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## *Magazine Selection Criteria*

A systematic approach for selecting the ideal publications to reach a business' target market for optimum reach, frequency, and efficiency. It was originally designed, and later refined, for a manufacturer of fluid power equipment. The *MSC* has since been adopted by some agencies as part of their standard planning process.

There are Four Elements, or tests, to the analysis:

**Quantitative, Qualitative, Judgement, and Historical.** Of the two elements carrying the most weight (*Quantitative* and *Historical*), only verified data are used (i.e., audits, outside research, sworn publisher statements, etc.).

Publications under consideration are reviewed, analyzed, and compared against those publications perceived to reach the same audience.

Each criterion, in each element, is set-up as a column in the analysis with each publication being a row. Columns are assigned weights based on their value to the clients' objectives and publications are ranked on their efficiency in each column.

The final weighted cumulative score determines which publications are included in the schedule with an eye to maximizing reach, frequency, and efficiency.

Once a publication has been included in a schedule it will remain there until eliminated by lack of performance or failure to maintain position in a subsequent analysis.

*Publications not included in the schedule are measured in the subsequent analysis on their performance for generating qualified inquiries from product and press releases. Should a publication not be included in a schedule they may request a review of the analysis and the reason(s) for exclusion.*



### QUANTITATIVE ELEMENTS:

- Gross circ at time of last audit
- % paid circ
- Net circ relative to target market
- % of net circ to gross circ
- Cost per page, B/W. 1X (for control purposes)
- CPM to gross circ
- CPM to net circ
- % editorial last statement
- % compatible/supportive editorial
- % increase or decrease in editorial
- # of ad pages last statement
- % advertising from product category
- % increase or decrease in product category advertising
- # of total ad inquiries per last statement
- Average # of inquiries per ad page
- % target audience duplication against other pubs reaching target

### QUALITATIVE:

- Perceived importance of editorial content
- Exposure opportunity: time read, portions read
- Reader action or involvement
- Reader opinion or attitude

### JUDGEMENT:

- Appearance
- Timing & audience accumulation (week v. month, etc.)
- Audited v. non-audited
- Merchandising opportunities
- Client attitude toward pub
- Production values
- Size (Mag v. Tab v. Digest)
- Demographic/geographic breaks available



**HISTORICAL:**

- Actual # of pages scheduled
- Actual cost of schedule
- Actual CPM: gross, net
- Average cost per page
- Inquiries generated
- Inquiries as a % of gross circ
- Inquiries as a % of net circ
- Cost per inquiry
- Inquiries per insertion
- Average inquiries per page
- Average inquiries v. publication average

*NOTE: Element criteria may vary due to availability of data and client objectives.*

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