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## 7.7

### YARDSTICKS FOR EXPOSURE QUALITY

#### INTRODUCTION

The conventional comparative media analyses in Germany establish the media exposures for magazine titles. The missing element, until now, for the media planner in the Federal Republic of Germany, has been a reliable tool to test how his advertisements are noticed in the separate media.

What was formerly only hypothetical, was established as a fact in 1984 through a remarkable joint-venture investigation by the Axel Springer Verlag magazines *Hörzu* and *Funk Uhr* and the GWA Advertising Agency Association. An exposure is not necessarily an exposure as claimed by the AG.MA national media analysis, for example, as each advertising message has to overcome a hurdle in each medium, to get its contents across - exposure to the reader. The quality of this exposure is decisive in calculating the probability of developing the advertising effect. Not only do the individual magazines have different-sized readerships, but also the quality of exposure to the advertisements is dissimilar - as confirmed by the GWA/*Hörzu*/*Funk Uhr* joint-venture study: 'Yardsticks for exposure quality'. Full results are related to target groups and can be applied directly into the media planning process.

Research into qualifying characteristics affecting magazine reader behaviour and loyalty has been a long tradition in Germany. This aspect has been studied extensively by a large number of surveys sponsored by the publishing companies. Typically, these investigations have each concentrated on only one facet of the whole picture.

The user, however, needs an objective identification of the *total*

*relationship* and the role played by the separate qualifying factors therein; to confront him with a multitude of unrelated findings, in a pile of data, is of no service.

The GWA, therefore, first carried out a stock-taking exercise and preliminary study in 1980-1982 with the co-operation of the Heinrich Bauer publishing group. This preliminary work opened up into the development of a comprehensive survey approach, worked through together by the experts of the GWA and the researchers of all the major publishing houses in Germany. This co-operation collapsed in 1983, however, just as the execution of testing and integrating the separate aspects of exposure quality were brought within reach.

#### CO-OPERATION

Under these circumstances, the GWA decided in 1984 to work together with an investigation initiated by *Hörzu* and *Funk Uhr*, finally to assist a breakthrough in the many years of active endeavour to throw light on the multitude of exposure-qualifying aspects to be brought to account.

The survey concept, already developed by the publishers and tested in a first survey wave, shows the following advantage over other, earlier publishers' investigations - a comprehensive consideration of the qualifying characteristics!

The objective of the GWA, and the prior work of the GWA from the co-operation with the publishers, were taken fully on board. A total of 35 separate exposure-qualifying characteristics were studied, from 18 different characteristics groupings (see Section headed 'Testing the variables').

It was thus possible, for the first time, to study the reciprocal dependence of the individual characteristics and their interaction on the emergence of exposure quality. It was less probable that a high advertisement noting would be influenced by only one characteristic or, in a particular magazine, by one characteristic or another.

#### CORE STUDY

To clarify it once more: The objective of the investigation was "to go beyond exposure to the journals to arrive at differentiating data closer to the actual exposure to the advertisement" (Quotation from the foreword of the GWA report.)

#### ACTIVITY

There were 8,008 interviews carried out in four waves from December 1983 to May 1984, with German-speaking men and women above 14 years of age. The research company was Infratest, Munich. The content of the interview followed the 'normal' questions on usage, according to the AG.MA method, for 67 magazine titles and a national news-stand newspaper, together with additional questioning on 35 qualifying characteristics for each of maximum readerships per title. These qualifying criteria were concerned with the possibilities of issue reading and handling, reader loyalty and with the nature of the readers themselves. All the criteria will subsequently be introduced in detail under the heading: Testing the variables. In the interview, there then followed the gathering of about 100 product-usage criteria as a possible means to define product-usage and consumption-oriented target groups for the media planner, as well as conventional demographic characteristics.

At the end of this part of the interview there followed a reading/noting stage with an original issue

(read by the respondent before the interview, picked at random from four original copies of four magazines carried by the interviewer) to go through 15 editorial articles and 15 advertisements (one page, four-colour ads) again at random.

These interviews gave single-source readership data, exposure qualifying statements for a total of 68 separate publications, consumption and product-usage related statements and the actual reading behaviour of the respondents, established by Through-the-Book scores for a total of 11 magazine titles.

The results from the first part of the interview show clearly that audiences of different magazines comment very differently on the various titles (see table and explanation of the scale breakdown below). We are considering, at the head of the table, a selection of the total of 35 qualifying characteristics, not made at random, but the most relevant ones, as will be shown later. What is clear here, are the different demarcations between the various titles in the opinions of the readers. Thus above-average results are shown for *Kicker*, *Mein Schöner Garten*, *Hörzu*, *TV Hören und Sehen*, *Tina*, *Funk Uhr* and *Das Beste*; while both above-average and below-average showings just kept the balance for titles such as *Der Spiegel*, *Frau im Spiegel*. Titles such as *Stern*, *Schöner Wohnen*, *Bunte*, *Brigitte*, and *Für Sie* are in most cases below-average. That is plain. One could actually already use this phase of the study to depict the final results. However, we did not wish to rest here. Our objective was to derive the most relevant qualifying characteristics, out of the total number, for the attention paid to advertisements, and then to quantify the different probabilities between exposure to the medium and exposure to the advertisements for the various titles. We therefore used the reading/noting results to validate the qualifying characteristics and then to quantify the results for the titles.

**THROUGH-THE-BOOK VALIDATION**

Starch results were presented for a total of 235 whole-page four-colour advertisements from different product categories from 11 different titles on three levels:

- (1) Was the advertisement seen?
- (2) Was the brand noted?
- (3) Was the advertisement copy read?

The experts of the GWA Advertising Agency Association were highly critical of this phase of the study, as they expressed doubt on the limits of the Starch reading/noting technique as a validation tool on the one hand, and on the other the choice of 11 titles for the Through-the-Book part as too 'burdensome', favouring the TV/radio programme journals and the topical illustrated magazines.

The titles for the reading/noting test were:

- *Das Beste (Reader's Digest)*
- *Bild am Sonntag*
- *Brigitte*
- *Bunte*
- *Funk Uhr*
- *Hörzu*
- *Quick*
- *Schöner Wohnen*
- *Der Spiegel*
- *Stern*
- *TV Hören und Sehen*

As a result of this criticism, three experiments were integrated into the study, shown here as an overview with their results:

**(a) Survey experiment to test the method of the reading/noting technique:**

In the reading/noting test on *Bild am Sonntag*, advertisements and other matter were presented and asked about during the interview, but in fact they had appeared in *Bild der Frau*.

**Findings**

An error level emerged which was distributed through the quality groups established later, as shown in the graph below. It can be seen that this error level is virtually constant, even with readers of different exposure quality. However, a constant error level does not affect the exposure qualifying groupings, as it is not the level but the run of the 'steps' which is of interest as an expression of the significance of the differentiating exposure quality groups.

**(b) Initial experimental count to test the title selection in the reading/noting stage**

MA weighting of the title versus equal weights - that is, on the one hand weighting according to the Average Issue Readership as stated in the Media Analysis, and on the other hand equal weights, so that all titles enter the segmentations with equal numbers of readers, which, of course, increases the influence of smaller publications on the segmentation result.

**Findings**

The following cross-tabulation shows that more than 91% of all cases fall in identical or directly adjacent quality groups. As a result, the influence of the different readership sizes of the titles can be ruled out as a disruptive factor bearing on the results.

**(c) Second experimental count to test the title selection in the reading/noting stage**

Complete title list versus reduced version. Here the segmentations incorporating all 11 validation titles were compared with segmentations from only eight validation titles, after the exclusion of the TV/radio programme magazines *Hörzu* and *Funk Uhr* (both from Axel Springer Verlag) and *Quick*, the topical illustrated magazine.

## All exposure qualifying characteristics

Total adult population: percentage of AIR

## Affinity statements:

	Amount read	Close- ness to journal	Read all articles	Take trouble to get all issues	Multiple page exposure	Adver- tising is enter- taining	adver- tising is help- ful
Scale points:	all/ most pages	very close to my taste	all	all, most	at least to part of pages	posi- tive	posi- tive
Kicker	40+	39+	41+	51+	22	38+	57
Mein Schöner Garten	42+	34+	39+	47+	42+	29	59
Hörzu	38+	27+	30+	41+	23	37+	59
TV Hören und Sehen	40+	31+	33+	38+	23	38+	59
Tina	40+	27+	36+	32+	22	35	65+
Funk Uhr	38+	23+	30+	35+	18	40+	58
Das Beste	32+	23+	32+	36+	23	31	54
Die Aktuelle	35+	20+	31+	22	17	44+	64+
Bild am Sonntag	28	18	21	26	11	41+	61+
Stern	29	16	22	31+	22	31	51
Der Spiegel	30	23+	27	41+	25+	27	48
Für Sie	21	11	17	20	22	37+	61+
Schöner Wohnen	27	18	23	27	33+	31	58
Bunte	23	10	18	22	15	40+	61+
Frau im Spiegel	30	17	29+	25	13	43+	62+
Brigitte	26	17	22	26	25+	35	55
Quick	20	7	14	16	13	36	63+
Vital	22	14	17	20	20	28	59
Petra	16	6	14	19	21	42+	59
Average 68 titles	30	18	27	29	24	36	59

+ = Above-average scores

## Findings

Despite this extremely different starting base, here 80% of all cases lie in identical or directly adjacent segments. The influence of the title selection as having a bearing on the segment findings in the validation phase can be rated as minimal, and therefore disregarded.

On reaching this point of the investigation, at the latest, it was clear to all experts of the Technical Committee that the titles only function as carriers of readership behaviour and, presumably, the same findings would be established with only a few validation titles, as these fewer publications have all the validations of readership behaviour built in.

Results of the experiment with 'Bild am Sonntag' to support the methodology

<i>Advertisement noting with published advertisements</i>	<i>Advertisement noting with unpublished advertisements</i>	<i>Standardised values of advertisement noting after removal of the error level</i>
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low exposure quality high

<i>observed values in the quality groups</i>	<i>error level in the quality groups</i>	<i>cleaned values in the quality groups</i>
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Test result: Cross-tabulation of readers in eight quality groups

*Equal weighting versus MA weighting*

*With equal weights  
Readers in eight quality groups*

	1	2	3	4	5	6	7	8
1	5.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
2	0.6	1.3	3.7	0.5	0.2	0.1	0.0	0.2
3	0.0	6.4	3.6	4.0	0.9	0.4	0.0	0.0
4	0.4	0.5	8.5	2.7	8.6	0.5	0.0	0.0
5	0.0	0.8	1.4	6.8	7.4	2.4	0.0	0.5
6	0.0	0.0	0.3	0.0	1.7	6.9	4.9	0.0
7	0.0	0.0	0.0	0.3	0.8	3.2	5.8	1.8
8	0.0	0.0	0.0	0.0	0.6	0.6	0.0	3.5

*Basis of the % values: All cases = 100%*

Test result: Cross-tabulation of readers in eight quality groups

11 titles versus 8 titles

With 11 reading/noting titles:  
Readers in the eight quality groups

	1	2	3	4	5	6	7	8
Without 'Hörzu', 'Quick', 'Funk Uhr': Readers in the eight quality groups	1 3.2	1.3	0.0	0.0	0.0	0.0	0.0	0.0
	2 1.7	5.5	2.2	2.2	0.4	0.0	0.0	0.0
	3 0.7	5.0	5.9	1.9	0.4	0.0	0.3	0.0
	4 0.0	1.5	3.2	9.0	5.8	1.1	0.9	0.0
	5 0.0	0.1	0.5	3.0	9.2	2.9	0.7	0.9
	6 0.0	0.2	1.5	1.7	0.2	2.8	3.2	1.1
	7 0.0	0.2	0.8	1.0	1.5	3.2	1.9	3.0
	8 0.0	0.2	0.0	0.0	2.1	0.4	3.0	2.8

Base of the % values: All cases 100%

#### TESTING THE VARIABLES

The starting point is the fact that not all magazine readers are reached by the editorial and advertisement contents, in any given issue, in the same way. This fact has been well established by a number of empirical studies from several publishing companies in Germany over the last three decades.

Depending on the kind of expectations held by the reader, and his specific attitude and relationship to the journal, the editorial and advertisement content of a given issue will be more or less satisfying as he goes through his copy and is exposed to the material.

In this study, 18 different groups of qualifying characteristics were taken into account, taken from all known qualitative media surveys. This gave a total count of 35 separate characteristics as some groups had greater or lesser numbers of components - for example the Affinity Index (by Gruner and Jahr) is composed of 12 statements, the Receptiveness to Advertising is built up from five different aspects.

The following criteria were included:

#### Dimension

#### Test criterion

Copy Handling

How copy is obtained  
Main reader of the magazine  
Amount read  
Multiple exposure to the copy  
Multiple exposure to the pages  
Reading habit phases  
Reading days  
Reading on a particular day of the week  
Place of reading  
Reading frequency

Attitude towards the magazine

Closeness to magazine  
Affinity to the magazine  
(13 items)

Magazines and markets

Target group affinity  
Competence of editorial features

Characteristics of the individuals

Product interest  
Product usage  
Emotional disposition  
Receptiveness to advertising  
(5 items)

Not all of these characteristics are suitable for an equitable assessment of exposure quality, nor to describe important aspects of exposure quality.

Two of the variables had to be rejected on methodological grounds, as the survey technique proved to be insufficient. Others are insignificant in statistical terms, or are inconsistent according to their relationship to the advertisement noting criteria, or are not fair to the media as they register differently on different magazines.

Among the significant and unchallengeable variables which are fair to the different publications, some are effective tools for establishing important exposure quality aspects either with all publications or at least with some separate magazines. Others in this group of characteristics are less effective by comparison, either because their relationship to the advertising noting criteria is too weak or because other characteristics perform better in establishing the same aspects of exposure quality.

Subsequently we have tested all the variables one by one and have separated the criteria useful for qualifying exposure from the unusable characteristics. This was done by determining the relationship between the response to the characteristics in question and the criteria relating to the attention paid to the editorial and advertising content.

#### Test of significance

The first step tested whether the relationship between the qualitative variables and the attention scores was significant. Only one variable proved to be unusable according to this test: reading habit phases

#### *Reading habit phases*

Originally five items describing the reading habit phases were included in the potential qualifying

characteristics. The test of significance showed no or hardly any relationship between the individual statements and the advertising noting criteria.

#### Test of consistence

At this stage it was tested whether the relationship between the qualitative variables and the attention scores deviated significantly from the average and how the response curves (steps) were shaped. Consistent variables showed a clear increase or decrease in the response steps. Inconsistent variables showed a convex or concave shape. Two variables proved to be unusable - target groups affinity and receptiveness to advertising.

#### *Target group affinity*

Target group affinity is defined as the ratio of the coverage of the publication within the target group to the coverage of the magazine as a whole.

Affinity according to product interest target groups does not differentiate between exposures of different quality. Even with magazines such as *Brigitte* or *Schöner Wohnen*, where it could well be assumed that affinity would surely be a qualifying characteristic, there was a clearly visible lack in discrimination.

Target groups defined by product usage display an affinity characteristic which also falls short of the relationship to attention paid to advertising.

If affinity is applied to the heavy-user target groups, then there is a stable relationship with attention paid to advertising. However, this runs in the opposite direction to the whole concept of affinity: the higher the affinity level, the lower the attention paid to advertisements.

#### *Receptiveness to advertising*

Of the five statements describing

receptiveness to advertising the single criterion: 'Advertising sometimes gives really useful advice on new products' has an unstable and contradictory standing and gives a distorted relationship to attention paid to advertising.

### Test of fairness to the media

Naturally it has to be borne in mind that the criteria have to be valid for all the publications under scrutiny and, at the same time, it has to be ensured that they are not contradictory. It is possible that a characteristic has a powerful effect with one publication, but with another magazine, it has little or no influence on the exposure quality. A variable is unusable, therefore, if it has a contradictory effect, ie significant for one publication and insignificant for another. This means that such a factor cannot be used when comparing one magazine with another. It would be unfair to the media.

It has to be expected that this test will qualify more than one characteristic as a yardstick for exposure quality. The variety of magazines and their basic approaches, as well as different attitudes and behaviour patterns of the readers, will determine the exposure quality of individual publications.

It would therefore seem to be misplaced to reduce the variety of the criteria into one formula, to be arrived at by multiple regression analysis. A unified formula with the exposure qualifying variables linked by a rigid weighting system - the regression coefficients - would lead to unified results for all publications without regard to their specific inherent characteristics.

So that is not the way. In reality it is absolutely possible that one title yields a strong exposure quality by the use of the characteristics X and Y, while another magazine possibly shows a

better performance with the use of characteristics Z and Y.

Multiple regression analysis is useful only in solving the problem of separating out those characteristics, contributing little to exposure quality and showing a high redundancy.

The following variables proved to be unusable on the criterion of media fairness.

Fitness of editorial features  
Emotional disposition  
Reading frequency  
Affinity index (combined)  
Individual affinity index statements:  
- I could easily do without this periodical  
- One simply has to take the time to read this periodical  
- There are other periodicals which I like better than this one  
- This periodical has never disappointed me  
- This periodical often contains articles which occupy my thoughts for long afterwards  
- I certainly do not agree with all the contents and opinions expressed in this periodical.

### *Fitness of editorial features*

The fitness of editorial features is not fair to the media as it comes through completely differently with different publications, contradicting each other in terms of attention paid to advertising.

A magazine such as *Brigitte*, with marked differences in fitness between different themes and product groups, shows virtually no differences in advertising noting levels registered in *Brigitte* for each product so designated.

With *Schöner Wohnen* there is a clear convex curve. Products for which *Schöner Wohnen* is rated as very fit show as unsatisfactory an advertising noting performance as do those products for which *Schöner Wohnen* is perceived



as being less fit. Products achieve a high advertisement noting value for which *Schöner Wohnen* has neither a high nor a particularly low fitness. With *Das Beste*, the better an advertisement is noted, the lower is the publication rated as competent for topics on this product type.

#### *Emotional disposition*

While the emotional disposition is unimpaired as a characteristic for a target group, it is not suitable to qualify exposure. The pattern of advertising noting on this basis shows a relationship partly in a U-shaped concave, partly in opposite directions and partly convex. This characteristic is, therefore, not fair to the media. Individuals showing a low level of emotional disposition register a far better attention level to advertising than those with an average emotional disposition.

#### *Reading frequency*

The reading frequency, on a frequency scale, allows none of the magazines to be compared equally to give a fair exposure quality rating.

#### *Affinity index*

The individual statements of the affinity index do not measure 'affinity' to magazines as claimed in the English term, but rather loyalty or preference, as is implicit in the German term 'Zuwendung'. The incorrect English translation 'affinity index' has, however, spread since New Orleans and Montreal and is now well established. Therefore, we too will use it.

All attempts at incorporating the contents and specialities of individual publications into statements describing such publications have to be unfair to the large variety of media, if they are successful, because they emphasise the specific characteristics of the

magazines in question. A statement such as: "I certainly do not agree with all the contents and opinions expressed in this periodical" can hardly be used to describe a handicraft magazine. The number of examples can be continued almost indefinitely.

All these facts were actually obvious without analysis. But for completeness we had to include the total 'affinity index' in our survey, as well as all the other variables from other studies.

To create statements which are fair to the media, it is essential to use extremely simple and general phrases to meet all the aspects of all publications. Thus, only generalisations remain as exposure-qualifying, as will be shown.

We have to distinguish between the combined affinity index and the results for the separate 12 affinity index statements, which comprise the index.

The combined affinity index appears to be less effective to discriminate between the various degrees of attention paid to advertising. This stems from the numerous unstable elements in the relationship between the affinity index and the criteria for advertising noting. Unstable, or even U-shaped curves can be seen for the magazines *Hörzu*, *Stern*, *Quick*, *Der Spiegel*, and *Das Beste*.

In addition, the positive pole frequently declines in the criteria of advertising noting, which should extract the highest magazine affinity or rather preference. This can lead to a significant error in rating the publications. Magazines with the majority of their readers registering highly on the affinity index are over-valued in terms of exposure quality. Readers with a particularly high affinity index rating show repeatedly that they are not the highest noting group for advertisements, but they register advertisements less than readers with a low affinity index score.

**Test of redundancy**

Characteristics which are valid, consistent and fair to the media, but are less effective than other, comparable variables to establish attention paid to advertising and to discriminate between different degrees of exposure quality are:

**Individual affinity index statements**

- When reading this periodical I need peace and quiet and prefer not to be disturbed
- I always look forward to the next issue of this periodical
- This periodical often contains articles which provide a basis for discussion
- This periodical provides the kind of information which I expect from a quality periodical of this nature

**Place of reading**

Statements on receptiveness to advertising

- I find TV advertising actually very entertaining
- I really enjoy looking at magazine advertisements

Main reader of the magazine

Source of copy

Multiple copy exposures

Product interest

**Place of reading**

The place of reading is a less effective qualifying characteristic within the framework of the factors taken in, as the place of reading effect on discriminating exposure quality is made redundant by other elements such as amount read, multiple page exposure, etc.

**Receptiveness to advertising**

All five statements on receptiveness to advertising, used in the study, show a comparably high correlation with each other. Those statements which give the clearest relationship to advertisement

noting are naturally more effective, when compared with the others. On these grounds, the above statements were discarded and eliminated from further analysis.

**Product interest**

In contrast to the individual-related value for product interest, this characteristic analysed here, is related to the publications, derived from the product interest for a single product established for all the readers of a particular magazine, similar to the competence values.

This variable is valid, but only a weekly qualifying characteristic in comparison.

**Results: The useful characteristics for qualifying exposure**

The following seven qualifying characteristics are valid, consistent, fair to the media, and effective to discriminate between different degrees of exposure quality.

**Individual affinity index statements**

- I usually read all the articles in this periodical
- If necessary, I would go to great trouble to obtain every issue of this magazine

**Identification with the magazine**

Amount read

Multiple page exposure

Individual statements on receptiveness to advertising

- Advertising is generally very entertaining
  - Advertising is actually very helpful for the consumer
- Product interest/product use

**Identification with the magazine**

A reader loyalty characteristic according to a scale of: Magazine 'is close to my taste' to 'not aimed at me'.

*Amount read*

Questioned specifically for the last issue read: Scale: Read no article in detail; only very few; approximately 25% of all articles ... to (almost) all articles.

*Multiple page exposure*

Questioned firmly for the last issue read: Scale: No page in detail ... to ... many pages more than twice.

All these qualifying characteristics, which are deemed to be useful to discriminate between the different degrees of exposure quality, were used to develop the data for further analysis.

**Example of a useful characteristic for qualifying exposure**

Affinity index statement: "I usually read all the articles in this periodical".

Question to all readers in the maximum readership: "On this list there are a number of statements regarding the reading of magazines. Would you please tell me, against each of the listed statements with which, for your reading of ... (title of publication) you would agree totally, generally, less so or not at all."

"I usually read all the articles in this periodical"

1	2	3	4
Agree totally	Agree generally	Agree less so	Do not agree at all

It can easily be seen in the following graphs that this variable meets the requirements for qualifying exposure. Almost all the steps show a steady increase with increasing agreement with the statement.

**BUNDLING THE QUALIFYING VARIABLES**

Each one of the above seven valid qualifying characteristics, which are also fair to the media, allows a discrimination between those readers who pay little attention to advertisements and those who have a high advertisement noting level. Naturally, each characteristic only throws light on one aspect of exposure quality. In order to draw the best dividing line between types of exposure of differing qualities, it is necessary to gather together the individual aspects, so that they can be considered in the light of their correlation with each other, and how they work together. This should be done through the segmentation of the observation findings.

**Executing the segmentation**

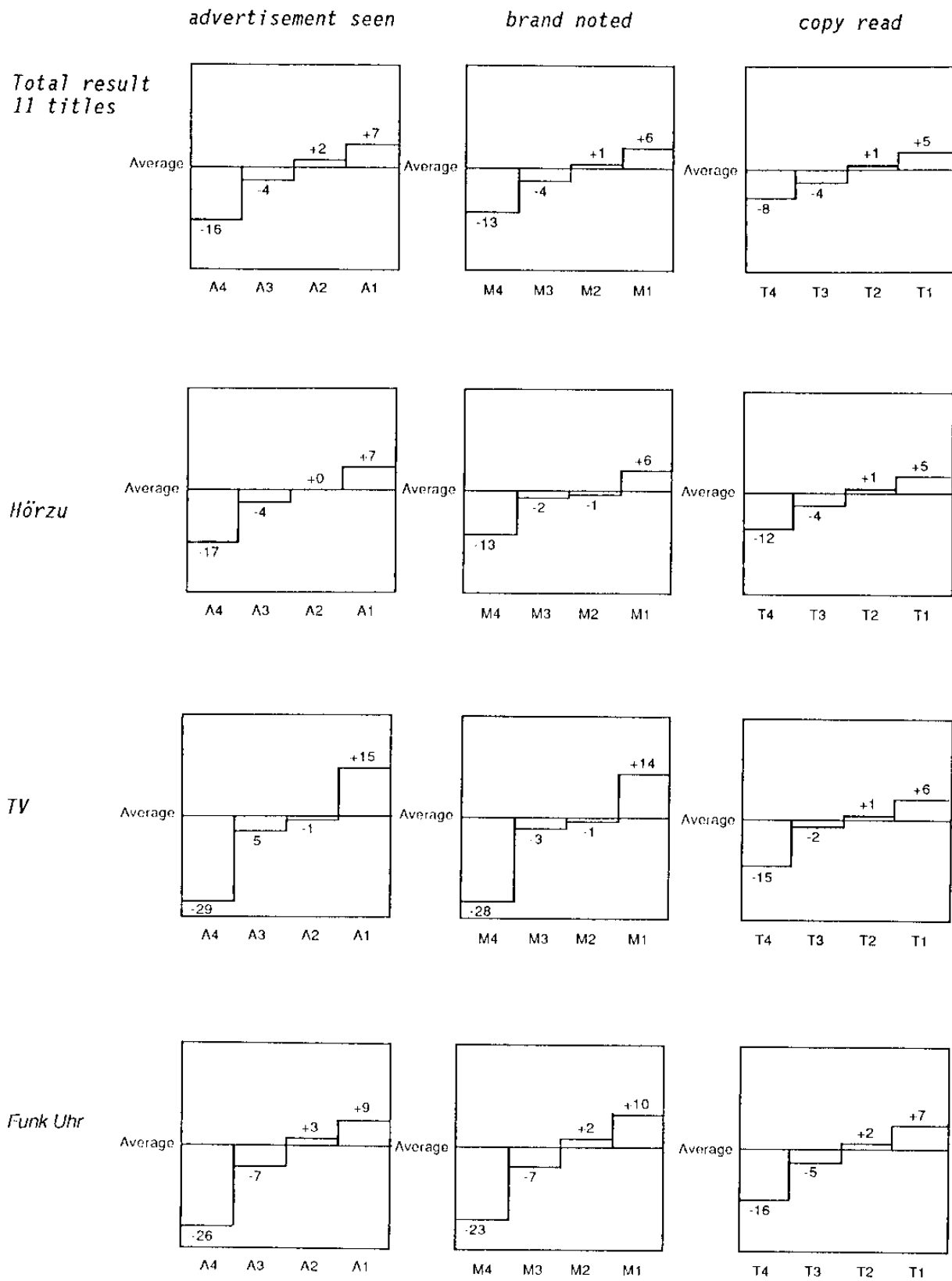
Segmentations can be executed in different ways. It was decided to give preference to that process which would best show the differences observed in the data material. It turned out that segmentations within different sub-groups of respondents show the differences in the exposure quality better than one segmentation of the grand total of all respondents.

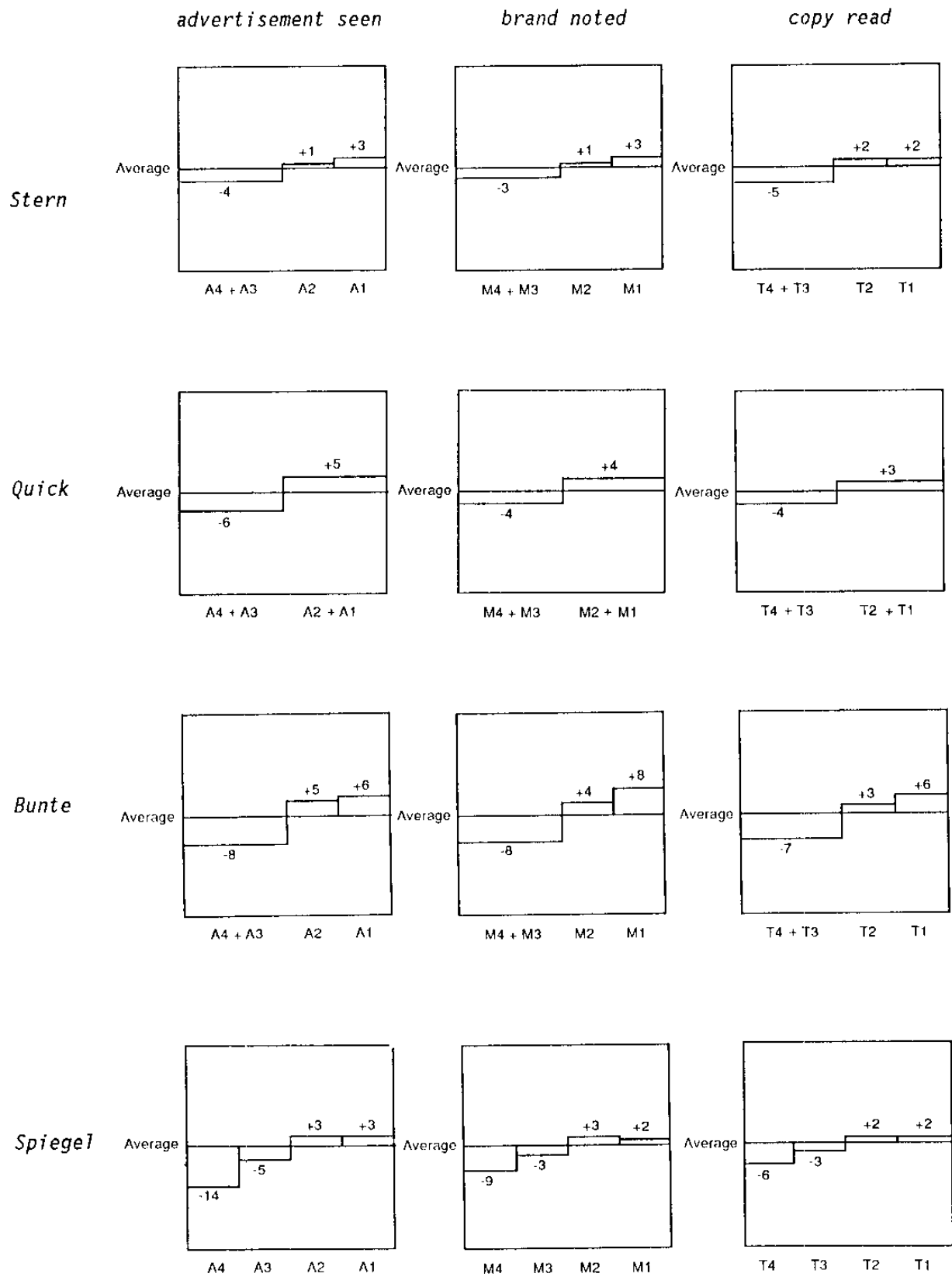
Therefore, four groups were segmented, each with the same process and pattern:

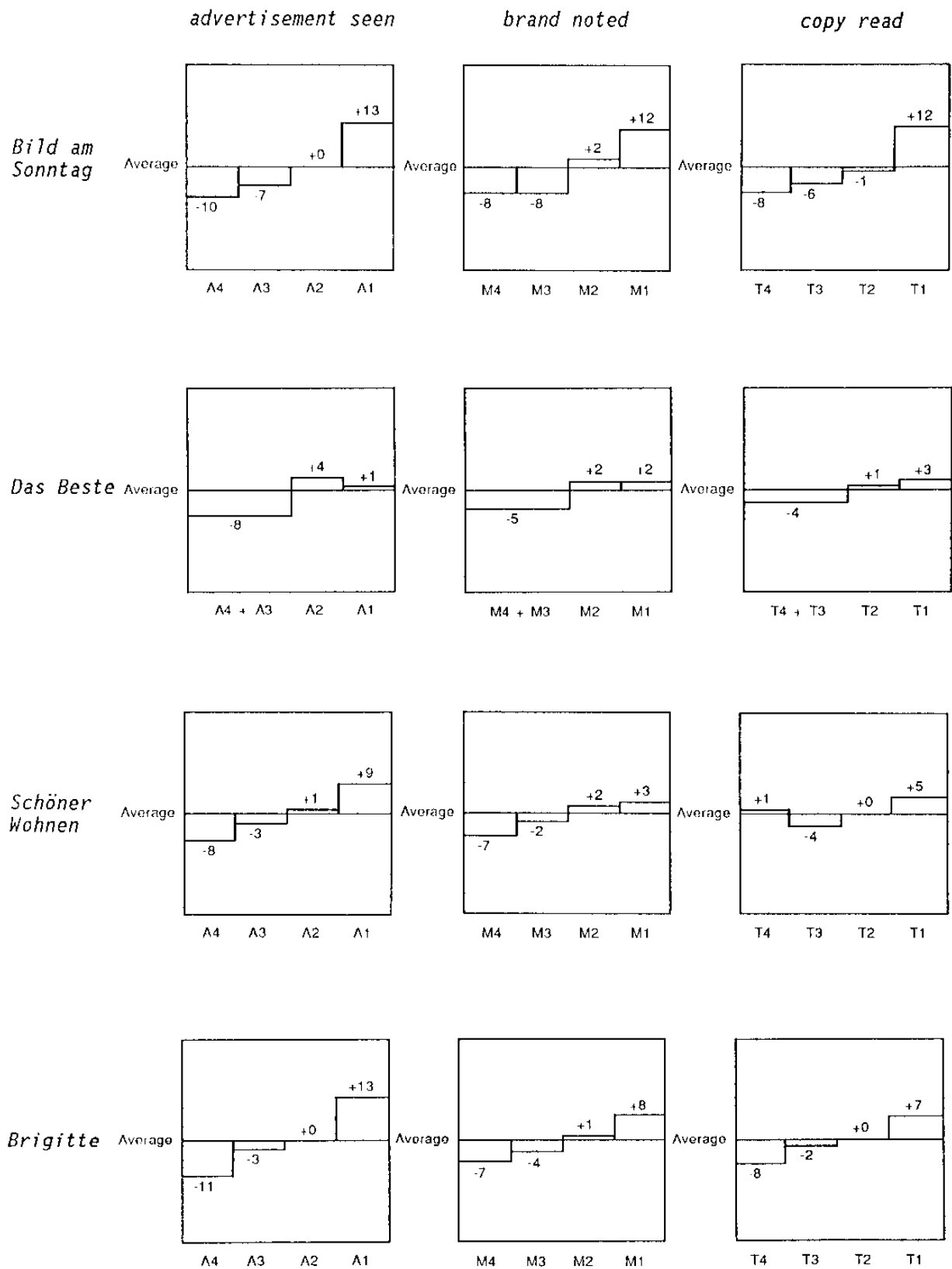
- Men aged 14-39 years
- Men aged 40 and above
- Women aged 14-39 years
- Women aged 40 and above

The age dividing line of '40 years' was chosen to produce groups of the same size. This division also separates the pre-war from the post-war generations.

The segmentation by sex and age elicits not only the sharpest differences in the observed quality of exposure, it also offers the best opportunity to pull out titles with different readership strengths, such as with younger or older men and women respectively. This is, above all, of







importance with regard to the use of the derived data in the assessment of all publications.

Each of these four groups was segmented in separate runs, for each of the three criteria of attention paid to advertising:

Criterion A: Advertisement seen  
 Criterion B: Brand noted  
 Criterion C: Copy read

We used probabilities of exposure to advertisements. It was established how many of the 15 advertisement prompts had been seen by each respondent, divided by 15 (or a lesser number if less than 15 advertisements were shown or there were not 15 advertisements with text).

The respondent sub-groups were segmented by the seven exposure qualifying variables. The segmentations were passed through six levels, as long as a minimum count of 20 respondents per segment was maintained. Before segmentation, the average advertising noting levels for each publication were aligned, by weighting, to give an average rating for all 11 validated publications. This was necessary as a direct title comparison is not possible or legitimate in a reading/noting study because of the different advertisement structures in the separate publications.

Therefore, segmentation will not give a direct comparison of the magazines, but does provide a constant all-embracing means to sort out the reader groups, for all validated titles, by different bundlings of the various facets of exposure-qualifying characteristics. The variety of the titles, and the segments so formed, will be effective in the variety of their readerships. However, they must not be influenced by different noting levels through their different advertisement structures.

All validated publications go into the segmentations, so far, with identical assumptions. The deviation of individual advertisements from the standardised average, and each shift from the mean value in the separate steps for the exposure-qualifying characteristics is not standardised or otherwise changed or weighted.

In the validation interviews, the separate publications were not all represented according to the size of their Average Issue Readership. The reason, among others, was that both monthlies had to be checked in two waves, to give the required number of respondents for validating individual characteristics. Before the segmentation was executed, the respondent readers of the separate publications were weighted according to their MA 84-Average Issue Readership.

In addition, checks were made by a number of experimental calculations to show whether, and to what degree, the results of the segmentation have been affected by the selection of publications for validation, the corresponding number of respondents or the weighting.

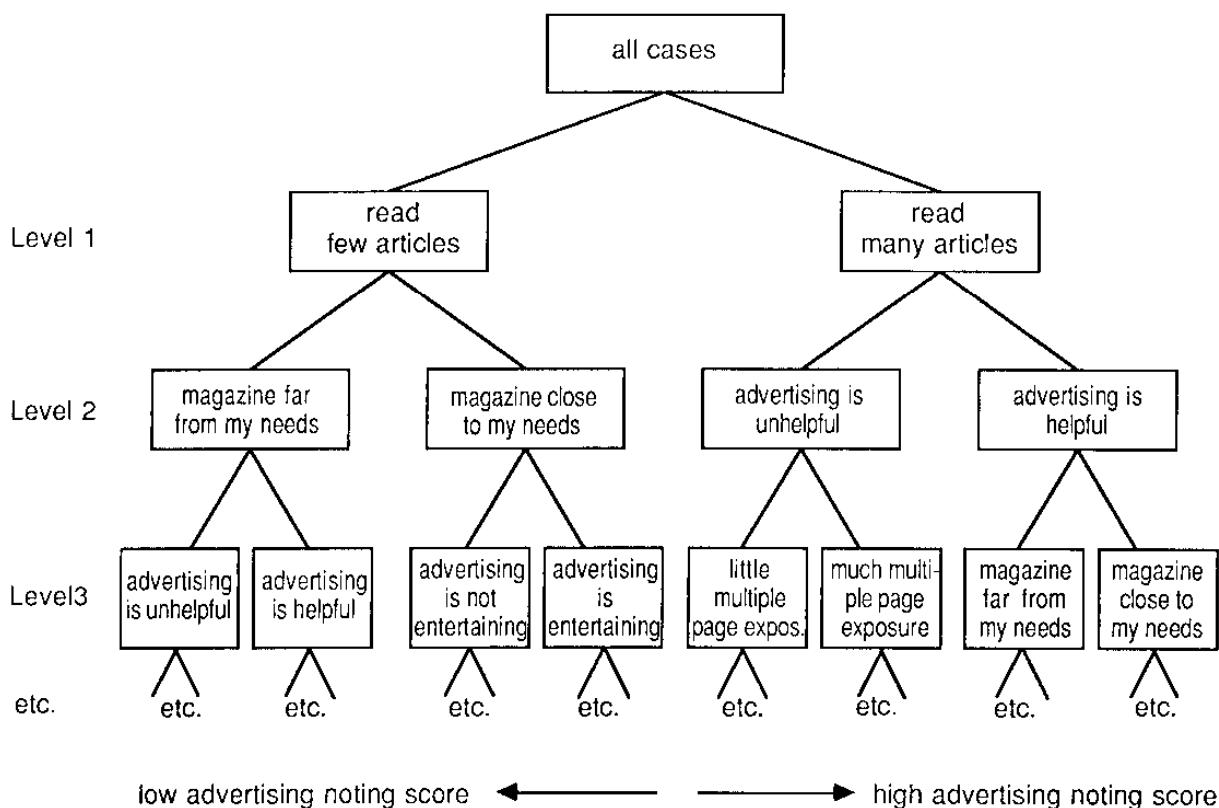
The result shows that the title list and the number of respondents for each publication has comparatively little influence on the segmentation results, the derived quality groups and their assessment. This stability and impassiveness against the title list allows, therefore, generalisation of the criteria and their applications to other consumer magazines.

#### The result of the segmentation

For each criterion (such as 'advertisement seen') there is a set of four segmentation trees; one tree for each of the separate four demographic sub-groups under consideration. In all, 12 segmentation trees were established for the three criteria.

## EXAMPLE TO SHOW HOW CHARACTERISTICS ARE BUNDLED THROUGH SEGMENTATION

Criterion: 'Advertising seen'  
Data Basis: 2 + 3 + 4 survey waves



What can be observed from the segmentation trees?

(a) The branches range variably wide. Many of the stems branch out longer while others are shorter. Two conclusions can be drawn:

- The stem structure does not branch out more as a further subclassification would bring the segment below the limit of 20 cases.
- The stem structure does not branch out further because the reader group in question cannot further be divided in terms of exposure quality. The scope for setting further elements of exposure quality has been exhausted for this group.

(b) Qualifying variables have a reciprocal interchange. Some segments show about the same value of advertising attention, however they bundle different steps of the characteristics. The entertainment value, which individuals ascribe to advertising, compensates for a lack of identification with and loyalty to the journal, and gives about the same rating for advertising attention to these people as that for readers, who identify more closely with the magazine, but are less inclined to find advertising entertaining.

In the same way, a high amount read (read all or nearly all the articles in the magazine) with an accompanying low



receptiveness to advertising (advertising is *not* helpful for the consumer) gives the same advertisement noting as with a positive attitude (advertising is helpful for the consumer) in segments with a smaller amount read.

Also, in the same way, a high count of multiple page exposures compensates for a low receptiveness.

(c) Qualifying characteristics cancel out the effect of other qualifying characteristics. If, for example, the amount read is too small, even a complete identification with the magazine or a very high receptiveness to advertising cannot help much. The advertising attention score remains very low.

(d) There are segments where special publications show up over-proportionally. In each segment, however, there are always several titles. Thus the separate publications and their readerships and their specific situations can be brought into the segmentation process.

(e) The segments with very high and very low advertising attention levels respectively, which are the most important for later media evaluation, were similarly defined in all four demographic sub-groups, although they were formed by completely independent segmentation processes.

A high advertisement attention is achieved by reading at least three-quarters of all articles accompanied by a positive attitude to advertising.

(f) In the different segmentations, segments are formed with about the same advertisement noting performance. As is shown in the next table different combinations of characteristics in different segmentation processes such as runs for older men, younger men, older women, and younger women, form segments with the same or similar levels of attention to advertising.

In all there are 98 segments in the four runs for the criterion: 'Advertisement seen'. This broad spread was necessary to reproduce small reader sub-groups and specialised publications in the catchment. For further assessment and evaluation, it makes sense to gather these segments together more strongly.

In this spirit, segments formed under one criterion (such as advertisement noted) are gathered together, whether they refer to young women or older men etc, and sorted by rank order under values of advertising attention. In this ranking, neighbouring segments are locked into quality groups with regard to their value of advertising noting, so that they come close to the following group sizes:

Low advertisement noting:		
	1	6% of the readers
	2	8%
	3	14%
Slightly below average:		
	4	22%
Slightly above average:		
	5	22%
	6	14%
	7	8%
High advertisement noting:		
	8	6% of the readers

Each of these quality groups is flagged by a given exposure quality, shown by the average value of attention paid to advertising in these groups.

A reader is placed into such a quality group through the segmentation tree related to sex and age. The reader is passed through the stem structure according to his attitudes to and reading patterns with the title into a given segment. From there the reader is placed into the quality group into which the segment was incorporated.

Therefore, the individual reader is placed into a quality group based on very differentiated characteristics. In doing so, very different pathways (through very different individual

Example: Quality Group A 7 with separate segments gathered into this quality group  
 Criterion: Advertisement seen, average value in the quality group: 62.5%

Single segment	Value: Ad seen %	23 A Reading habit usually read every article	21 A Amount read	21 B Multiple page exposure	22 Identi- fication with journal	23C Take trouble to obtain every issue	4/04 Adver- tising is enter- taining	4/08 Adver- tising is enter- taining
FOA 6 older women	66.2	applies exactly		all pages once or more				rather not, abso- lutely not
FYA 1 young women	65.6						agree wholly	agree wholly/ basic- ally agree
MYA 19 young men	62.8	does not apply	all articles				do not agree wholly	rather not, ab- solutely not
FYA 2 young women	62.5	applies exactly				rather or quite sure to take trouble	rather agree	agree wholly/ basic- ally agree
MYA 18 young men	61.4	applies exactly	all articles				do not wholly disagree	rather not, ab- solutely not
FOA2 older women	59.9	applies exactly		not more than all pages twice			do not agree wholly	agree wholly
MOA 14 older men	59.1	applies exactly or pre- domin- antly	3/4 to all articles	all pages once or more often	B to G not very close to readers needs	rather or quite sure to take trouble		rather not/ab- solutely not

continued

Example: Quality Group A 7 with separate segments gathered into this quality group  
 Criterion: Advertisement seen, average value in the quality group: 62.5%

Single segment	Summary of the segments (in %) from the reader respondents in reading/noting study of validated titles (on MA weighted calculation of reading/noting cases)											Total
	DB	SW	SP	ST	HZ	Q	TV	BR	BU	BS	FU	
FOA 6 older women	6	3	4	8	21	12	16	13	13	x	4	100
FYA 1 young women	4	1	x	7	36	5	14	15	x	7	11	100
MYA 19 young men	7	x	12	26	9	x	x	x	9	12	25	100
FYA 2 young women	3	2	x	x	18	x	29	23	9	x	16	100
MYA 18 young men	2	6	32	15	13	x	x	x	13	15	4	100
FOA 2 older women	x	2	x	9	35	6	x	5	35	8	x	100
MOA 14 older men	8	2	6	15	18	x	x	x	6	41	4	100
Quality Group A 7 total	4	2	8	11	22	4	8	8	12	13	8	100
All quality groups 1 - 8 total	5.5	2.8	7.8	12.5	18.7	5.0	10.7	6.8	8.3	14.2	7.7	100

DB - Das Beste SW - Schöner Wohnen

segments) lead into a given quality group. This ensures that the variety of reader situations and attitudes are fully taken into account.

On the other hand, expressing exposure quality in numerical terms, by gathering the single segments together, gives a firm basis according to the number of respondents in these groups, so that they are less affected by random influences.

Proceeding from 98 single segments (for the criterion: 'advertisement seen') eight quality groups were finally set and evaluated. However, there are many different pathways from the magazine scene leading to each of these eight

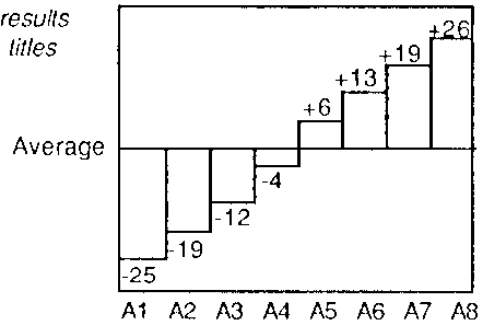
gateways, each given access to different exposure qualities.

Both the other criteria were worked through in the same way as that for the criterion: 'advertisement seen'. For the criterion: 'brand noted' there are eight quality groups derived from 82 single segments, whereas for the criterion: 'advertising copy read' 86 segments produced again eight quality groups.

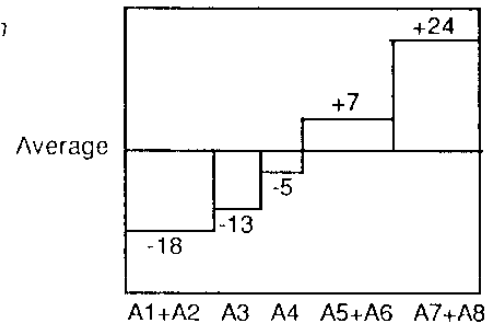
#### Validation of the quality groups

The exposure qualifying characteristics, bundled together by the segmentation process, significantly differentiate the advertising

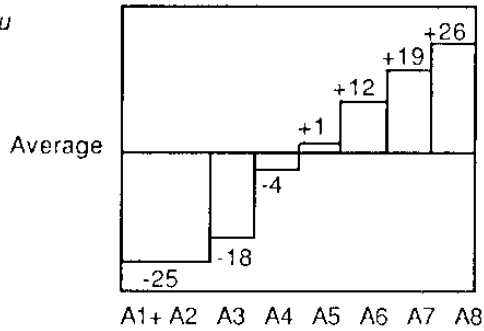
## Quality groups for criterion 'advertisement seen'

Total results  
for 11 titles

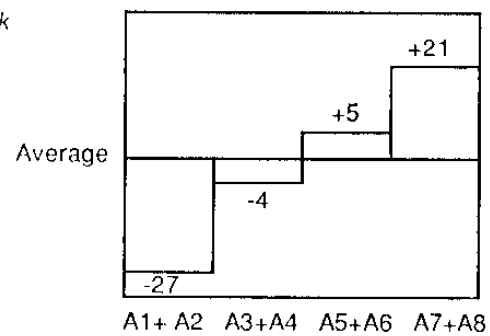
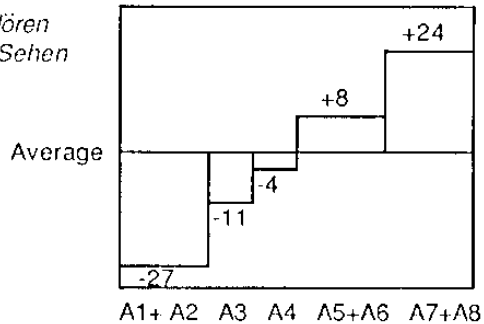
Stern



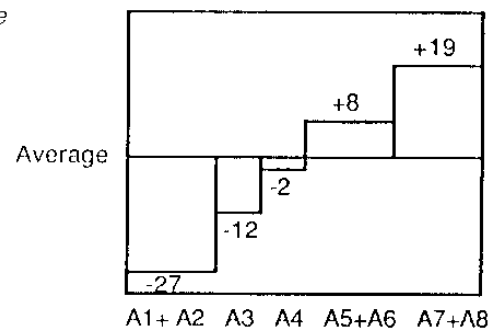
Hörzu



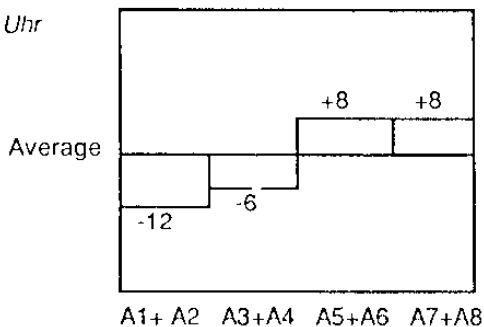
Quick

TV Hören  
und Sehen

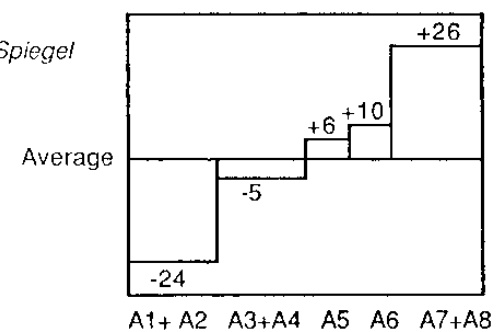
Bunte

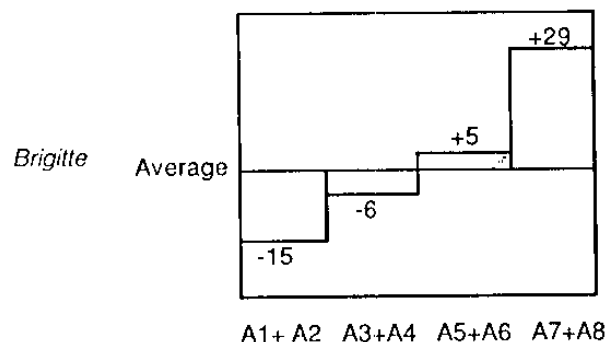
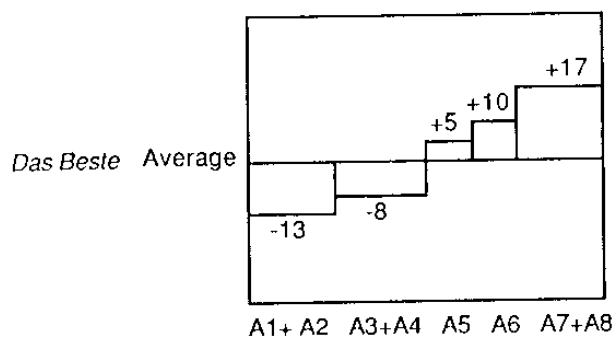
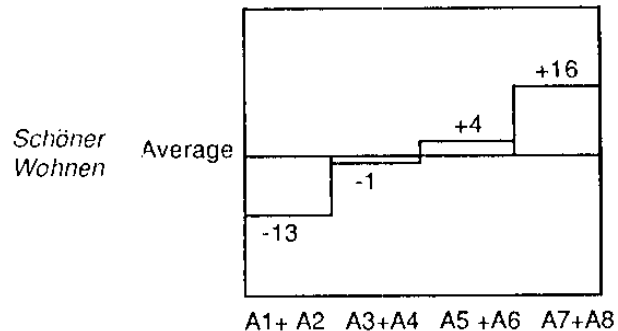
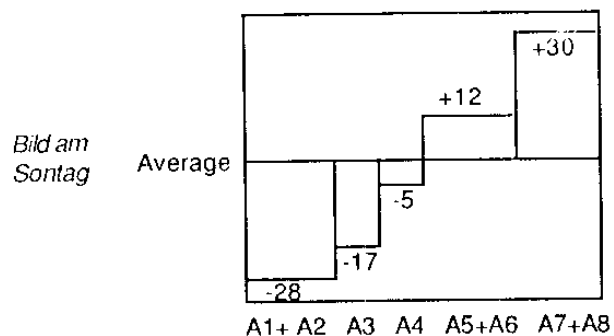


Funk Uhr



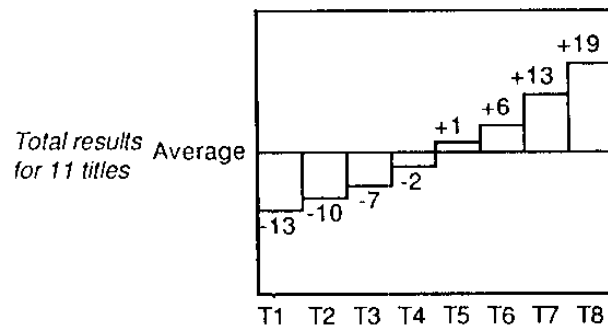
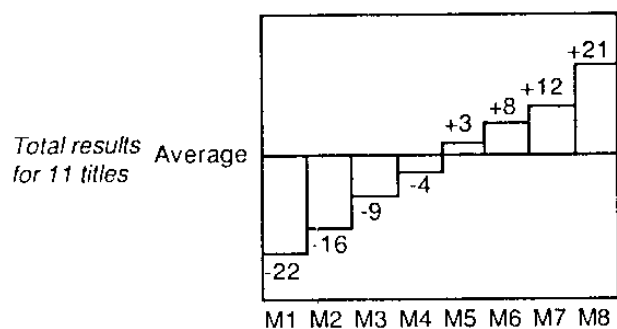
Der Spiegel





Quality groups for  
criterion 'brand noted'

Quality groups for  
criterion 'copy read'



attention and, therefore, exposure quality through the quality groups. This discrimination is more clearly visible than if the exposure quality were to be evaluated by single characteristics. The quality groups allow valid and fair differentiation of exposures of differing quality to a high degree.

This is clearly visible in the previous diagrams. There are no U-shaped, convex or otherwise unstable curves. The general differentiation of exposure quality over all titles is also available for each of the validated publications.

Certain unstable elements, noticed in the individual variables, were overcome by the interaction of several characteristics in determining exposure quality.

The diagrams of the results verify: All validated publications show authentic findings on qualifying exposure. Nevertheless, the separate quality groups are not occupied in the same way with different publications. The readerships show the structures of readers with highly qualified, slightly above average, slightly below average, and low qualified exposures.

The structure of the readership of all the 68 publications included can be seen in the table on the next page. It shows that in each quality group readers of all publications are represented, and no quality group is the monopoly of any one single title.

#### EVALUATION OF EXPOSURE QUALITY FOR ALL 68 PUBLICATIONS

The separate readerships are constructed differently from readers in the individual exposure quality categories. Each exposure quality category is marked by a given higher or lower attention to advertising. The values for advertisement noting, corrected by an error range because of false reporting in reading/noting

studies, are as follows in each quality group.

Average attention to the ads in %	Adver-		
	tisement noted	Brand noted	Copy read
Quality group 1	0	0	0
2	5.9	6.6	3.1
3	13.2	13.0	6.0
4	20.6	18.6	11.2
5	30.6	25.3	14.1
6	38.0	30.2	19.4
7	44.3	34.5	26.2
8	51.4	43.5	32.3

An evaluation of the separate readerships and, thereby, a comparison of their qualities, is possible if each reader is weighted by the attention paid to advertising of the quality group to which he belongs. The relevant reader groups can be established for all 68 titles, as the appropriate exposure qualifying characteristics have been examined for all these titles. These readers, therefore, each belong to one segment, precisely, which in turn has been sorted into a particular quality group.

To illustrate this fact, the magazines *Tine* and *Kicker* can be compared:

	Total respondents in %	
	<i>Tina</i>	<i>Kicker</i>
Quality group 1	7	3
2	5	7
3	9	10
4	31	24
5	21	34
6	12	4
7	11	10
8	3	9

It is obvious that *Kicker* can claim more readers in the better quality groups than *Tina*. This example demonstrates that different readerships are combined differently from the readers of the separate exposure quality classes.

		Criterion: Advertisement noted							
AIR		Quality groups							
Structure in %		1	2	3	4	5	6	7	8
Bunte	100.0	6.0	6.3	18.3	27.7	20.1	13.0	4.8	3.8
Neue Revue	100.0	10.2	9.2	13.3	23.0	23.5	10.7	4.5	5.7
Quick	100.0	8.4	7.7	17.4	26.9	21.0	10.9	3.7	3.9
Stern	100.0	6.4	7.0	12.8	30.0	26.5	6.9	5.3	5.2
Weltbild	100.0	2.9	7.4	7.9	30.8	30.5	7.8	5.2	7.5
Bild am Sonntag	100.0	6.9	5.4	14.5	25.6	26.7	9.5	5.6	5.9
Bild und Funk	100.0	5.6	7.6	12.7	30.8	21.9	11.3	6.1	4.1
Fernsehwoche	100.0	6.6	7.0	10.5	30.2	21.2	10.9	7.4	6.2
Funk Uhr	100.0	5.6	5.8	12.1	29.3	22.0	12.5	4.7	8.0
Gong	100.0	6.9	4.7	9.5	27.0	25.3	13.6	6.9	6.0
Hörzu	100.0	4.9	6.0	11.0	27.6	23.9	13.0	6.4	7.2
TV Hören und Sehen	100.0	5.8	5.5	12.5	26.0	24.3	12.5	7.4	5.9
Die Aktuelle	100.0	5.4	7.6	13.5	25.9	19.8	17.1	6.3	4.4
Bella	100.0	6.1	6.0	11.2	32.3	21.9	12.3	4.3	5.9
Echo der Frau	100.0	13.6	4.1	23.9	21.9	15.5	15.7	2.0	3.3
Frau Aktuell	100.0	9.7	1.6	20.7	26.5	21.9	9.7	3.9	5.9
Frau im Spiegel	100.0	11.0	4.5	17.3	25.9	16.5	15.3	7.0	2.6
Frau mit Herz	100.0	15.9	3.6	13.6	24.8	20.1	12.2	2.3	7.5
Freizeit Revue	100.0	4.4	6.4	13.2	29.4	22.0	8.2	8.2	8.1
Das Goldene Blatt	100.0	9.6	3.5	14.8	26.6	19.7	16.6	5.3	3.9
Das Neue Blatt	100.0	9.0	5.2	15.4	27.6	17.9	12.7	6.1	6.0
Neue Post	100.0	7.0	6.1	19.0	25.0	17.1	15.5	5.4	4.8
Neue Welt	100.0	9.2	5.1	19.9	24.9	15.5	14.8	5.2	5.4
Praline	100.0	10.6	3.9	12.5	22.2	26.4	9.3	8.0	7.0
Tina	100.0	6.9	5.1	9.0	31.3	20.8	12.4	11.2	3.3
Wochenend	100.0	6.6	4.0	7.2	30.3	30.0	10.4	7.0	4.4
7 Tage	100.0	6.5	2.9	17.8	30.1	16.6	15.7	5.1	5.2
Brigitte	100.0	6.5	8.6	13.6	33.0	21.7	6.9	5.2	4.5
Carina	100.0	7.3	8.3	15.3	30.4	22.8	9.4	3.9	2.6
Freundin	100.0	6.0	9.2	17.1	29.8	23.8	7.0	5.4	1.8
Für Sie	100.0	7.2	6.7	13.6	28.0	24.5	11.3	4.8	3.9
Burda Moden	100.0	8.4	5.8	12.8	27.9	20.0	7.9	8.0	9.3
Eltern	100.0	3.3	9.4	8.5	33.0	27.1	5.7	9.3	3.6
Essen und Trinken	100.0	3.9	11.8	13.8	26.9	23.4	6.4	8.1	5.7
Journal Für die Frau	100.0	6.3	8.1	15.0	30.7	22.3	7.9	7.1	2.5
Meine Familie and Ich	100.0	7.1	8.4	11.5	32.1	25.3	8.0	4.7	3.0
Neue Mode	100.0	6.5	5.6	10.3	29.8	18.9	10.6	7.6	10.7
Nicole	100.0	2.0	18.7	11.7	31.4	20.5	10.8	2.5	2.4
Petra	100.0	9.0	10.3	21.8	28.9	15.5	8.5	4.9	1.1
Raigeber	100.0	4.0	7.8	13.3	25.6	19.3	12.8	8.4	8.8
Vital	100.0	9.2	6.8	22.1	28.3	20.0	8.4	3.0	2.3
Bravo	100.0	7.7	5.8	10.8	27.5	25.2	5.8	14.2	3.0

continued

		Criterion: Advertisement noted							
AIR		Quality groups							
Structure in %		1	2	3	4	5	6	7	8
Kicker Sportmagazin	100.0	3.4	6.6	9.7	23.5	33.6	3.9	9.8	9.4
Auto Motor und Sport	100.0	4.2	4.3	15.7	24.4	34.0	6.5	5.4	5.5
Auto Zeitung	100.0	6.0	3.4	17.7	24.0	35.4	4.2	6.0	3.2
Motorrad	100.0	6.2	5.8	11.6	32.6	28.4	4.4	9.6	1.5
Adac Motorwelt	100.0	6.0	6.8	18.5	24.3	26.8	6.6	4.7	6.3
Sport Auto	100.0	9.8	3.1	8.5	18.5	39.9	9.1	3.5	7.6
Playboy	100.0	9.5	11.1	10.3	19.6	31.8	4.4	8.3	5.0
Selbermachen	100.0	4.8	9.5	17.2	25.0	25.9	6.2	7.0	4.4
Selbst ist der Mann	100.0	8.4	5.9	11.5	23.1	27.6	14.7	2.1	6.6
Das Haus	100.0	8.0	8.1	19.2	28.8	19.9	7.3	4.2	4.5
Mein Schöner Garten	100.0	3.4	5.0	15.1	25.3	23.4	8.4	7.3	12.1
Schöner Wohnen	100.0	7.3	7.8	11.8	29.6	26.0	6.5	5.4	5.6
Zuhause	100.0	10.0	6.8	11.1	29.4	28.5	7.2	5.5	1.7
Bild der Wissenschaft	100.0	3.6	7.1	21.4	27.8	23.9	5.4	7.8	3.0
Geo	100.0	4.1	7.2	8.1	33.3	23.6	7.8	8.9	7.1
Merian	100.0	4.2	7.5	12.9	35.7	24.3	7.0	3.8	4.6
P M Magazin	100.0	7.4	4.6	10.5	29.8	29.9	3.3	10.3	4.3
Der Spiegel	100.0	6.4	7.2	16.4	28.1	22.6	6.4	6.7	6.2
Das Beste	100.0	5.6	6.3	9.7	28.4	28.5	9.8	4.4	7.2
Capital	100.0	6.6	7.0	16.0	32.3	25.1	4.3	4.9	3.7
DM	100.0	8.6	7.8	14.2	24.5	24.8	8.4	4.5	7.1
BWZ	100.0	8.6	4.6	16.2	26.6	20.5	11.6	6.1	5.8
IWZ	100.0	7.9	8.2	20.1	21.5	24.2	11.3	4.0	2.7
Prisma	100.0	11.2	8.2	16.9	20.6	21.3	8.9	5.5	7.3
RTV	100.0	11.9	7.7	20.6	19.8	22.2	9.0	6.1	2.7
Bild-Zeitung	100.0	4.8	3.8	13.6	23.9	24.8	13.1	9.0	7.0

An evaluation of the separate readerships is possible, if each reader is weighted with the advertisement noting score of the quality group to which he belongs. The result is a quality index, the exposure quality weighting in the sum for each readership.

The quality indices have been standardised to give a distinct division between titles with above average and below average exposure qualities on an overview. For this purpose the average exposure quality for all readers of all publications

within a given target group has been rated at 100.

Rank orders in terms of exposure quality can be constructed for different target groups and different qualifying criteria. Values over 100 show that this publication has a readership with an above average exposure quality in the target group in question.

Values under 100 show that the title in question, for the target group under consideration, has a readership with a below average exposure quality.



Should a publication hover around the 100 mark then it means that with such a magazine, there is no improvement in planning terms with a shift from the vehicle exposure to the advertisement exposure within the publication. The readership has an average exposure quality.

In the following tables, supplements have been shown for completeness. The results, however, are only valid for supplements under certain circumstances.

Target Group: AIR Adults

Base: 48.22 Mio. = 100.0 % of universe  
= 6,060 respondents

Criterion: Advertisement noted

Rank by quality index

Rank	Title	Quality index	Rank	Title	Quality index
			25	Eltern	101.66
			26	Bella	101.17
			27	Bild am Sonntag	101.02
			28	7 Tage	100.75
			29	Das Goldene Blatt	99.19
			30	Bild und Funk	98.84
			31	Auto Zeitung	98.81
			32	BWZ	98.78
			33	Essen und Trinken	98.50
			34	Das Neue Blatt	98.47
			35	Neue Post	97.99
			36	Stern	97.86
			37	Motorrad	97.67
			38	Für Sie	97.43
			39	Der Spiegel	97.40
			40	Adac Motorwelt	97.34
			41	DM	97.16
			42	Schöner Wohnen	97.11
			43	Playboy	96.56
			44	Bunte	96.40
			45	Merian	96.37
1	Kicker Sportmagazin	111.98	46	Selbermachen	96.23
2	Mein Schöner Garten	111.42	47	Neue Welt	95.71
3	Bild-Zeitung	110.41	48	Frau Aktuell	95.66
4	Ratgeber	108.09	49	Bild der Wissenschaft	95.20
5	Neue Mode	108.04	50	Neue Revue	94.53
6	Hörzu	107.17	51	Frau im Spiegel	94.42
7	Weltbild	107.07	52	Journal Für die Frau	94.08
8	Sport Auto	106.94	53	Prisma	94.06
9	Gong	106.63	54	Meine Familie and Ich	93.77
10	Geo	106.43	55	Brigitte	93.64
11	Wochenend	105.86	56	Frau mit Herz	92.81
12	Freizeit Revue	105.38	57	Zuhause	92.30
13	TV Hören und Sehen	105.32	58	Capital	92.11
14	Tina	104.61	59	Quick	91.83
15	Funk Uhr	104.60	60	IWZ	91.60
16	Das Beste	104.45	61	Carina	91.28
17	Auto Motor und Sport	103.78	62	Freundin	90.42
18	Praline	102.88	63	Dad Haus	89.67
19	Bravo	102.70	64	Nicole	88.90
20	Burda Moden	102.68	65	RTV	87.77
21	Die Aktuelle	102.62	66	Echo der Frau	86.52
22	Fernsehwoche	102.42	67	Vital	85.38
23	Selbst ist der Mann	101.77	68	Petra	82.20
24	P M Magazin	101.69			

continued

Target Group: AIR Men

Base: 22.42 Mio. = 46.5 % of universe  
= 2,818 respondents

Criterion: Advertisement noted

Rank by quality index

Rank	Title	Quality index
1	Kicker Sportmagazin	117.55
2	Geo	115.63
3	Bild-Zeitung	113.51
4	Selbst ist der Mann	111.16
5	Sport Auto	110.79
6	Gong	110.52
7	P M Magazin	110.18
8	Auto Motor und Sport	109.12
9	Mein Schöner Garten	108.46
10	Raigeber	106.87
11	Der Spiegel	106.20
12	Adac Motorwelt	105.65
13	Bild am Sonntag	105.65
14	Praline	105.60
15	Hörzu	105.15
16	Wochenend	105.05
17	Das Beste	104.96
18	Selbermachen	104.91
19	Auto Zeitung	104.07
20	Stern	102.92
21	DM	102.46
22	Bravo	102.40
23	Freizeit Revue	101.46
24	Motorrad	101.21
25	Merian	100.93
26	Bild der Wissenschaft	100.80
27	BWZ	100.69
28	Schöner Wohnen	100.63
29	TV Hören und Sehen	100.40
30	Playboy	99.56
31	Bild und Funk	98.96
32	Funk Uhr	98.44
33	Eltern	98.33
34	Fernsehwoche	98.29
35	Capital	97.47
36	Weltbild	97.40
		continued

Rank Title

Quality index

37	Neue Revue	93.24
38	Das Haus	93.14
39	7 Tage	92.90
40	Bunte	92.68
41	Essen und Trinken	92.23
42	IWZ	91.21
43	Quick	91.03
44	Prisma	90.71
45	Das Neue Blatt	90.23
46	Die Aktuelle	88.23
47	Zuhause	86.78
48	Meine Familie and Ich	84.12
49	Bella	83.77
50	Tina	82.95
51	Neue Post	81.94
52	Vital	80.81
53	RTV	79.31
54	Neue Welt	77.46
55	Das Goldene Blatt	74.56
56	Echo der Frau	73.49
57	Neue Mode	71.24
58	* Nicole	70.94
59	Brigitte	69.15
60	Für Sie	68.01
61	Journal Für die Frau	65.45
62	Frau Aktuell	64.09
63	Freundin	61.29
64	Frau mit Herz	61.17
65	* Carina	59.87
66	Frau im Spiegel	58.94
67	Burda Moden	55.55
68	Petra	54.07

Target Group: AIR Women

Base: 25.80 Mio. = 53.5 % of universe  
= 3,242 respondents

Criterion: Advertisement noted

Rank by quality index

Rank	Title	Quality index
1	Weltbild	115.54
		continued

<i>Rank Title</i>	<i>Quality index</i>	<i>Rank Title</i>	<i>Quality index</i>
2 Mein Schöner Garten	114.24	46 Quick	92.97
3 Neue Mode	111.37	47 Sport Auto	92.97
4 Tina	110.86	48 Merian	92.69
5 Burda Moden	110.73	49 Stern	91.96
		50 IWZ	91.91
6 Funk Uhr	110.01		
7 TV Hören und Sehen	109.11	51 Nicole	90.26
8 Das Goldene Blatt	108.98	52 Echo der Frau	89.68
9 Hörzu	108.91	53 Playboy	89.11
10 Die Aktuelle	108.28	54 Vital	87.30
		55 P M Magazin	86.84
11 Ratgeber	108.22		
12 Freizeit Revue	107.53	56 Petra	86.81
13 Wochenend	107.34	57 DM	86.67
14 Bild-Zeitung	107.18	58 Das Haus	86.27
15 Bella	105.81	59 Motorrad	86.02
		60 Selberrmachen	85.93
16 Fernsehwoche	105.47		
17 7 Tage	104.78	61 Selbst ist der Mann	85.12
18 Das Beste	104.05	62 Der Spiegel	84.78
19 Gong	103.33	63 Bild der Wissenschaft	83.82
20 Neue Post	103.33	64 Auto Motor und Sport	83.42
		65 Adac Motorwelt	82.19
21 Neue Welt	103.26		
22 Frau Aktuell	103.23	66 Auto Zeitung	81.93
23 Frau im Spiegel	103.17	67 Capital	79.00
24 Bravo	102.76	68 Kicker Sportmagazin	78.46
25 Eltern	102.72		
		Target Group: AIR Men - 20-49 years	
26 Das Neue Blatt	101.79	Base: 11.61 Mio. = 24.1 % of universe	
27 Für Sie	101.57	= 1,459 respondents	
28 Frau mit Herz	101.03	Criterion: Advertisement noted	
29 Essen und Trinken	100.71	Rank by quality index	
30 Praline	100.41		
		<i>Rank Title</i>	<i>Quality index</i>
31 Bild and Funk	98.78	1 P M Magazin	123.61
32 Bunte	98.54	2 Selbst ist der Mann	115.12
33 Journal Für die Frau	98.23	3 Mein Schöner Garten	113.36
34 Brigitte	97.57	4 Bild-Zeitung	112.97
35 BWZ	97.17	5 Kicker Sportmagazin	111.50
36 Meine Familie and Ich	96.98	6 Geo	110.74
37 Prisma	96.91	7 Schöner Wohnen	110.11
38 Neue Revue	96.07	8 Weltbild	109.95
39 Bild am Sonntag	95.60	9 Auto Motor und Sport	109.40
40 Zuhause	95.47	10 Der Spiegel	109.33
41 RTV	95.15		
42 Geo	95.01		
43 Schöner Wohnen	94.33		
44 Carina	94.03		
45 Freundin	93.80		

continued

continued

<i>Rank Title</i>	<i>Quality index</i>	<i>Rank Title</i>	<i>Quality index</i>
11 Hörzu	108.07	55 Neue Post	74.44
12 Praline	107.95	56 * Neue Mode	74.10
13 Adac Motorwelt	107.32	57 Die Aktuelle	71.53
14 Stern	106.99	58 Das Neue Blatt	71.25
15 Wochenend	105.63	59 Neue Welt	68.15
		60 * Journal Für die Frau	66.56
16 Bild der Wissenschaft	104.88		
17 Selberrnachen	104.44	61 Frau im Spiegel	65.67
18 BWZ	104.10	62 Freundin	60.95
19 Freizeit Revue	104.07	63 * Echo der Frau	58.87
20 * Bella	104.04	64 * Frau Aktuell	57.96
		65 Das Goldene Blatt	55.50
21 Motorrad	103.47		
22 Eltern	103.20	66 Burda Moden	55.00
23 Gong	102.79	67 * Petra	53.55
24 DM	102.49	68 * Carina	45.05
25 Bild am Sonntag	102.10		
		Target Group: AIR Women - 20-49 years	
26 Ratgeber	101.99	Base: 11.52 Mio. = 23.9 % of universe	
27 Playboy	101.87	= 1,447 respondents	
28 Das Beste	101.09	Criterion: Advertisement noted	
29 Sport Auto	100.18	Rank by quality index	
30 Fernsehwoche	98.65		
		<i>Rank Title</i>	<i>Quality index</i>
31 TV Hören und Sehen	97.76	1 Frau Aktuell	119.13
32 Neue Revue	97.33	2 Tina	118.40
33 Bild and Funk	97.29	3 Neue Mode	115.77
34 Auto Zeitung	97.02	4 Burda Moden	114.27
35 Essen und Trinken	94.49	5 Weltbild	111.45
36 Capital	94.31	6 Bella	111.18
37 Quick	93.73	7 Das Goldene Blatt	110.77
38 Bunte	93.48	8 TV Hören und Sehen	110.48
39 Merian	92.24	9 Bild-Zeitung	109.69
40 IWZ	92.14	10 Funk Uhr	109.49
41 Das Haus	91.36	11 Ratgeber	108.98
42 Vital	90.40	12 Mein Schöner Garten	108.46
43 Meine Familie and Ich	90.36	13 Freizeit Revue	108.39
44 Bravo	89.44	14 Praline	108.15
45 7 Tage	89.42	15 Hörzu	107.63
46 Funk Uhr	88.94	16 Neue Welt	107.19
47 Prisma	86.24	17 Die Aktuelle	106.18
48 * Nicole	84.85	18 Frau mit Herz	105.75
49 Zuhause	84.76	19 Wochenend	105.46
50 RTV	79.38	20 Das Beste	103.69
51 Tina	78.54		
52 Für Sie	77.54		
53 * Frau mit Herz	75.84		
54 Brigitte	75.41		
	continued		continued

<i>Rank Title</i>	<i>Quality index</i>	<i>Rank Title</i>	<i>Quality index</i>
21 Eltern	103.67	65 Capital	80.27
22 Das Neue Blatt	102.82	66 DM	78.60
23 Brigitte	101.76	67 Selbermachen	74.69
24 Neue Post	101.37	68 Selbst ist der Mann	73.68
25 Gong	101.36		
26 Bunte	101.23	Target Group: AIR Adults	
27 Fernsehwoche	100.80	Base: 48.22 Mio. = 100.0 % of universe	
28 Für Sie	100.74	= 6,060 respondents	
29 Prisma	100.33	Criterion: Brand noted	
30 Essen und Trinken	99.51	Rank by quality index	
31 Neue Revue	99.38	<i>Rank Title</i>	<i>Quality index</i>
32 Bild and Funk	99.10	1 Wochenend	113.27
33 Bild am Sonntag	99.01	2 Weltbild	111.40
34 Schöner Wohnen	99.00	3 Mein Schöner Garten	109.73
35 RTV	98.59	4 Hörzu	109.51
36 7 Tage	97.93	5 Bild-Zeitung	108.60
37 Carina	97.18	6 Die Aktuelle	108.46
38 Quick	97.08	7 TV Hören und Sehen	107.80
39 Meine Familie and Ich	96.60	8 Freizeit Revue	107.10
40 Frau im Spiegel	96.49	9 Neue Mode	106.77
41 Bravo	95.10	10 Funk Uhr	106.63
42 Freundin	94.69	11 Tina	106.30
43 BWZ	94.48	12 Praline	106.27
44 Journal Für die Frau	93.86	13 Bravo	105.91
45 Nicole	93.75	14 Kicker Sportmagazin	104.78
46 Stern	93.72	15 Ratgeber	104.45
47 * Motorrad	93.03	16 Gong	104.43
48 Zuhause	92.92	17 Das Beste	104.13
49 Echo der Frau	92.78	18 Eltern	103.32
50 Geo	92.68	19 Fernsehwoche	102.31
51 * Auto Zeitung	90.17	20 Auto Zeitung	102.27
52 Petra	90.02	21 7 Tage	101.99
53 P M Magazin	89.03	22 Burda Moden	101.85
54 Playboy	88.01	23 Bella	101.29
55 Das Haus	85.97	24 Auto Motor und Sport	101.04
56 Adac Motorwelt	85.70	25 Bild am Sonntag	100.93
57 IWZ	84.86	26 Das Neue Blatt	100.27
58 Auto Motor und Sport	84.59	27 Sport Auto	99.83
59 * Kicker Sportmagazin	83.87	28 Neue Post	99.42
60 Der Spiegel	83.60	29 Journal Für die Frau	99.36
61 Merian	83.56	30 Bild and Funk	99.16
62 Vital	83.28	31 Prisma	99.35
63 * Sport Auto	82.57	32 Schöner Wohnen	98.13
64 Bild der Wissenschaft	81.46		
continued		continued	

<i>Rank Title</i>	<i>Quality index</i>	<i>Rank Title</i>	<i>Quality index</i>
33 Neue Revue	97.54	3 Bravo	113.40
34 Bunte	96.99	4 Wochenend	112.50
35 Geo	96.87	5 Tina	111.05
36 Playboy	96.85		
37 Stern	96.79	6 Geo	111.04
38 Merian	96.76	7 TV Hören und Sehen	110.09
39 Das Goldene Blatt	96.56	8 Hörzu	109.67
40 Neue Welt	96.47	9 Bild-Zeitung	109.13
		10 Auto Motor und Sport	108.77
41 BWZ	95.43		
42 Essen und Trinken	95.36	11 Sport Auto	108.26
43 Brigitte	95.04	12 Neue Mode	107.53
44 Für Sie	94.52	13 Mein Schöner Garten	107.51
45 Quick	94.48	14 7 Tage	106.93
46 Adac Motorwelt	94.42	15 Fernsehwoche	106.90
47 Meine Familie and Ich	94.36		
48 Frau mit Herz	94.14	16 P M Magazin	106.78
49 Der Spiegel	94.10	17 Ratgeber	106.29
50 Frau im Spiegel	94.04	18 Bild der Wissenschaft	105.25
		19 Gong	104.90
51 P M Magazin	93.74	20 Das Beste	104.76
52 IWZ	93.49		
53 Capital	93.21	21 Praline	104.35
54 Motorrad	93.00	22 Funk Uhr	103.90
55 Selbst ist der Mann	93.00	23 Burda Moden	103.72
56 Selbermachen	92.87	24 Playboy	103.57
57 Zuhause	92.68	25 Weltbild	103.37
58 Bild der Wissenschaft	92.56		
59 Freundin	92.46	26 Die Aktuelle	103.14
60 Frau Aktuell	92.39	27 Bella	102.96
		28 Selbermachen	102.92
61 Nicole	92.25	29 Eltern	102.68
62 Echo der Frau	91.36	30 Freizeit Revue	102.56
63 Das Haus	90.87		
64 DM	90.79	31 Das Neue Blatt	102.19
65 Carina	89.14	32 Das Goldene Blatt	101.20
66 RTV	88.18	33 Schöner Wohnen	100.43
67 Vital	87.62	34 Auto Zeitung	100.22
68 Petra	84.23	35 Der Spiegel	99.73
Target Group: AIR Adults		36 Bild and Funk	99.45
Base: 48.22 Mio. = 100.0 % of universe		37 Selbst ist der Mann	98.84
= 6,060 respondents		38 Merian	98.77
Criterion: Copy read		39 Journal Für die Frau	98.36
Rank by quality index		40 Neue Post	98.34
<i>Rank Title</i>	<i>Quality index</i>	41 Frau Aktuell	98.23
1 Motorrad	115.54	42 Bild am Sonntag	98.09
2 Kicker Sportmagazin	114.84	43 Essen und Trinken	97.69
	continued	44 Neue Revue	96.36
		45 Meine Familie and Ich	96.23
		46 Capital	96.18
			continued

<i>Rank Title</i>	<i>Quality index</i>	<i>Rank Title</i>	<i>Quality index</i>
47 Bunte	95.99	58 Neue Welt	89.94
48 Frau im Spiegel	95.79	59 Zuhause	88.80
49 Stern	94.90	60 IWZ	88.56
50 Frau mit Herz	94.37		
		61 Prisma	88.50
51 Echo der Frau	94.01	62 Carina	88.25
52 Brigitte	93.15	63 Nicole	87.53
53 DM	92.72	64 Freundin	87.51
54 Adac Motorwelt	92.16	65 Das Haus	85.67
55 BWZ	91.92		
		66 Vital	85.25
56 Quick	91.79	67 RTV	81.41
57 Für Sie	90.38	68 Petra	79.69

The tables show clearly the fact that various magazines change places, considerably at times, by their exposure quality in different target groups. The rank order of magazines also changes if different criteria are brought into play. For example, a magazine such as *Bravo* is better placed by stiffer criteria of advertising noting than with the general 'advertisement seen'. A *Bravo* reader who notices an advertisement at all is occupied by the advertisement to a greater degree than readers of other magazines. With *Für Sie*, for example, and others, this pattern is reversed.

#### SUMMARY

Alongside the purely quantitative media data, amply available for every media plan, there is always the quest for solid points of reference to assess a magazine according to its exposure quality. In order to measure this quality, and produce a yardstick for measurement, we conducted this research.

To locate the most objective evaluation possible, we tested all known and researched characteristics and other considerations for their validity, particularly to ensure that they were fair, and equally valid for all publications.

Only the very small number of seven characteristics met the criteria of being valid, fair, and effective.

Through the segmentation process, as described, quality groups were formed, and reshaped by validity testing. The results give objective evaluation indices for exposure quality as a yardstick for media planning.

These yardsticks are values, to arrange magazines on the market in a ranked order according to exposure quality. Much more importantly, the key we have discovered is a component, related to target groups, as an additional element for safety and efficiency in individual planning.

'Yardsticks for exposure quality' is different from all previous work in that it is concerned with the quality of contacts. The objective was to produce, for the first time, a key which would overcome the various individual studies of the major publishing companies in Germany with their sponsorship-biased criteria and characteristics; a key which would apply naturally to all publications and against which they can all be rated.

The best 'summary' is perhaps a final overview of the survey design, which shows, step by step, the long road to 'Yardsticks for exposure quality'.

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**METHODOLOGICAL DESIGN OF 'YARDSTICKS OF EXPOSURE QUALITY'**
**1 Main study**

8,008 respondents AGMA readership  
 questions for 68 titles  
 35 exposure qualifying variables  
 usership information  
 demographic information

**2 Through-the-Book**

235 ads (full page, four colour) in  
 original issues/copies of 11 titles  
 (1 interview = 1 copy)  
 parallel to main study, single source

**3 Testing the 35 variables**

Validity  
 - Test of significance  
 - Test of consistence  
 Test of fairness to the media  
 Test of redundancy

Result: 7 (8) variables

**4 Bundling the qualifying variables**

Discrimination between groups of readers  
 with equal advertisement noting level:  
 by segmentation in four parts of the  
 grand total of all respondents

Result: 8 main groups of quality

**5 Evaluation of 68 titles**

Evaluation of each readership in  
 8 groups of quality + weighting with  
 advertisement noting score of  
 each group = exposure quality  
 Standardising by relating to exposure  
 quality for all readers of all  
 publications read (= 100)

Result: Exposure Quality Index