

the Stranger

THE MEDIA AUDIT

The Media Audit is a multimedia survey conducted for the purpose of developing statistically reliable information about the audience levels and audience characteristics of radio stations, local TV news programs, cable TV channel viewing, daily newspapers, and other selected local and regional print publications. The Media Audit also collects socio-economic information, product-buying plans, and purchasing activity for numerous products, services, retail stores, and financial institutions. This information can be used to define the quality of individual media audiences or to define the market, customer profiles, and consumer market shares for various establishments covered in the survey.

MEDIAMARK RESEARCH INC.

Mediamark Research Inc. is a research firm whose objectives are to conduct studies and provide publications with current information about their readers in terms of their readership habits, purchase and usage of selected consumer-related products/services, lifestyle/activities information, and demographic characteristics. In conducting these studies, questionnaires are inserted into a predetermined number of newspapers, the results of which are then tabulated into statistical information.

If you have any further questions regarding either the Media Audit or Mediamark Research Inc., call your advertising representative at (206) 323-7101.