

AUDIENCE-FAX USER GUIDE
HOW TO USE WWW.AUDIENCEFAX.COM



AUDIENCE -FAX USER GUIDE

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AUDIENCE-FAX USER GUIDE

PART I. GLOSSARY

Sunday Readership – (Sunday Average) Adults who have “read or looked into” a single issue of last Sunday’s edition of the newspaper.

Daily Readership – (Daily Cume) Adults who have “read or looked into” the daily edition of the newspaper within the past five weekdays.

Sunday Cume – Adults who have “read or looked into” a single issue of the Sunday edition of the newspaper within the past month.

Daily Average – Adults who have “read or looked into” yesterday’s edition of the daily newspaper.

Weekly Readership – (Sunday average or Daily Cume) Adults who “read or looked into” the newspaper within the past five weekdays or past Sunday.

Monthly Website Usage – Adults who have visited the newspaper’s website at least once within the past 30 days.

Weekly Website Usage - Adults who have visited the newspaper’s website at least once during the past 7 days.

Print / Website Net – Net unduplicated weekly print and website audience. These are adults who “read or looked into” the newspaper at least once between Monday and Friday and/or the Sunday edition. Adults that have visited the newspaper’s website within the past week are also included in this group.

NOTE: Within Audience-FAX, the Print/Website Net is reported in two ways:

1. Net unduplicated past 7-day print/Past 7-day website audience
2. Net unduplicated past 7-day print/Past 30-day website audience

Target – Any subgroup of adults measured within Audience-FAX (e.g. Women, HHLD income <\$50k, or age 35-44).

Projected - The number of adults ages 18+ in the market that are reached by the newspaper.

Reach % - The percentage of adults ages 18+ in the market that are reached by the newspaper.

Comp % - The percentage of the newspaper’s total audience that are part of a particular demographic group (e.g. HHLD income \$150k+, Age 55+ etc.).

DMA® (Designated Market Area) - Specific geographic area to which a county in the United States is exclusively assigned on the basis of the television viewing habits of the people residing in the county. DMA® is trademarked by Nielsen Media Research.

NDM (Newspaper Designated Market) - Geography defined by the newspaper that contains 75% or more of the newspaper’s total circulation.

Tier 1 – Tier 1 is comprised of all newspapers in a syndicated Scarborough Research market that meets Reader Profile standards. The September 2007 reporting period is available on our Web site.

Tier 2 – All non-Tier 1 newspapers fall into the Tier 2 category. Tier 2 newspapers are those outside of Scarborough's 81 local markets measured. Tier 2 newspapers are available on NDM geography only.

Circulation – The number of paid newspaper copies that are circulated in an average week.

Unique Visitors (website) – A statistic describing a unit of traffic to a Web site, counting each visitor only once in the time frame of the report. Audience-FAX uses several data sources to report unique visitors, including Nielsen//Netratings and comScore. For more information about how this information is collected and reported, please see the website of the data source.

Page Views (website) - The number of times a page (an analyst-definable unit of content) was viewed within the time frame of the report. Audience-FAX uses several data sources to report unique visitors, including Nielsen//Netratings and comScore. For more information about how this information is collected and reported, please see the website of the data source.

PART II. HOW TO USE THE AUDIENCE-FAX ONLINE DATABASE

www.audiencefax.com is easy to use, and you can follow a basic series of steps to obtain any of the analyses available:

- Newspaper Print Audience
- Newspaper Website Audience
- Print/Website Net
- Newspaper Circulation
- Newspaper Website Traffic information

ANALYSIS 1: NEWSPAPER PRINT AUDIENCE

How do I find out how many adults read the Sunday edition of Newspaper X?

1. Go to “**Select Report Type**” and select “**Newspaper/Website Readership.**” This category is separated out into three geographies; DMA Tier 1, NDM Tier 1, and NDM Tier 2. (Please refer to the glossary for definitions between these geographies). Select the appropriate geography, based on the newspaper you are interested in.
2. After you’ve selected the best suited report type, move directly to the box below labeled **Select Newspaper(s)/ Website(s)**. This menu will allow you to find the specific newspaper edition or website that you are interested in. For the example above, choose the Sunday edition of the desired newspaper by **clicking on the empty check-box to its left**. If you decide that you want to look at more than just the Sunday edition, you can select multiple categories at this time and Audience-FAX will display them within the same sheet.
3. Select any desired targets by moving to the box below the newspaper selection. This is entitled **Select Target(s)**, and lists basic demographics. One or multiple choices can be selected by clicking the check-mark box(s) to the left. The targets will be displayed in the output sheet as columns. (Note: There is a button called ‘Select All / None’’. If no boxes are selected, Audience-FAX will automatically default to the Adults 18+ option.)
4. Now you can select the ranking type. This feature is optional only if you have selected at least one target. The **Select Ranking** menu will automatically sort your newspaper/website selections (step 2) based on your choice of measurement. The output will automatically show your newspaper/website options ranked by your chosen target and/or measure. The output will also give you an option to rank the statistics in ascending or descending order.

Title:		Adults 18+
Sorted By: None		
Sort On Measure: No Sort		
	Measure	Adults 18+
<input type="checkbox"/>	Albany/Schenectady, DMA Albany Times Union/TimesUnion.com Print/Website Net	
	SD/1S/Past 30 Web	
	Comp %	100.0%
	Proj	460,830
	Reach %	42.6%
<input type="checkbox"/>	Albany/Schenectady, DMA Albany Times Union/TimesUnion.com Print/Website Net	
	SD/1S/Past 7 Web	
	Comp %	100.0%
	Proj	449,439
	Reach %	41.6%
<input type="checkbox"/>	Atlanta DMA Atlanta Journal Constitution/AJC.com Print/Website Net	
	SD/1S/Past 30 Web	
	Comp %	100.0%
	Proj	2,500,088
	Reach %	56.4%
<input type="checkbox"/>	Atlanta DMA Atlanta Journal Constitution/AJC.com Print/Website Net	
	SD/1S/Past 7 Web	

Unranked output

Title:		Adults 18+
Sorted By: Reach % - Adults 18+		
Sort On Measure: Reach %		
	Measure	Adults 18+
<input type="checkbox"/>	Albany/Schenectady, DMA Albany Times Union/TimesUnion.com Print/Website Net	
	SD/1S/Past 30 Web	
	Comp %	100.0%
	Proj	1,224,870
	Reach %	56.4%
<input type="checkbox"/>	Albany/Schenectady, DMA Albany Times Union/TimesUnion.com Print/Website Net	
	SD/1S/Past 7 Web	
	Comp %	100.0%
	Proj	1,457,750
	Reach %	53.0%
<input type="checkbox"/>	Atlanta DMA Atlanta Journal Constitution/AJC.com Print/Website Net	
	Average	
	Comp %	100.0%
	Proj	925,044
	Reach %	42.8%
<input type="checkbox"/>	Atlanta DMA Atlanta Journal Constitution/AJC.com Print/Website Net	
	Comp %	100.0%
	Proj	927,477
	Reach %	42.8%
<input type="checkbox"/>	Albany/Schenectady, DMA Albany Times Union/TimesUnion.com Print/Website Net	

Ranked output

You can do this by clicking either icon button toward the top of the column.



ANALYSIS 1A: NEWSPAPER WEBSITE AUDIENCE

How do I find out how many adults have visited Newspaper X's website within the past week?

1. Go to **"Select Report Type"** and select **"Newspaper/Website Readership."** This category is separated out into three geographies; DMA Tier 1, NDM Tier 1, and NDM Tier 2. (Please refer to the glossary for definitions between these geographies). Select the appropriate geography, based on the newspaper you are interested in.
2. After you've selected the desired report type, move directly to the box below labeled **Select Newspaper(s) / Website(s)**. This menu will allow you to find the specific newspaper or website that you are interested in. For the example above, choose the **weekly** website option for the desired newspaper by **clicking on the empty check-box to its left**. (Note: The Select Newspaper(s)/Website(s) menu includes website usage for both weekly (7 day) and monthly (30 day) periods.)
3. Select any desired targets or demos to run this report against by moving to the box below the newspaper selection. This is entitled **Select Target(s)**, and lists basic demographics. One or multiple choices can be selected by clicking the check-mark box(s) to the left. The targets will be displayed in the output sheet as columns. (Note: There is a button called 'Select All / None'. If no boxes are selected, Audience-FAX will automatically default to the Adults 18+ option.)
4. Now you can select the ranking type. This feature is optional only if you have selected at least one target. The **Select Ranking** menu will automatically sort your newspaper/website selections (step 2) based on your choice of measurement. The output will automatically show your newspaper/website options ranked by your chosen target and/or measure.

Audience-FAX CREATE REPORT > VIEW REPORT > STOP EDIT

Download As Excel Download As PDF

Title: < < Page 1

	Unique Visitors	Page Views	Source
CALIFORNIA LOS ANGELES (LOS ANGELES CO.) TIMES	5,318,000	52,600,000	Nielsen // NetRatings NetView, August 2017
CALIFORNIA SACRAMENTO (SACRAMENTO CO.) BEE	1,151,000	18,759,000	Nielsen // NetRatings NetView, May 2017
NEW YORK ALBANY (ALBANY CO.) TIMES UNION	751,862	16,758,087	WebSideStory IP Analytics, September 2017
OHIO CLEVELAND (CUMHINGS CO.) PLAIN DEALER	959,000	22,524,000	Nielsen//Netratings, Custom Measurement, March-August 2017
OHIO CLEVELAND (LUCAS CO.) TRADE	405,905	4,900,507	Omniture SiteCatalyst, September 2017
WASHINGTON SEATTLE (KING CO.) POST INTELLIGENCER, TIMES	1,709,050	100,000,000	Socometrics, May 2017

5. After your report is generated within the Audience-FAX database, you then have the option to export the file to a spreadsheet in Microsoft Excel or a PDF in Adobe. Use the icons above the output to do so.



ANALYSIS 1B: PRINT/WEBSITE NET AUDIENCE

How do I find out how many adults have read or looked into the print edition or have visited Newspaper X's website within the past week?

1. Go to "Select Report Type" and select "Newspaper/Website Readership." This category is separated out into three geographies; DMA Tier 1, NDM Tier 1, and NDM Tier 2. (Please refer to the glossary for definitions between these geographies). Select the appropriate geography, based on the newspaper you are interested in.
2. After you've selected your desired report type, move directly to the box below labeled **Select Newspaper(s) / Website(s)**. This menu will allow you to find the specific newspaper or website that you are interested in. For the example above, choose the **Print/Website Net** option for the desired newspaper by **clicking on the empty check-box to its left**. (Note: Audience-FAX provides both weekly (7 day) and monthly (30 day) website measurement periods for the Print/Website net option. Both options are automatically included in the output)
3. Select any desired targets by moving to the box below the newspaper selection. This is entitled **Select Target(s)**, and lists basic demographics. One or multiple choices can be selected by clicking the check-mark box(s) to the left. The targets will be displayed in the output sheet as columns. (Note: There is a button called 'Select All / None'. If no boxes are selected, Audience-FAX will automatically default to the Adults 18+ option.)
4. Now you can select the ranking type. This feature is optional only if you have selected at least one target. The **Select Ranking** menu will automatically sort your newspaper/website selections (step 2) based on your choice of measurement. The output will automatically show your newspaper/website options ranked by your chosen target and/or measure.

		Adults 18+
Measure		
Albany/Schenectady, DMA Albany Times Union/TimesUnion.co Print/Website Net	5D/1S/Past 30 Web	
	Comp %	100.0%
	Proj	460,830
	Reach %	42.6%
Albany/Schenectady, DMA Albany Times Union/TimesUnion.co Print/Website Net	5D/1S/Past 7 Web	
	Comp %	100.0%
	Proj	449,439
	Reach %	41.6%
Atlanta DMA Atlanta Journal Constitution/AJC.com Print/Website Net	5D/1S/Past 30 Web	
	Comp %	100.0%
	Proj	2,500,088
	Reach %	56.4%
Atlanta DMA Atlanta Journal Constitution/AJC.com	5D/1S/Past 7 Web	
	Comp %	100.0%
	Proj	2,500,088
	Reach %	56.4%

Unranked output

		Adults 18+
Measure		
Albany/Schenectady, DMA Albany Times Union/TimesUnion.co Print/Website Net	5D/1S/Past 30 Web	
	Comp %	100.0%
	Proj	1,224,370
	Reach %	56.4%
Albany/Schenectady, DMA Albany Times Union/TimesUnion.co Print/Website Net	5D/1S/Past 7 Web	
	Comp %	100.0%
	Proj	1,517,750
	Reach %	53.0%
Atlanta DMA Atlanta Journal Constitution/AJC.com Print/Website Net	5D/1S/Past 30 Web	
	Comp %	100.0%
	Proj	927,144
	Reach %	42.8%
Atlanta DMA Atlanta Journal Constitution/AJC.com	5D/1S/Past 7 Web	
	Comp %	100.0%
	Proj	927,477
	Reach %	42.6%

Ranked output

The output will also give you an option to rank the statistics in ascending or descending order. You can do this by clicking either icon button toward the top of the column.



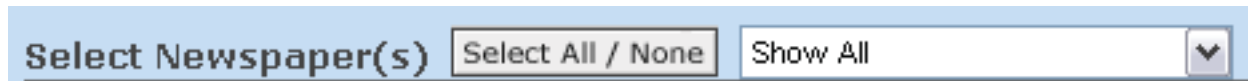
5. After your report is generated within the Audience-FAX database, you then have the option to export the file to a spreadsheet in Microsoft Excel or a PDF in Adobe. Use the icons above the output to do so.



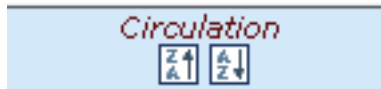
ANALYSIS 2: CIRCULATION

How do I find out how many copies of the daily edition Newspaper X are in circulation on a given weekday?

1. Under **Select Report Type**, choose **Newspaper Circulation**
2. Directly below, you will be given the option to select one or multiple newspapers. This section is entitled **Select Newspapers**. The grey button to the right of the title, **Select All/None**, will automatically select or deselect every newspaper option.



3. The pull-down menu to the right of the Select Newspapers menu allows you to view your choice of daily newspapers only, Sunday newspapers only or both daily and Sunday editions, in the Select Newspapers box.
4. The **Sort By** option toward the bottom, communicates to the output how you would like the data sorted. Select either **Alphabetical** or **Circulation**.
5. The output will give you another sorting option. These buttons will allow you to again sort the data in either ascending or descending order.



ANALYSIS 3: WEBSITE USAGE

How do I find out about how much traffic goes through Newspaper X's website?

1. Under **Select Report Type**, choose **Website Usage**
2. The box below is entitled **Select Websites**. Here you can choose a single or multiple websites for selection
3. Utilize the **Select all/None** button to select or deselect all websites available
4. The output will automatically default to an alphabetical order sort.

PART III: HOW TO READ (OUTPUT)

NEWSPAPER/WEBSITE READERSHIP

1. Newspaper Readership example:

a. Albany Times-Union Daily Cume for Men

Comp%

47.3% of the Albany Times-Union's daily cume audience are men.

Proj.

165,367 of the Albany Times-Union's daily cume audience are men.

Reach %

31% of men in the Albany DMA are reached by the daily edition of the Albany Times-Union within the past five weekdays.

Audience-FAX CREATE REPORT > VIEW REPORT >		
Download As Excel Download As PDF		
Title:		
Sorted By: Reach % - Men		
Sort On Measure: Reach % (Please click on [A] or [B] below to Sort)		
	Measure	Men
Albany/Schenectady, DMA Albany Times Union Daily	Cume	
	Comp %	47.3%
	Proj	165,367
	▶ Reach %	31.7%
Albany/Schenectady, DMA Albany Times Union Daily	Average	
	Comp %	50.1%
	Proj	113,101
	▶ Reach %	21.7%

b. Albany Times-Union Daily Cume Adults 18+

Comp %

100% of the Albany Times-Union's daily cume audience are adults age 18 +

Proj.

349,816 of the Albany Times-Union's daily cume audience are adults age 18 +

Reach %

32.4% of adults 18+ in the Albany DMA are reached by the daily edition of the Albany Times-Union within the past five weekdays.

Audience-FAX CREATE REPORT > VIEW REPORT >		
Download As Excel Download As PDF		
Title:		
Sorted By: Reach % - Adults 18+		
Sort On Measure: Reach % (Please click on [A] or [B] below to Sort)		
	Measure	Adults 18+
Albany/Schenectady, DMA Albany Times Union Daily	Cume	
	Comp %	100.0%
	Proj	349,816
	▶ Reach %	32.4%
Albany/Schenectady, DMA Albany Times Union Daily	Average	
	Comp %	100.0%
	Proj	225,853
	▶ Reach %	20.9%

2. Website Readership Example:

Albany Times Union 7 Day Website – Women

Comp%

55.2% of the Albany Times Union's weekly website audience are women

Proj

60,142 of the Albany Times Union's weekly website audience are women

Reach %

10.8% of the women in the Albany DMA are reached by the Albany Times Union's website within the past week.

Audience-FAX CREATE REPORT > VIEW REPORT >		
Download As Excel Download As PDF		
Title:		
Sorted By: Reach % - Women		
Sort On Measure: Reach % (Please click on [A] or [B] below to Sort)		
	Measure	Women
Albany/Schenectady, DMA TimesUnion.com Weekly	7 Days	
	Comp %	55.2%
	Proj	60,142
	▶ Reach %	10.8%

3. Print/Website Net Example:

Albany Times Union Weekly print (5d/1s) or past 7 day website - Men

Comp %

46.3% of the Albany Times Union's weekly print and weekly website audience are men

Proj

208,083 adults in the Albany Times Union's weekly print and weekly website audience are men

Reach %

39.9% of men in the Albany DMA are reached by either the weekly print (5d/1s) edition of the Albany Times Union, or have visited the website within the past week

Audience-FAX CREATE REPORT > VIEW REPORT >

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Title:
Sorted By: Reach % - Men
 Sort On Measure: Reach % (Please click on [1] or [2] below to Sort)

	Measure	Men
Albany/Schenectady, DMA Albany Times Union/TimesUnion.co Print/Website Net	5D/1S/Past 30 Web Comp %	46.4%
	Proj	213,778
	▶ Reach %	41.0%
Albany/Schenectady, DMA Albany Times Union/TimesUnion.co Print/Website Net	5D/1S/Past 7 Web Comp %	46.3%
	Proj	208,083
	▶ Reach %	39.9%

CIRCULATION

90,216 paid copies of the Daily edition of the Albany Times-Union go into circulation in an average week (M-F)

142,899 paid copies of the Sunday Albany Times-Union go into circulation in an average Sunday.

Audience-FAX CREATE REPORT > VIEW REPORT >

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Title:
Sorted By: None
 (Please click on [1] or [2] below to Sort)

	Circulation
NEW YORK ALBANY (ALBANY CO.) TIMES UNION (M-F)	90,216

WEBSITE USAGE

Unique Visitors

The Albany Times-Union's website has 751,862 unique visitors every month.

Page Views

The Albany Times-Union's website has 16,768,087 page views every month.

Audience-FAX CREATE REPORT > VIEW REPORT > SIGN OUT

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Title:

Page 1

	Unique Vistors	Page Views	Source
NEW YORK ALBANY (ALBANY CO.) TIMES UNION	751,862	16,768,087	WebSideStory HBX Analytics, September 2007

Note: The sources used for this information are either Nielsen Netratings Custom Megapanel, NNR Netview, Comscore, or the Newspaper's own server based data. Time frames depend on which source is being used.