THE MOST IMPORTANT MEDIA KEY FIGURES

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The technical jargon of the advertising market is not always self-explanatory.

That's why we would like to briefly name and explain the most important buzzwords or key figures here.

Net reach

Indicates how many people within the target group were reached with at least one insertion in an advertising medium/means or within a campaign. Each person is counted only once. Net reach is usually presented as a % value and cannot exceed 100%.

NRW in % = net RW in million / target group potential in million.

Thousand Contact Price

The thousand-contact price indicates the amount of money that must be invested in an advertising measure in order to reach 1,000 people of the desired target group via visual contact (in radio, audio contact). In the online sector, for example in banner advertising, one ad impression is considered a contact.

CPM = price of placement for 30 sec./gross reach x 1000

Affinity index

Proportion of a specific target group among the users of a medium in relation to the proportion of this target group in the total population (index). The affinity is presented as an index. It is a measure of the closeness of the medium to the target group.

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Market share

Indicates the relative share of viewing time of a program/advertising block/time interval in the total viewing time of all programs at the respective time interval.

"Half of all TV viewers watched the soccer match on Das Erste last night." = MA of 50

Average contacts

Expresses the average number of advertising contacts per target person reached. OTS (Opportunity to see) = gross ROI in % / net ROI in %.

Gross reach / GRP

The gross reach represents the sum of all contacts of the target group with an advertising medium. Each contact is counted and it is not apparent how often the same people are included in the calculation (contact total).

Gross reach can be expressed either as an absolute number (million) or as a % value (GRP). The GRP (Gross Rating Point) is used as a measure of advertising pressure. It is thus a rough measure for evaluating an advertising campaign and for comparing different approaches to advertising campaigns.

GRP = Net RW in % x average contacts

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Share of Advertising (SoA)

Share of advertising investment of a campaign/brand in the advertising investment of a defined overall market (competitive field).

"The customer places 30% of its TV advertising investments with the station Das Erste." = SoA of 30%

Cost per GRP

Expenditure needed to reach 1% of the target group.
CPG = Cost of advertising in € / GRP

Contact class distribution

Media users can have different frequencies of contact with a campaign and thus belong to different contact classes. The contact class distribution shows how many people fall into each class. It serves as a yardstick for assessing the advertising impact.

The contact distribution can be shown in individual contact classes (1, 2, 3, etc.) or in combined classes (2+, 3+, 3 - 5, etc.).

YOUR CONTACT

Thomas Grünsfelder

Sales Manager/New Business

Tel: 069/15424-282

thomas.gruensfelder@ard-werbung.de