

Clipping Report

Determine the status quo and improve your strategies

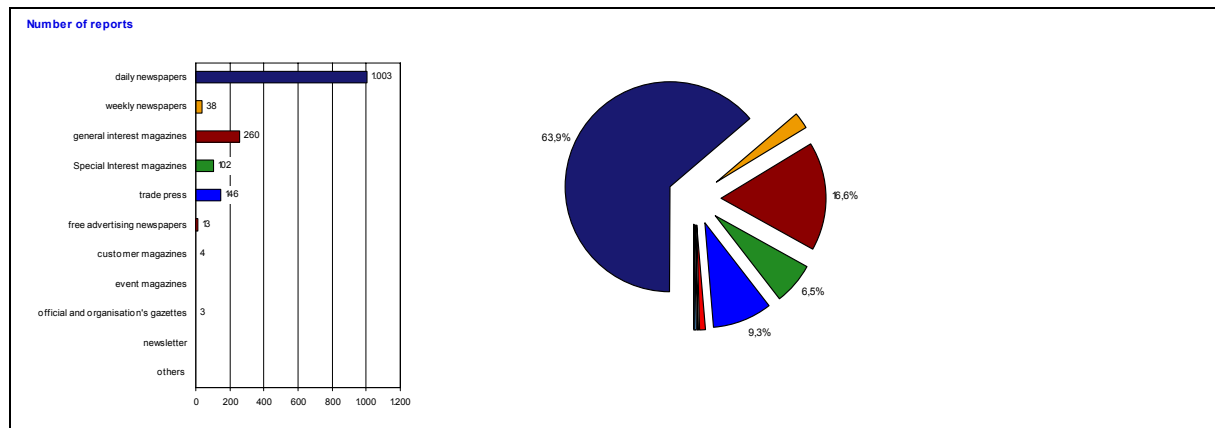
How is the media coverage progressing: are most of the reports from daily newspapers or special interest magazines? Are there **federal states** where circulation is particularly high, or regions where there is no press coverage at all? What **audience reach** is achieved in individual **media sectors**, i.e. in lifestyle publications or in the financial press? Which **media titles** report the most?

If you need answers to questions like these, book our Clipping Report service. Each Clipping Report provides you with a detailed monthly **overview of your media presence** in the German media and serves as an excellent **decision-making basis for strategies** to deal with new challenges.

Example

Comparison with May 06: Gross audience reach

Media categories	May 06	June 06	Trend
Keyword 1	243,225	287,055	+18.0% ↗
Keyword 2	98,545	150,458	+52.7% ↑
Keyword 3	18,032	21,545	+19.5% ↗
Overall result	359,802	458,058	+27.6% ↗



The **quantitative analyses** based on your clipping data on the progress, distribution and degree of media coverage show you how effective your communication work is. **Trends** in the monthly or year-to-date comparisons indicate the **media presence** of your activities - and serve as a **documentation of results** or as an important basis for planning future measures.

You receive the Clipping Report as an Excel file. Since the clipping data are clearly and concisely presented in tables and colour graphics, you can also integrate individual charts into your own presentations. You can additionally access the Clipping Report in the AUSSCHNITT Portal at any time.

We would be happy to advise you on how to optimise your PR evaluation and can provide you with information on other solutions we offer for monitoring, analysis, editorial services and reporting of classic media and social media. Use the fax order form, call us at **+49 30 203987-0**, or write to us at **sales@ausschnitt.de**.



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