

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"

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

Welcome to MRI+

Login Below:

Email:
Password:
(Case Sensitive)

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

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

Need help? mriplus@mediamark.com.

The leading database of key magazine planning resources.
The information link between planners and publishers.

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

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3. Enter information:

MRI+
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Register for MRI+

Fill out the form below for your FREE account.

* = Required Field

*First Name:	<input type="text"/>	*Address:	<input type="text"/>
*Last Name:	<input type="text"/>	*City:	<input type="text"/>
*Job Title:	<input type="text"/>	*State:	Select One
*Company:	<input type="text"/>	*Zip:	<input type="text"/>
*Category:	Academics/student	*Country:	US
Specify, if Other:	<input type="text"/>	*Phone:	<input type="text"/>
*Email:	<input type="text"/>	Fax:	<input type="text"/>
*Password:	<input type="password"/>	Website URL:	<input type="text"/>
*Confirm:	<input type="password"/>	<input checked="" type="checkbox"/> 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

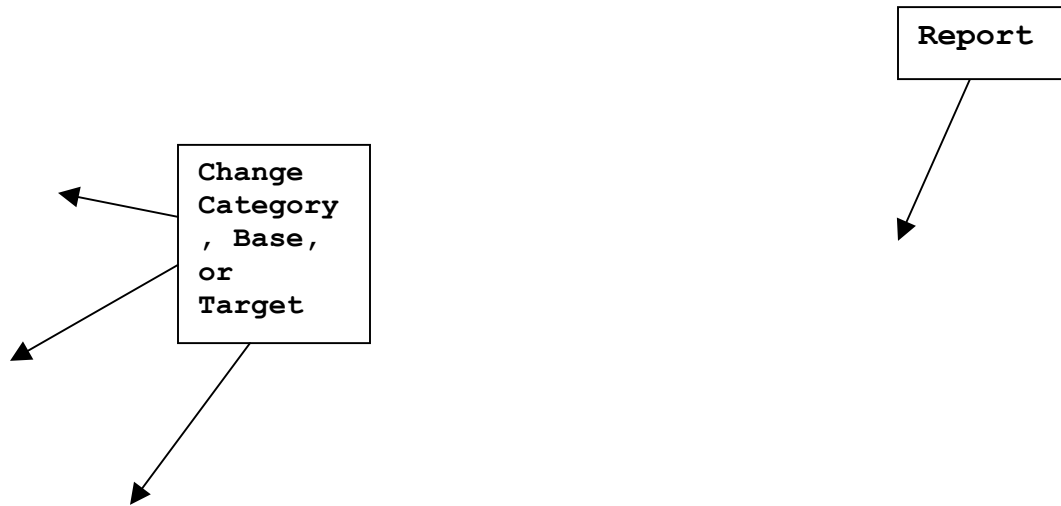
Spring 2004 Media data is available.

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	Choose a Report
<ul style="list-style-type: none">Spring 2003 MediaSpring 2003 Magazine QualitativeSpring 2003 Magazine CumulativeFall 2002 ProductSpring 2002 ProductFall 2001 Product	<ul style="list-style-type: none">Apparel/AccessoriesAutomotiveAutomotive AftermarketAutomotive MiscellaneousBeveragesCandy/Sweets/SnacksElectronicsFinancialHealth & Beauty AidsHome
	<p>Or Search by Keyword</p> <input type="text"/> <input type="button" value="Search"/>

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



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[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+

Target
 Used in last 6 months Total
 Used in last 6 months Heavy (4+)
 Used in last 6 months Medium (2-3)
 Used in last 6 months Light (0-1)
 Used in last 6 months Band-Aid Antibiotic
 Used in last 6 months Band-Aid Clear
 Used in last 6 months Band-Aid Extra Large
 Used in last 6 months Band-Aid Flexible Fabric

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

Print

Stub	Total '000	Proj '000	Pct Across Dc	
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

Options Add to your reports

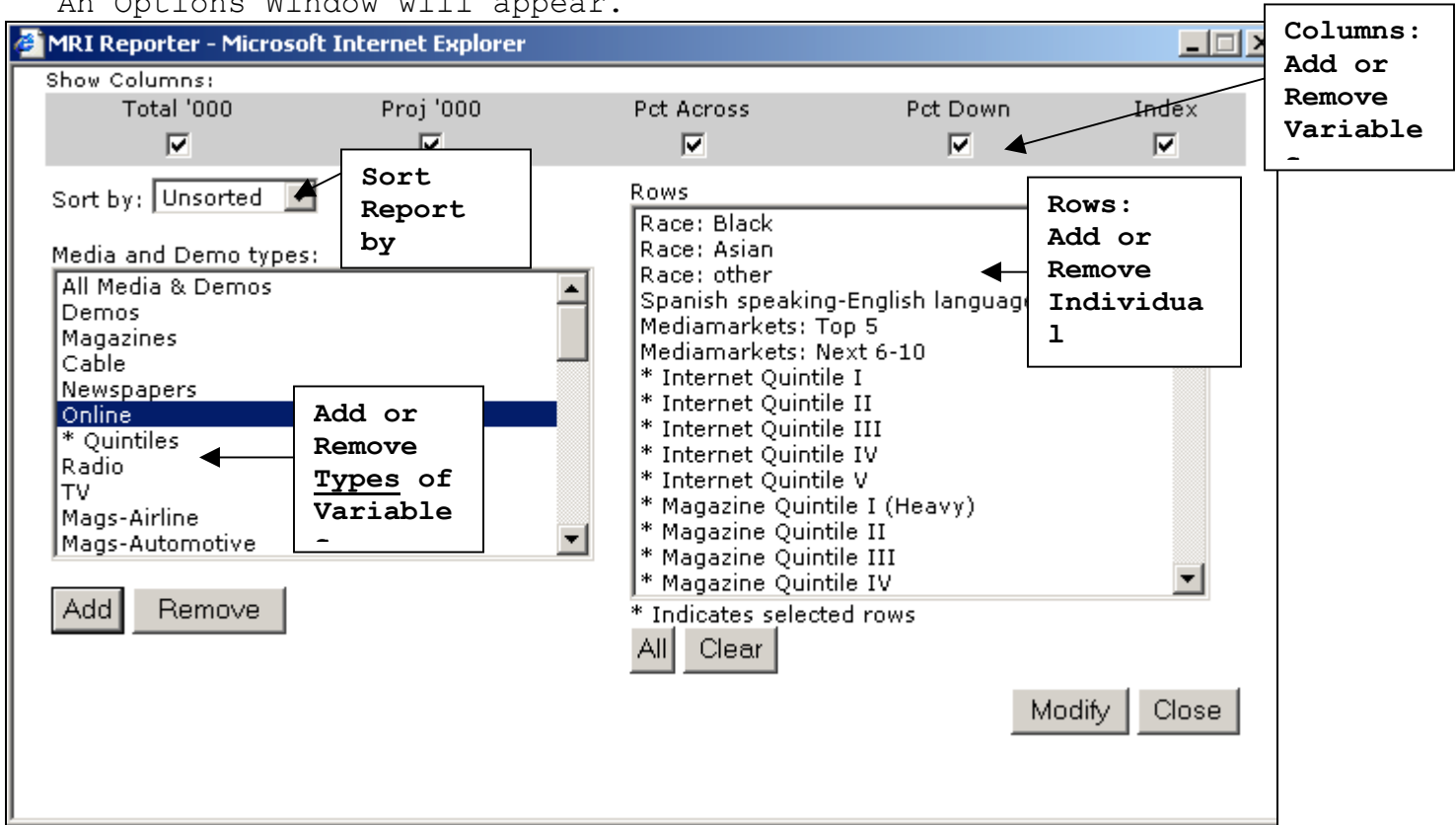
4. To Change your Report:

- 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.



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.

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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 2022 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.

Options Window - Sort Pulldown Menu

Show Columns:

Column	Checked
Total '000	<input checked="" type="checkbox"/>
Proj '000	<input checked="" type="checkbox"/>
Pct Down	<input checked="" type="checkbox"/>
Index	<input checked="" type="checkbox"/>

Sort by: **Unsorted**

Media an: Total '000, Proj '000, Pct Across, Pct Down, Index

All Medi: All Medi, Demos, Magazin, Cable, Newspapers, Online, Quintiles, Radio, TV, Mags-Airline, Mags-Automotive

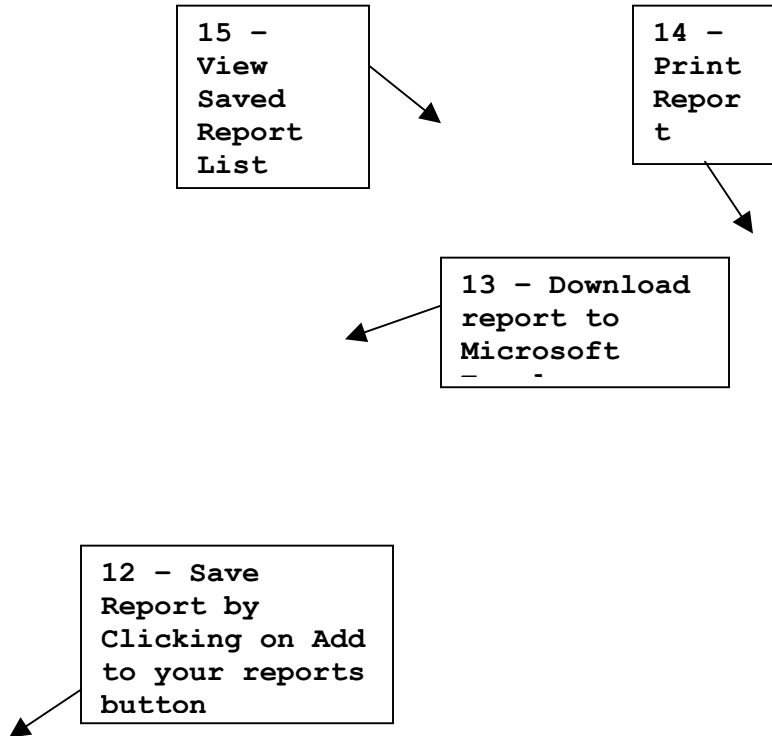
Adults 18-34, * Adults 18-49, * Adults 25-54, Age 18-24, Age 25-34, Age 35-44, Age 45-54, Age 55-64, Age 65+, Men, Men 18-34, Men 18-49, Men 25-54, Women

* Indicates selected rows

[Add](#) [Remove](#) [All](#) [Clear](#) [Modify](#) [Close](#)

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.



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

Category

- Lip Care
- Lipstick & Lip Gloss (Women)
- Loose Face Powder (Women)
- Mascara (Women)
- Medicated Skin Ointments
- Medicated Throat Remedies
- Mouthwash**

Base

- Adults 18+**
- Men 18+
- Women 18+

Target

- Used in last 6 months Colgate Fluorigard
- Used in last 6 months Green Mint
- Used in last 6 months Lavoris
- Used in last 6 months Listerine (Yellow)**
- Used in last 6 months Listerine Cool Mint (Blue)
- Used in last 6 months Listermint
- Used in last 6 months Rembrandt
- Used in last 6 months Scope Original (Green)

Fall 2002 Product Health & Beauty Aids

Mouthwash
Used in last 6 months Listerine (Yellow)
Base: Adults 18+

[Print](#) [Spreadsheet](#)

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

* Denotes sample size is less than 50.

Start Time: 6/30/2003 12:25:09 PM
End Time: 6/30/2003 12:25:09 PM
Total Time: 0s

[Options](#) [Add to your reports](#)

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.

← 16 - View
Summary Report
(Product
Categories Only)

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

Category
Lip Care
Lipstick & Lip Gloss (Women)

Fall 2002 Product
Health & Beauty Aids

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 Whiskey](#)
[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		UNWGT	SHARE OF USERS	SHARE OF VOLUME	VOL US IN
	'000	%				
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	730			

Print Close

Notes

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