

Internet Reporter

Report Volume Types

Media - Demos with Media (Individual/Type/Formats/Quintiles)

Magazine Qualitative - Magazine Qualitative

Magazine Cumulative - Magazine 4-Issue Reach & Frequency Cume

Product - Demos & Media against Product Categories

Target Reports

Media Reports (Demographics)

- Head of Household
- Homemaker/Principal Shopper
- Household
- Respondent
- Spouse

Magazine Qualitative Reports

Magazine Cumulative Reports

Product Reports

- Apparel/Accessories
- Automotive
- Automotive Aftermarket
- Automotive Miscellaneous
- Beverages
- Candy/Sweets/Snacks
- Electronics
- Financial
- Health & Beauty Aids
- Home
- Household Products - Baby/Children
- Household Products - Food Products
- Household Products - Non-Food Products
- Household Products - Pets
- Insurance
- Leisure/Sports
- Personal Care
- Personal Items
- Shopping
- Tobacco
- Travel
- Trucks/ATV/Motorcycles

Accessing Reporter

1. Go to www.mriplus.com
2. Create a new account by clicking on "Register for a FREE Account"

MRI+
Mediamark Research Inc.

Welcome to MRI+

Login Below:

Email:

Password:

(Case Sensitive)

MRI+ Announcements

All new DHTML interface speeds up user experience and provides additional viewing options.

The leading database of key magazine planning resources.

The information link between planners and publishers.

New User?
[Register for a FREE Account](#)

Forgot Your Password? [Click Here.](#)

Need help? mriplus@mediamark.com.

Site Browser Requirements:
[Internet Explorer 5+](#)
[Netscape Navigator 6+](#)
[Opera 6+](#)

©1999-2004 Mediamark Research Inc. A United Business Media Company. All rights reserved.

3. Enter information:

MRI+
Mediamark Research Inc.

Register for MRI+

Fill out the form below for your FREE account.

* = Required Field

*First Name:

*Last Name:

*Job Title:

*Company:

*Category:

Specify, if Other:

*Address:

*City:

*State:

*Zip:

*Country:

*Phone:

Fax:

*Email:

*Password:

*Confirm:

Please e-mail me with updates and information about MRI+. (You may unsubscribe at anytime.)

Finish

4. E-mail with a validation link will be sent to your e-mail account, which you must click in order to get access to Reporter Data.
5. Once you are in the MRI+ website click on "Internet Reporter" for access.

MRI Information Systems

Mediamark Reporter

Spring 2004 Media data is available.

Getting Started

1. Begin by choosing a Report Volume (ex. Fall 2002 Product) or Type in a Keyword Search
2. Choose a Report (ex. Health and Beauty Aids)

Choose a Report Volume

Spring 2003 Media
Spring 2003 Magazine Qualitative
Spring 2003 Magazine Cumulative
Fall 2002 Product
Spring 2002 Product
Fall 2001 Product

Choose a Report

Apparel/Accessories
Automotive
Automotive Aftermarket
Automotive Miscellaneous
Beverages
Candy/Sweets/Snacks
Electronics
Financial
Health & Beauty Aids
Home

Or Search by Keyword

3. A Report Window appears, automatically generating a Report based upon the first Category, Base and Target in the lists.

MRI Reporter
[New Database](#) [Change Report](#) [View Summary](#) [View Report List](#) [Log out](#)

Category: Adhesive Bandages
Base: Adults 18+
Target: Used in last 6 months Total

Fall 2002 Product Health & Beauty Aids

Adhesive Bandages
Used in last 6 months Total
Base: Adults 18+

| Stub | Total '000 | Proj '000 | Pct Across | Doc |
|--------------|------------|-----------|------------|-----|
| Total | 204,964 | 117,499 | 100.0 | 5 |
| Adults 18-34 | 64,715 | 35,267 | 30.0 | 5 |
| Adults 18-49 | 130,165 | 71,772 | 61.1 | 5 |
| Adults 25-54 | 120,777 | 66,801 | 56.9 | 5 |
| Age 18-24 | 27,099 | 14,774 | 12.6 | 5 |
| Age 25-34 | 37,615 | 20,493 | 17.4 | 5 |
| Age 35-44 | 44,983 | 25,054 | 21.3 | 5 |
| Age 45-54 | 38,179 | 21,254 | 18.1 | 5 |
| Age 55-64 | 23,914 | 14,294 | 12.2 | 5 |
| Age 65+ | 33,174 | 21,630 | 18.4 | 6 |
| Men | 98,303 | 50,424 | 42.9 | 5 |
| Men 18-34 | 31,990 | 15,082 | 12.8 | 4 |
| Men 18-49 | 64,214 | 30,720 | 26.1 | 4 |

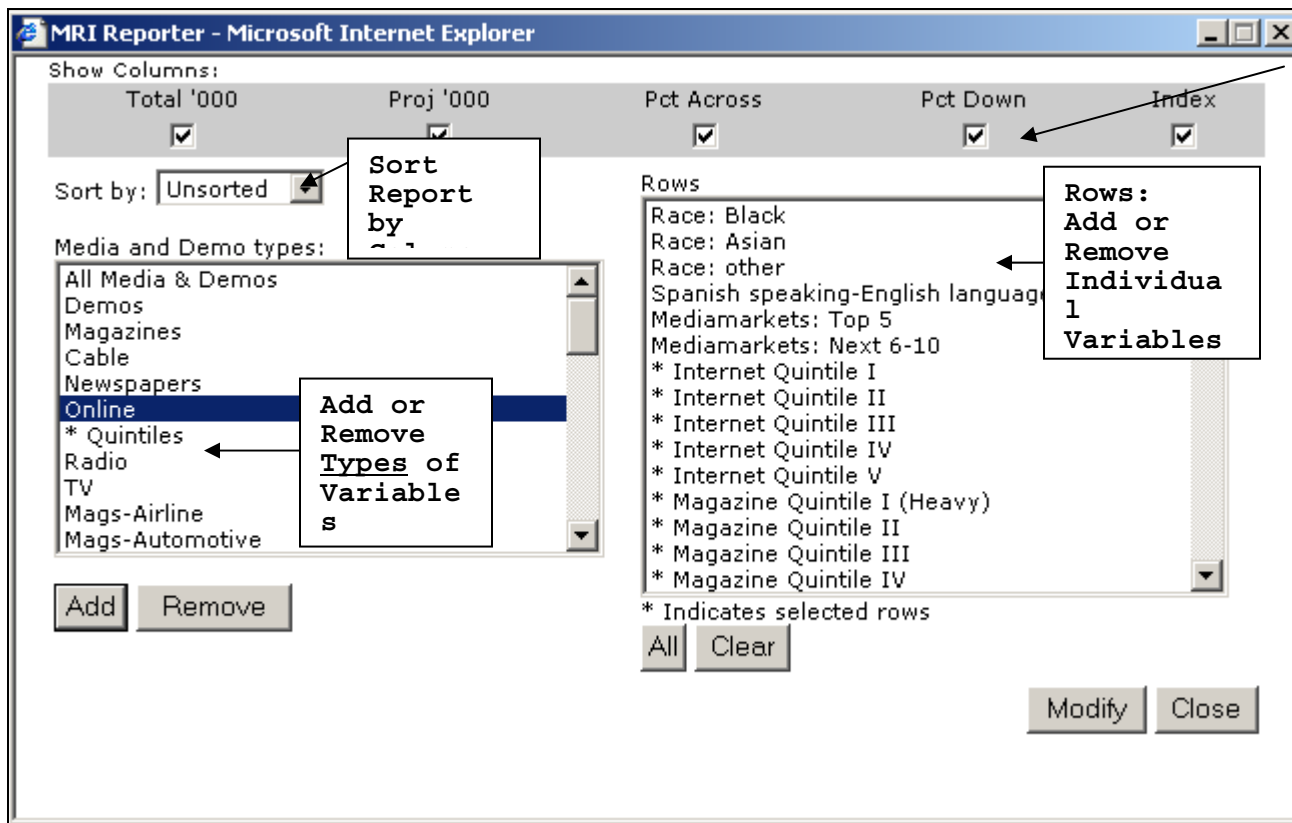
4. To Change your Report:
 - a. Choose by clicking on a new Category
 - b. Choose by clicking on a new Base
 - c. Choose by clicking on a new Target

A Report is automatically generated with each change. The Product report contains Demographic and Media variables in the Rows and Population estimates across the Columns.

Internet Reporter Options

5. To change variables in the Rows or Columns, click on the **Options** button. An Options Window will appear.

Columns:
Add or
Remove



6. Select or de-select Column variables by checking the boxes across the top (ex. Total (000), Index, etc.)
7. Selecting or De-selecting Rows:
 - a. "Media and Demo Types" box contains data groups.
 - i. Select a row type - select by clicking (asterisk (*) will appear next to title) and click the Add button. Asterisks are automatically added to the individual rows.
 - ii. De-Select a row type - click to de-select (asterisk is removed) and click the Remove button. Asterisks are automatically removed from the individual rows.
 - b. "Rows" box contains Individual rows.
 - i. Select an individual row - select by clicking on each row title. Asterisks are automatically added to the individual rows.
 - ii. De-Select an individual row - click to de-select and the asterisks are automatically removed.
8. Choose "Modify" to have any changes saved/accepted to Report. This will automatically return you back to the Report Window.

Sorting

9. To Sort:
 - a. In the Report Window, click on one of the blue highlighted Columns and the system will automatically sort that column in descending order.

MRI Reporter
Mediastark Research Inc.

New Database Change Report View Summary View Report List Log out

Category
Adhesive Bandages
Aftershave Lotion & Cologne For Men
Ailments/Remedies - Used prescription remedy for
Asthma Relief Remedies (Nonprescription)
Athlete's Foot/Foot Care Products
Bath/Shower Additives (Women)
Blusher (Women)

Base
Adults 18+
Men 18+
Women 18+

Fall 2002 Product Health & Beauty Aids
Adhesive Bandages
Used in last 6 months Total
Base: Adults 18+
Spreadsheet

| Stub | Total '000 | Proj '000 | Pct Across | Index |
|--------------|------------|-----------|------------|-------|
| Total | 204,964 | 117,499 | 100.0 | 5 |
| Adults 18-34 | 64,715 | 35,267 | 30.0 | 5 |
| Adults 18-49 | 130,165 | 71,772 | 61.1 | 5 |

Click on Blue Highlighted Columns to Sort

10. In the Options Window, use the Pull Down Menu to select a Column on which to sort. Click on the Modify button and the report will in descending order.

Show Columns:
Total '000 Proj '000 Pct Across Pct Down Index

Sort by: Unsorted

Media an
All Medi
Demos
Magazin
Cable
Newspapers
Online
Quintiles
Radio
TV
Mags-Airline
Mags-Automotive

Total '000
Proj '000
Pct Across
Pct Down
Index

* Adults 18-34
* Adults 18-49
* Adults 25-54
Age 18-24
Age 25-34
Age 35-44
Age 45-54
Age 55-64
Age 65+
Men
Men 18-34
Men 18-49
Men 25-54
Women

* Indicates selected rows

Add Remove All Clear Modify Close

Options Window - Sort Pulldown Menu

Saving or Downloading to Excel Reports

11. To Save: Click "Add to Your Reports" button.
12. To create a Spreadsheet: Click on the "Excel Spreadsheet" link.
13. To Print: Click on the "Print" button.
14. To View Saved Reports: Click on "View Report List" link.
 - a. Report Volume "Magazine Cumulative" cannot be added to your Report List.

The screenshot shows the MRI Reporter interface with the following sections and callouts:

- Category:** Mouthwash (selected)
- Base:** Adults 18+ (selected)
- Target:** Used in last 6 months Listerine (Yellow) (selected)
- Product:** Health & Beauty Aids
- Table:**

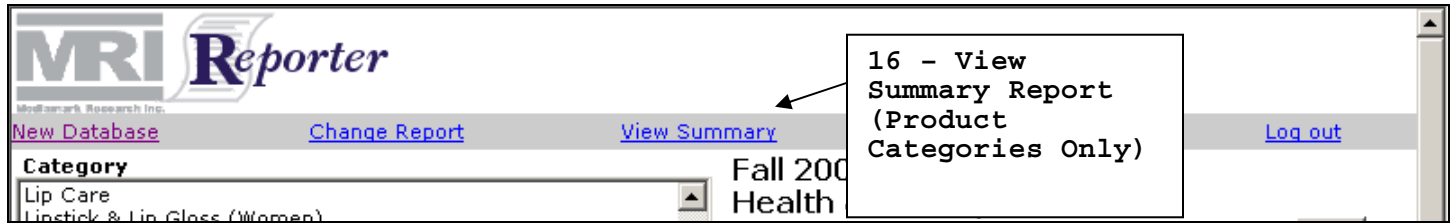
| Stub | Total '000 | Proj '000 | Pct Across | Pct Down | Index |
|--------------|------------|-----------|------------|----------|-------|
| Adults 18-34 | 64,715 | 4,516 | 24.8 | 7.0 | 79 |
| Adults 18-49 | 130,165 | 9,393 | 51.6 | 7.2 | 81 |
| Adults 25-54 | 120,777 | 9,485 | 52.1 | 7.9 | 88 |

Callout boxes and their corresponding actions:

- 12 - Save Report by Clicking on Add to your reports button:** Points to the "Add to your reports" button.
- 13 - Download report to Microsoft Excel:** Points to the "Spreadsheet" link.
- 14 - Print Report:** Points to the "Print" button.
- 15 - View Saved Report List:** Points to the "View Report List" link.

Standard Internet Reporter Reports

15. The Main Report screen has a link to standard product category reports. Click on the View Summary link to view product category only reports.



Fall 2002 Product Summary

- [Accessories: Costume Jewelry](#)
- [Accessories: Fine Jewelry](#)
- [Accessories: Watches](#)
- [Alcohol: Beer, Domestic, Low Calorie](#)
- [Alcohol: Beer/Ale, Domestic, Popular](#)
- [Alcohol: Beer/Ale, Domestic, Premium](#)
- [Alcohol: Beer/Ale, Domestic, Regular](#)
- [Alcohol: Beer/Ale, Domestic, Super Premium](#)
- [Alcohol: Beer/Ale, Imported](#)
- [Alcohol: Beer, Low/No Alcohol](#)
- [Alcohol: Beer/Ale, Total](#)
- [Alcohol: Bourbon](#)
- [Alcohol: Brandy](#)
- [Alcohol: Canadian Whisky](#)
- [Alcohol: Champagne, Cold Duck & Sparkling Wines](#)
- [Alcohol: Cognac](#)
- [Alcohol: Cordials & Liqueurs](#)
- [Alcohol: Gin](#)
- [Alcohol: Irish Whiskey](#)
- [Alcohol: Malt Liquor](#)
- [Alcohol: Mixed Drinks](#)
- [Alcohol: Mixed Drinks, Prepared With Liquor](#)
- [Alcohol: Mixed Drinks, Prepared Without Liquor](#)
- [Alcohol: Port, Sherry & Dessert Wines](#)
- [Alcohol: Rum](#)
- [Alcohol: Rye or Blended Whiskey](#)

MRI Reporter - Microsoft Internet Explorer

Fall 2002 Product Summary

[Back](#)

Alcohol: Beer/Ale, Domestic, Premium
Base: Adults (204,964,000)

| | ALL | | | SHARE OF USERS | SHARE OF VOLUME | VOL US IN |
|------------------------------|-------|------|-------|----------------|-----------------|-----------|
| | '000 | % | UNWGT | | | |
| Total Drank in Last 6 Months | 46101 | 22.5 | 6175 | | | |
| Brands: | | | | | | |
| Budweiser | 24790 | 12.1 | 3207 | 35.9 | 53.4 | |
| Bud Dry | 1620 | .8 | 180 | 2.3 | 2.6 | |
| Bud Ice | 3704 | 1.8 | 425 | 5.4 | 3.8 | |
| Coors Extra Gold | 1319 | .6 | 191 | 1.9 | 1.5 | |
| Coors-Original | 6781 | 3.3 | 912 | 9.8 | 8.2 | |
| Icehouse | 2971 | 1.4 | 337 | 4.3 | 2.9 | |
| Leinenkugels | 1675 | .8 | 227 | 2.4 | .9 | |
| Michelob Amber Bock | 2029 | 1.0 | 223 | 2.9 | 2.2 | |
| Michelob Golden Draft | 1506 | .7 | 166 | 2.2 | .9 | |
| Miller Genuine Draft | 9382 | 4.6 | 1354 | 13.6 | 9.2 | |
| Miller High Life | 6174 | 3.0 | 778 | 9.0 | 8.6 | |
| Old Style | 603 | .3 | 105 | .9 | 1.1 | |
| Pete's Wicked | 1666 | .8 | 267 | 2.4 | .3 | |
| Red Dog | 2081 | 1.0 | 267 | 3.0 | 1.9 | |
| Red Hook | 1017 | .5 | 135 | 1.5 | .2 | |
| Shiner Bock | 1198 | .6 | 182 | 1.7 | 1.9 | |
| Stroh's | 449 | .2 | 68 | .7 | .4 | |
| Glasses/Last 7 Days | | | | | | |
| L None | 17708 | 8.6 | 2474 | | | |
| L 1 | 4463 | 2.2 | 614 | | | |
| L 2 | 5505 | 2.7 | 720 | | | |

Print Close

Notes

If your Internet Reporter session is inactive for 20 minutes or longer, you must log on again.