

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"

MRI+
Mediamark Research Inc.

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+
Mediamark Research Inc.

Register for MRI+

Fill out the form below for your FREE account.

* = Required Field

*First Name: *Address:
*Last Name: *City:
*Job Title: *State:
*Company: *Zip:
*Category: *Country:
Specify, if Other: *Phone:
*Email: Fax:
*Password: Website URL:
*Confirm: 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

- Spring 2003 Media
- Spring 2003 Magazine Qualitative
- Spring 2003 Magazine Cumulative
- Fall 2002 Product
- Spring 2002 Product
- Fall 2001 Product

Choose a Report

- Apparel/Accessories
- Automotive
- Automotive Aftermarket
- Automotive Miscellaneous
- Beverages
- Candy/Sweets/Snacks
- Electronics
- Financial
- Health & Beauty Aids
- Home

Or Search by Keyword

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

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

Category

- Adhesive Bandages
- Aftershave Lotion & Cologne For Men
- Ailments/Remedies - Used prescrip
- Asthma Relief Remedies (Nonpresc
- 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+

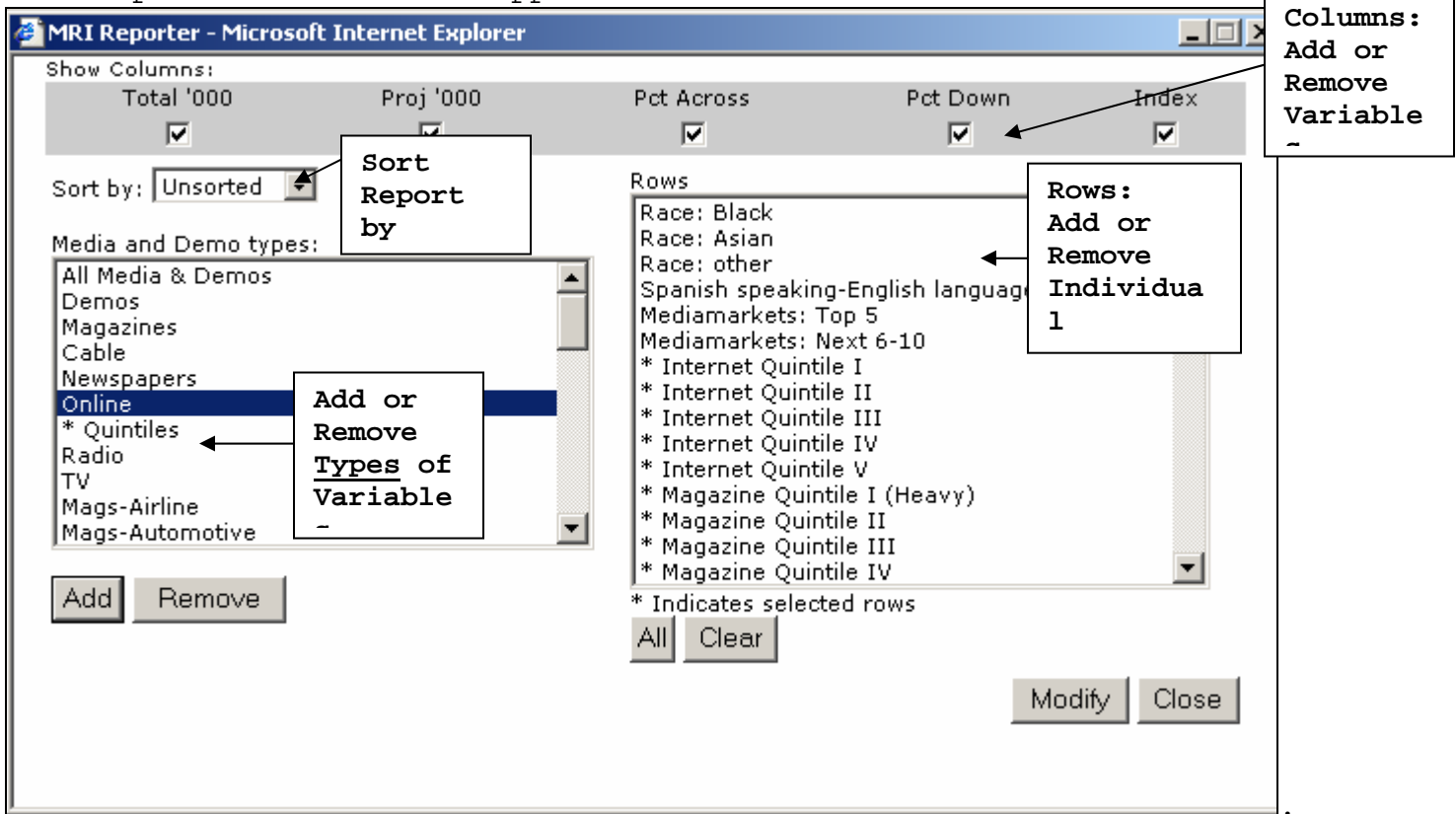
Stub	Total '000	Proj '000	Pct Across Dc	5
Total	204,964	117,499	100.0	5
Adults 18-34	64,715	35,267	30.0	5
Adults 18-49	130,165	71,772	61.1	5
Adults 25-54	120,777	66,801	56.9	5
Age 18-24	27,099	14,774	12.6	5
Age 25-34	37,615	20,493	17.4	5
Age 35-44	44,983	25,054	21.3	5
Age 45-54	38,179	21,254	18.1	5
Age 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

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:
- "Media and Demo Types" box contains data groups.
 - 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.
 - 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.
 - "Rows" box contains Individual rows.
 - Select an individual row - select by clicking on each row title. Asterisks are automatically added to the individual rows.
 - 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.

MRI Reporter
MediResearch Research Inc.

[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+

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	De
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.

Show Columns: Total '000 Proj '000 Pct Across Index

Sort by: Unsorted

Media an
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

[All](#) [Clear](#)

[Modify](#) [Close](#)

Options Window - Sort Pulldown Menu

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.

The screenshot shows the MRI Reporter interface with the following sections and callouts:

- Category:** Mouthwash (selected)
- Base:** Adults 18+ (selected)
- Target:** Used in last 6 months Listerine (Yellow) (selected)
- Buttons:** Options, Add to your reports, Spreadsheet, Print
- Table:**

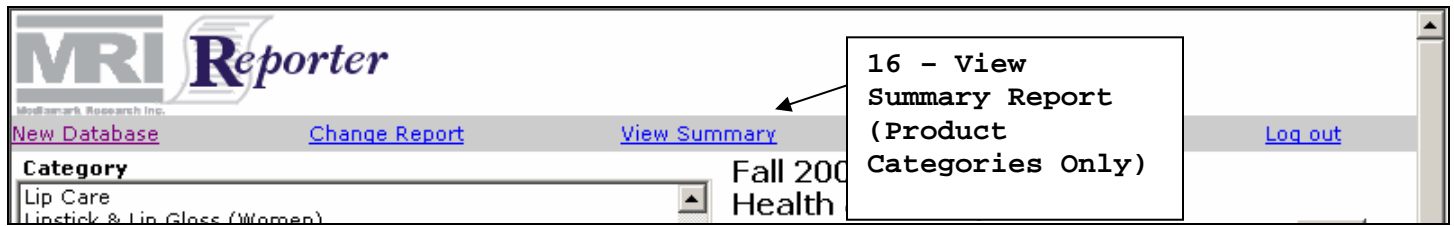
Stub	Total '000	Pror '000	Pct Across	Pct Down	Index
Adults 18-34	64,715	4,516	24.8	7.0	79
Adults 18-49	130,165	9,393	51.6	7.2	81
Adults 25-54	120,777	9,485	52.1	7.9	88

Callout Boxes:

- 12 - Save Report by Clicking on Add to your reports button:** Points to the "Add to your reports" button.
- 13 - Download report to Microsoft:** Points to the "Spreadsheet" button.
- 14 - Print Report:** Points to the "Print" button.
- 15 - View Saved Report List:** Points to the "View Report List" link.

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.



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 Whisky](#)
- [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			SHARE OF USERS	SHARE OF VOLUME	VOL US IN
	'000	%	UNWGT			
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	720			

Print Close

Notes

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