Dimensions Alert Titles

*(Released Bi-weekly to **Intermedia Dimensions** subscribers*)*

Evaluating Media Cost Efficiency on Ad Exposure/Recall Metrics

Which Medium Has the Highest Heavy User Concentration?

Is Magazine Readership Seasonal?

Are Consumers More Open to Ads at Certain Times of Day?

New Data from Pew Profiles Digital Media's Most & Least Frequent Users

Which Stimulates Sales Gains: Creative or Media?

Exploring the Differences in TV vs. Digital Usage (TVD/ID)

Is the Growth of Digital Media Penetration & Usage Leveling Off?

There's Much More to Media Mixes Than "Audience" Data

How Buying/Selling Costs Impact National TV Versus Digital Video (TVD/ID)

How Are Traditional Media CPMs Really Trending?

How Do the Media Compare in Branding vs. Non-branding Ad Spending?

Facebook Slipping Among Teens—Are Millennials Next?

Online Audio Listening Continues to Grow

Will Advertisers Go the Way of the Dodo by 2023?

Making a Case for Radio

How Consumers Rate Ads in Various Media

Media CPM Trends: 1960-2018

*Next edition will be renamed **Cross-Platform Dimensions 2019**