

Example Only

MediaStyler Attribute Title	Count	% Total	Our Top Segments for Client	
			Users/100 HHs	Index
MRI Household Count (H)	91,056	15.21		
All News Radio, Net Audience (A)	21,742	36.77	23.88	242
Wall Street Journal Report, Net Audience (A)	19,043	34.79	20.91	229
Classical Radio, Net Audience (A)	11,462	30.44	12.59	225
Bloomberg Network Radio, Net Audience (A)	8,562	30.19	9.40	198
News/Talk Radio, Net Audience (A)	43,098	29.67	47.33	195
National Public Radio, Net Audience (A)	19,813	29.38	21.76	193
Sports, Net Audience (A)	17,887	28.70	19.64	189
Premiere Fox News, Net Audience (A)	15,704	28.57	17.25	188
ABC Information Network, Net Audience (A)	13,127	28.48	14.42	187
Subscribe to Satellite Radio (H)	13,573	28.20	14.91	185
Dow Jones Money Report, Net Audience (A)	4,271	27.75	4.69	182
ABC ESPN Radio, Net Audience (A)	8,342	26.35	9.16	173

Why the MatchPoint™ report is important – Radio Example

- **News Radio:** Target audience is 2.42 times more likely to listen to news radio than the general population. Let's say our news radio station(s) cost \$105 on a cost-per-point (CPP) basis.
- **Classical Radio:** Target audience is 2.25 times more likely to listen to classical radio than the general population. Let's say our Classical radio station(s) costs \$50 cost-per-point (CPP) basis.

Name of Station	Cost per Point (per Each 1% of Market Reached)	% of People Who Listen to This Station Who Are Your Top Target Customers	% Savings With This Option
All News Radio	\$105	23.88%	10.7%
Classical Radio	\$50	12.59%	

Bottom Line:

Client saves 10.7% in its media buying selection while reaching the same amount of listeners on a cost-per-point basis. Or your media buy gets a 10.7% lift in reach.