



Database Guide: MRI Plus

The MRI Plus database contains advertising rates for a wide variety of print sources. Access to the MRI Plus data is limited to those with a Ferris email account (i.e. ferris.edu, or fsuimail.ferris.edu) Once a login has been established, the user data can be saved and referred to again. Additionally there are a number of reports that can be save to Excel. For information on the Mediamark Reporter, see separate Database Guide for that product.

Database Information—MRI Plus

Search Interface: MRI Plus allows for a number of methods of searching for magazine pricing data.

Dates of Coverage: Updated frequently. There is no archiving of data. Search results display the most recent data.

Content: MRI Plus provides advertising rate information for a both trade and consumer publications. Additional information includes circulation rates, editorial offices, and advertising composition information. There are also a wide variety of pre-selected reports available.

Searching

MRI Plus offers a number of ways to search for a title. Here is the main search screen:

The screenshot shows the MRI Plus search interface. At the top, there is a navigation bar with links for Preferences, About MRI+, Publishers, Planners, News & Resources, and Logout. Below this is a search interface titled "Search for Titles". The interface is divided into several sections:

- 1) Select a Search Type:** Radio buttons for Consumer Publications, Trade Publications, and All Publications.
- 2) Select a Category:** Radio buttons for Title, Publisher, Classification (View List), Editorial Calendar, Editorial Profile, and Calendar & Profile.
- Which:** Radio buttons for contains, starts with, and is, followed by a text input field and a Search button.
- Optional - Enter additional search criteria below:** Radio buttons for And and Or whose.
- Circulation:** Radio buttons for is greater than, is less than, and is equal to, followed by a text input field and a Search button.
- Audience:** Radio buttons for is greater than, is less than, and is equal to, followed by a text input field and a Search button.

On the left side, there is a "Working List" sidebar with a "Default" dropdown and a "Go" button. Below this are links for "Add New List" and "Manage Lists". The sidebar also lists "Beverage World", "College & Research Libraries", and "Reader's Digest". At the bottom of the sidebar, it says "© 1999-2004 Mediamark Research Inc.". At the bottom of the page, there is a footer with links for Home, Mediamark Research Inc., License Agreement, Privacy Policy, Site Info, and Help.

Here you can select whether your publication is a consumer or trade publication, and you can also search by a number of criteria listed. Titles selected can then be put into the working list for saving or use in the various reporting functions of MRI Plus.

Search Results

Once a search is conducted, the data will be presented. Here is the search result for AARP:

Search Results						
Title contains "AARP"						
Click on Publication Title for more information and/or to add it to your Working List.						
+ Add All Results						
Title	Publisher	Paid Circ Paid + Anlyz'd Non-Paid	Rate Base	MRI Total Audience*	Pub Est Audience**	URL/E-Kit
AARP Bulletin	American Association of Retired Persons	22,038,673 N/A	21,000,000	N/A	N/A	N/A
AARP The Magazine	American Association of Retired Persons	22,720,073 N/A	22,000,000	26,558,000	N/A	E-Kit

* MRI Spring 2004
 ** These titles are not measured by MRI. The audience number in this column is a publisher's estimate. See 'News and Resources' for more information.

Here is where you can add the result to the working list, or click on the title for more information. Here is the result after clicking on the title for AARP The Magazine:

AARP The Magazine: Quick View

[+ Add to Working List](#)
[+ Go to Publication Gateway Page](#) (will be added to your Working List)
 or [Close this Window](#)

General Information

Title: AARP The Magazine
Contact: 420 Lexington Avenue
 Suite 513
 New York, NY 10170
 ph: 212-850-8400
 fax: 212-986-8167
Publisher: American Association of Retired Persons
Classification: General Interest
 MRI Released Magazines
 Mature Market
Rate Base: 22,000,000 (Jan 2005)
Paid Circulation: 22,720,073 (Jun 2004)
MRI Audience: 26,558,000 (MRI Fall 2004)
Frequency: 6

Upcoming Dates

On Sale:	01/1/05	03/1/05	05/1/05	07/1/05	09/1/05	11/1/05
Closing:	10/8/04	12/1/04	02/8/05	04/8/05	06/8/05	08/8/05
Materials Due:	10/15/04	12/8/04	02/15/05	04/15/05	06/15/05	08/15/05

Some brief information about the publication will display, with two options to either add to the working list, or to open the gateway page. The gateway page is where most of the information about the publication is contained. Here is the gateway page for AARP The Magazine:

AARP The Magazine

Contact: **AARP The Magazine**
 420 Lexington Avenue
 Suite 513
 New York, NY 10170
 ph: 212-850-8400
 fax: 212-986-8167

Publisher: American Association of Retired Persons

Classification: General Interest
 MRI Released Magazines
 Mature Market

Rate Base: 22,000,000 (Jan 2005)

Paid Circulation: 22,720,073 (Jun 2004)

MRI Audience: 26,558,000 (MRI Fall 2004)

Frequency: 6

More Information: [Details](#) | [ABC Data](#) | [Rates](#) ← Detailed information

Last Modified 10/12/2004

Details will provide the editorial and other information about the publication. ABC data provides circulation data and rates provides advertising rate data. Here are the rates data for this publication:

AARP The Magazine: Rate Table

[Back to AARP The Magazine Gateway Page](#)

Select a Rate Table to View:

Rate Table	Rate Base	Eff. Date	Rate Card	Bleed Chg.
2005 4C General Rates	22,000,000	Jan 2005	2005	0.00%

Ad Size	1	3	6	12
Full page	\$398,500			
2/3 Page	\$308,170			
1/2 Page	\$259,030			
1/3 Page	\$185,970			
1/6 Page	\$99,630			

Notes
 15% Commission to recognized agencies
 Regional and Age Based editions available. Call for details.

Discounts
 Frequency:
 2 insertions - 2%
 3 insertions - 3%
 4 insertions - 4%
 5 insertions - 5%
 6 insertions - 6%
 9 insertions - 10%
 12 insertions - 15%

Now that you have some publications into the working list, you can generate some reports. Here are the options that are available:



These reports work off of the working list that is created when you search. They provide a wide variety of search options for you as indicated:

Create Reports																													
Select a Standard Report or Create a Custom Report																													
<p>MRI+ Reports</p> <ul style="list-style-type: none"> • Circulation Report • Rate Report • Editorial Profile Report • On Sale/Closing Date Report • E-Kit Report • Custom Report <p>Circulation Reports</p> <ul style="list-style-type: none"> • ABC Report <p>Pocketpieces - Top-Line Reports</p> <ul style="list-style-type: none"> • MRI - Magazine Pocketpiece • MRI - Magazine Pocketpiece (Teen) • MRI - Cable Table: Age & Sex • MRI - Cable Table: Median Age/Income • MRI - Cyberstats: Internet Access • MRI - Cyberstats: Online Services • CMR - Magazine Adspend Totals • CMR - All Media Adspend • MMR - 2003 Affluent Survey 	<p>Select columns to include in your custom report:</p> <table border="0"> <tr> <td><input type="checkbox"/> Publisher</td> <td><input type="checkbox"/> MRI Audience</td> </tr> <tr> <td><input type="checkbox"/> Publisher Est. Audience</td> <td><input type="checkbox"/> Circ - Audited & Un-Audited *</td> </tr> <tr> <td><input type="checkbox"/> 4C Base Rate</td> <td><input type="checkbox"/> B and W Base Rate</td> </tr> <tr> <td><input type="checkbox"/> 4C Bleed Rate</td> <td><input type="checkbox"/> Bleed Rate %</td> </tr> <tr> <td><input type="checkbox"/> Rate Base (Rate Card)</td> <td><input type="checkbox"/> Audience 4C CPM</td> </tr> <tr> <td><input type="checkbox"/> Circulation 4C CPM</td> <td><input type="checkbox"/> Frequency</td> </tr> <tr> <td><input type="checkbox"/> Audit Date - ABC</td> <td><input type="checkbox"/> Field Served - ABC</td> </tr> <tr> <td><input type="checkbox"/> Avg. Paid Circ - ABC</td> <td><input type="checkbox"/> Rate Base - ABC</td> </tr> <tr> <td><input type="checkbox"/> Rate Base Diff % - ABC</td> <td><input type="checkbox"/> Sub Total - ABC</td> </tr> <tr> <td><input type="checkbox"/> Sub % - ABC</td> <td><input type="checkbox"/> Sngl Copy Tot - ABC</td> </tr> <tr> <td><input type="checkbox"/> Sngl Copy % - ABC</td> <td><input type="checkbox"/> Circ. change from Prev. 6 months % - ABC</td> </tr> <tr> <td><input type="checkbox"/> Circ. change from Prev. 12 months % - ABC</td> <td><input type="checkbox"/> Association Circulation - ABC</td> </tr> <tr> <td><input type="checkbox"/> Club membership - ABC</td> <td><input type="checkbox"/> Avg. Analyzed Non-Paid Circ. - ABC</td> </tr> <tr> <td><input type="checkbox"/> Avg. Paid & Analyzed Non-Paid Circ. - ABC</td> <td></td> </tr> </table> <p>Generate Report (All Columns)</p> <p>Generate Report</p>	<input type="checkbox"/> Publisher	<input type="checkbox"/> MRI Audience	<input type="checkbox"/> Publisher Est. Audience	<input type="checkbox"/> Circ - Audited & Un-Audited *	<input type="checkbox"/> 4C Base Rate	<input type="checkbox"/> B and W Base Rate	<input type="checkbox"/> 4C Bleed Rate	<input type="checkbox"/> Bleed Rate %	<input type="checkbox"/> Rate Base (Rate Card)	<input type="checkbox"/> Audience 4C CPM	<input type="checkbox"/> Circulation 4C CPM	<input type="checkbox"/> Frequency	<input type="checkbox"/> Audit Date - ABC	<input type="checkbox"/> Field Served - ABC	<input type="checkbox"/> Avg. Paid Circ - ABC	<input type="checkbox"/> Rate Base - ABC	<input type="checkbox"/> Rate Base Diff % - ABC	<input type="checkbox"/> Sub Total - ABC	<input type="checkbox"/> Sub % - ABC	<input type="checkbox"/> Sngl Copy Tot - ABC	<input type="checkbox"/> Sngl Copy % - ABC	<input type="checkbox"/> Circ. change from Prev. 6 months % - ABC	<input type="checkbox"/> Circ. change from Prev. 12 months % - ABC	<input type="checkbox"/> Association Circulation - ABC	<input type="checkbox"/> Club membership - ABC	<input type="checkbox"/> Avg. Analyzed Non-Paid Circ. - ABC	<input type="checkbox"/> Avg. Paid & Analyzed Non-Paid Circ. - ABC	
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Printing, Emailing, Saving

MRI Plus does not have a print function, so you will need to use your browser to print any screens. However, there are options presented throughout the screen that allow you to input your data into Microsoft Excel.

The working list you create is saved based on your login and password. It can also be renamed if necessary or if creating more than one list:

