

# Identify new opportunities to guarantee your PR success

Your choice of topics and how you present them to the media are critical factors if you want to reach your target audience. Just as crucial is whether you have a comprehensive list of press contacts that suits your objectives. In order to achieve this, communications professionals need to know: who your readers are, what interests they have, whether you reach your targeted audience and how you can optimise your PR strategies.

At AUSSCHNITT, we know how to get hold of this information. Our audience analyses deliver empirical data on the composition of your readership and media user groups. We can provide you with details on demographics, consumer behaviour, brand affinity and current topics of interest as well as your readers' interest in new product innovations. Audience analyses identify the media with the highest affinity to your target group, opening up new possibilities to expand your press list and increase your media exposure. In future, you can make sure that you always address the right audience and optimise your impact on the markets and areas of importance to you.

Audience analyses provide you with:

- | an analysis of your targeted audience based on sound empirical methods
- | an in-depth evaluation of the characteristics of your audience e.g. age, gender, income per household, education
- | a detailed description of target groups that can be reached by different media, providing you with a basis for developing and planning new concepts and PR campaigns
- | empirically proven and objective information which you can use to create and optimise media contact lists
- | media and audience profiles that help you identify new topics and trends of specific interest to your target group
- | an analysis of threats and opportunities, giving you an optimum basis for planning future strategies and actions
- | a tool for managing and developing your communications work.

We can either send you a standard readership analysis or alternatively you can opt for a custom analysis of your target groups tailored to meet your requirements.

## Readership Analysis Module: analysis and descriptions of your audience

- | Based on the presence of your topics in the media, we analyse your readership according to the following factors: age, gender, net income per household, the number of people in each household, education, employment and life phase.
- | By analysing the composition of your readership, we can provide you with information on the distribution of your readers according to particular characteristics. You can gain control over segments of your audience that are over-exposed to your messages and identify groups that you barely reach at all.

## Target Group Module: situation and potential analyses

The target group module examines additional factors relevant to your readership and analyses the media presence and the potential for further exposure in each of your specified target groups. The analysis includes a differentiated description of both current and potential target groups, providing you with:

- | a record of reached target groups based on objective and empirical data
- | accurate and reliable knowledge on weaknesses in your distribution which helps you identify: what your key media are, which dialogue groups you address the most and where there is potential for improvement.
- | information on media of special interest to your target groups that have not yet reported on you or your product
- | information on new and attractive target groups which provides new possibilities for your PR activities
- | new impulses to optimise your messages and improve their distribution in the media: Which topics receive attention from your readership? Which media should you address?
- | a detailed description of your target groups' attributes based on leisure activities, consumer behaviour, media use and interest in innovation.

## Methods

The readership analysis and target group analysis are based on data from the Allensbach Market and Advertising Media Analysis (AWA). Every year, AWA gathers information through face-to-face surveys on media use, attitudes and consumer habits within the German population from the age of 14 upwards. The analyses identify how consumers use print media with the widest audience reach as well as social conditions relevant to market behaviour and media use. The basis of the analysis is provided by surveys of 21,000 people, representing a cross-section of the German population.

## Analysis and Reporting

Audience analyses can be produced every quarter, every six months or once a year, as you require. The readership analysis is presented as an Excel file and each feature of your readership's composition is displayed in separate, clear tables and graphs along with a short commentary.

For the target group analyses, we can produce a report at regular intervals and will put together a concise overview of your results, sorted by target group and the main characteristics of your readership. Our reports are substantiated by professional, easy-to-read tables and graphs, providing you with an invaluable source of information on your target groups and topics of interest. If you require, we can also include details on consumer behaviour, media use and recreation patterns.

Our expert analysts would be happy to provide you with further information on our range of services. We can also put together a non-binding quote tailored to your requirements on request. Call us on: **+49 30 2039 87-0** or send us an email at: [sales@ausschnitt.de](mailto:sales@ausschnitt.de).

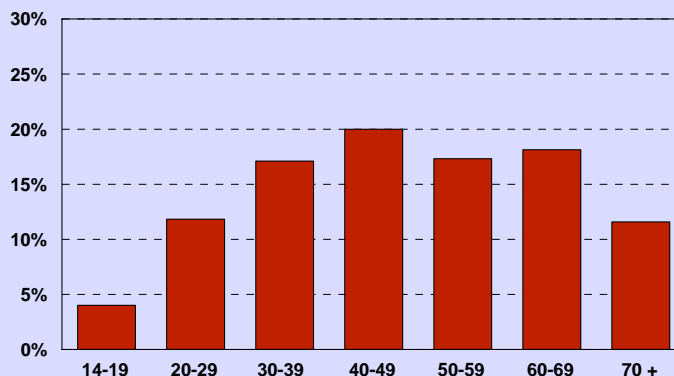


## Samples

The readership analysis provides you with a detailed description of your targeted readers, differentiating between different sociodemographic characteristics. Your distribution in different segments is shown by the number of contacts as a percentage. Readership analyses offer a clear breakdown of your targeted audience and reveal possibilities for optimising your communications management in order to reach specific target groups.

### Attained readership according to age

Attained contacts in %

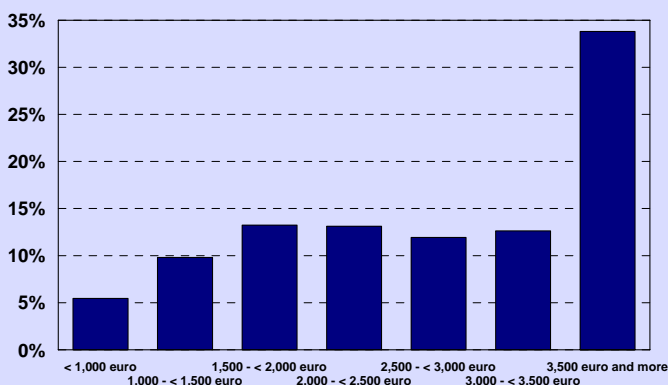


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LeserstrukturAnalyse

### Attained readership according to income

Attained contacts in %

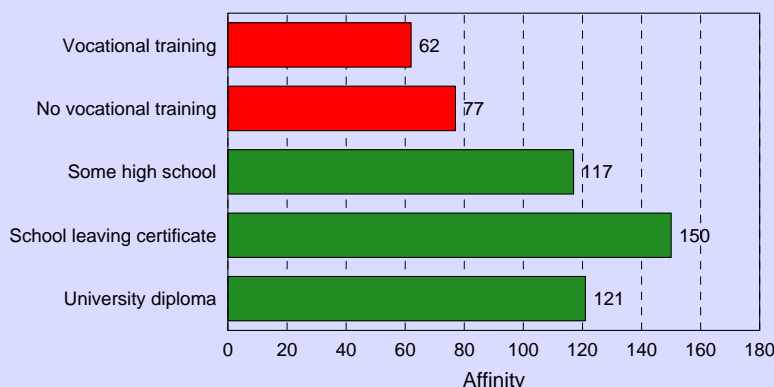


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Readership analysis

Our readership analyses document which segments of the public your media coverage reaches most often enabling you to manage company communications professionally and to respond quickly to new opportunities for further growth.

### Attained readership according to affinity



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Readership analysis