

# Analysis

**Questions?**

**Contact Kantar Media Professional Health Client Services (609) 987-5579**

# Analysis – Selecting target audience

Select target audience demographics or Rx Class, if using

Off = Office  
Hos = Hospital  
Com = Combined  
Stf = Staff  
Sup = Supervisor

	Off	Hos	Com	Stf	Sup	RX:Off	RX:Hos	RX:Com
General Practice	<input type="checkbox"/>							
Family Medicine	<input checked="" type="checkbox"/>	<input type="checkbox"/>						
Internal Medicine	<input checked="" type="checkbox"/>	<input type="checkbox"/>						
Allergy and Allergy/Immunology			<input type="checkbox"/>					
Anesthesiology			<input type="checkbox"/>					
Cardiology	<input type="checkbox"/>	<input type="checkbox"/>						
Dermatology			<input type="checkbox"/>					
Diabetes/Endocrinology			<input type="checkbox"/>					
Emergency Medicine			<input type="checkbox"/>					
Gastroenterology			<input type="checkbox"/>					
General Surgery	<input type="checkbox"/>	<input type="checkbox"/>						
Hematology/Oncology			<input type="checkbox"/>					

# Analysis – Selecting Media Groups

The screenshot displays the KANTAR MEDIA MARS Medical software interface. The top navigation bar includes the KANTAR MEDIA logo, 'Professional Health' and 'MARS Medical' branding, and a 'Welcome, [username]' message with a 'Log out' button. Below this are 'Project', 'Schedule', and 'Tools' tabs. A left-hand navigation menu lists various sections: Main, Project, Audit, Analysis (with sub-items like Audience, Media, Reports), Scheduling, Form Reports, Tools, and AOR. The main content area is titled 'Media' and features a 'Show selected' button and a 'Define media groups' button. A list of media groups is shown, with 'Multispecialty' highlighted. A red speech bubble with the text 'Select media group(s) for analysis' points to the 'Multispecialty' entry. A 'Next' button is located at the bottom right of the main content area.

Media

Show selected Define media groups

Media groups

- Multispecialty
- PC Combo Non-Duplicated
- Allergy
- Anesthesiology
- Cardiology
- Combination Duplicated
- Combination Non-Duplicated
- Dental
- Dermatology
- Diabetes Endo
- Emergency Medicine

Select media group(s) for analysis

Next

# Analysis – Select media for analysis

**KANTAR MEDIA** MARS Medical  
Professional Health

Welcome | Log out | Preferences

Project Schedule Tools

Main

- Project +
- Audit +
- Analysis -
  - Audience
    - Audience
    - Load Rx Weights
    - Audience Builder
  - Media
    - Select Media
    - Define Media Groups
  - Reports
    - Parameters
    - Results
    - Layout
- Scheduling +
- Form Reports +
- Tools +
- AOR +

**Media**

Show selected Define media groups

Media groups	Media
<input type="checkbox"/> Multispecialty	<input checked="" type="checkbox"/> American Heart Journal
<input type="checkbox"/> PC Combo Non-Duplicated	<input checked="" type="checkbox"/> American Journal of Cardiology, The
<input type="checkbox"/> Allergy	<input checked="" type="checkbox"/> American Journal of Hypertension
<input type="checkbox"/> Anesthesiology	<input checked="" type="checkbox"/> Cardiac Interventions Today
<input checked="" type="checkbox"/> Cardiology	<input checked="" type="checkbox"/> Cardiology
<input type="checkbox"/> Combination Duplicated	<input checked="" type="checkbox"/> Cardiology News
<input type="checkbox"/> Combination Non-Duplicated	<input checked="" type="checkbox"/> Cardiology Review - Cardiology Demo
<input type="checkbox"/> Dental	<input checked="" type="checkbox"/> Cardiology Today
<input type="checkbox"/> Dermatology	<input checked="" type="checkbox"/> Catheterization & Cardiovascular Intervention
<input type="checkbox"/> Diabetes Endo	<input checked="" type="checkbox"/> Circulation
<input type="checkbox"/> Emergency Medicine	<input checked="" type="checkbox"/> Cleveland Clinic Journal of Medicine - Cardiology

Highlighted media group displays Media with checks included. Uncheck to remove media

# Analysis – Selecting Data Options for Analysis

**Parameters**

Data Template  
Ranking  
**Efficiency**  
Reach and Frequency  
Specialty Impressions

Standard Report Layout  
Standard Efficiency Report  
Standard Efficiency with R's

Custom Report Layout  
Efficiency Report Exposures only

View Results | Print (PDF) | Export (XLS) | Export (TXT)

**Data Options** — Average Page Exposure  
Average Page Exposure  
**Exposures** → Average Page Exposure  
Ad Page Exposure  
Page Exposure (Hosp Mgmt)

**Readers** — Average Issue Readers  
**Readers** → Average Issue Readers  
Total Readers: All  
Total Readers: High  
Total Readers: High/Medium

**Cost Options**

Ad Page (A-size)  
Page 4CB  
Page BW  
Spread 4CB  
Spread 4CB + Page BW  
4 Page Insert

Ad Page (Tabloid)  
Island Page 4CB  
Island Page BW  
Island Spread 4CB  
Island Spread 4CB + Island Page BW  
2 Page Island Insert

**Frequency** →  
B & W 48  
Color 1  
CPM Emphasis(%) en

- Data Options:
- Exposures
- Average Page
- Ad Page
- Page Exposure (Hosp Mgmt)
- Readers
- Average Issue
- Total, High, Medium

# Analysis – View, print or export reports

The screenshot shows a 'Parameters' window with three main sections:

- Data Template:** A list box containing 'Ranking', 'Efficiency' (highlighted), 'Reach and Frequency', and 'Specialty Impressions'.
- Standard Report Layout:** A list box containing 'Standard Efficiency Report'.
- Custom Report Layout:** An empty list box.

Below these sections are several buttons:

- 'View Layout' (under Standard Report Layout)
- 'Delete' and 'Rename' (under Custom Report Layout)
- 'View Results', 'Print (PDF)', 'Export (XLS)', and 'Export (TXT)' (at the bottom of the window)

Select report then View Results,  
Print (PDF) or Export to xls or txt

# Analysis – Reports

Welcome [User] [Log out](#) [Preferences](#)

Project

Schedule

Tools

	Unweighted		Weighted	
	Universe	Total (%)	Universe	Total (%)
General Practice Off	6,783	4.29	6,783	4.29
Family Practice Off	76,038	48.09	76,038	48.09
Internal Medicine Off	75,292	47.62	75,292	47.62
Totals	158,112	-	158,112	-

Report sorted alpha on media. All columns sort ascending and descending by clicking on column header.

Media	CPM	Impressions	Reach	Frequency	CPM Emphasis (%)	CPM	Impressions	Reach	Frequency
American Family Physician	\$9,764.80	78,862	123.82	49.88	0.55	43,554	224		
American Medical News	\$8,120.90	78,862	102.98	49.88	0.58	43,554	186		
CA - Cancer Journal For Clinicians	\$5,151.00	14,408	357.50	9.11	0.12	6,281	820		
Cardiology Review	\$7,256.45	23,107	314.04	14.61	0.18	9,640	752		
Clinical Diabetes	\$8,440.50	12,557	672.20	7.94	0.09	5,359	1,575		
Clinical Geriatrics	\$6,930.90	26,680	259.78	16.87	0.21	11,553	599		
Consultant	\$12,295.25	73,090	168.22	46.23	0.48	37,977	323		
Consultant - Primary Care Demo	\$9,626.25	73,090	131.70	46.23	0.51	37,977	253		
Diversion	\$8,640.25	75,206	114.89	47.57	0.54	43,281	199		
Diversion - Mini-Mass	\$7,208.00	75,206	95.84	47.57	0.57	43,281	166		
Diversion - OBG/Uro	\$7,964.50	75,206	105.90	47.57	0.56	43,281	184		
DO, The	\$3,348.15	10,373	322.77	6.56	0.11	6,560	510		
Doctor's Digest	\$11,104.50	27,476	407.43	17.38	0.10	12,257	612		

# Analysis – Analyzing schedules

**Parameters**

Data Template  
Ranking  
Efficiency  
**Reach and Frequency**  
Specialty Impressions

Standard Report Layout  
Standard  
View Layout

Custom Report Layout  
Delete

View Results | Print (PDF) | Export (XLS) | Export (TXT)

Media	Insertions
American Family Physician	12
American Medical News	
American Medical News - Mini-Mass Demo	12
Archives of Internal Medicine + Archives of Gen	
CA: A Cancer Journal for Clinicians	
Cardiology Review	
Clinical Diabetes	
Clinical Geriatrics	

**Reach and Frequency**

Summary | Specialty Imp | Specialties | Media

Reach (%)	84.8%	Study	PERQ June 2009
Reach	135,303	Demographic	All
Total Insertions	36	Audience	
Gross Impressions	1,605,376	Universe	159,541

Update | Schedule Duration 12 | Data type Exposures

**Enter insertions**  
**Select data type and schedule duration**  
**Click update for instant analysis**

# Analysis – Customizing reports

Welcome, [User] [Log out](#) [Preferences](#)

**KANTAR MEDIA** MARS Medical  
Professional Health

Main

- Project +
- Audit +
- Analysis -
  - Audience
    - Audience
    - Load Rx Weights
    - Audience Builder
  - Media
    - Select Media
    - Define Media Groups
  - Reports
    - Parameters
    - Results
    - Layout
- Scheduling +
- Form Reports +
- Tools +
- AOR +

### Analysis Report Layout

- Measure:Cost
  - Cost
- Measure:Unweighted
  - Readers(uw)
  - Exposures(uw)
  - CPM(uw)
  - CPMExposures(uw)
  - %Universe(uw)
  - UniverseExposures(uw)
  - Index(Readers-uw)
  - Index(Exposures-uw)
- Measure:Weighted
  - Readers(w)
  - Exposures(w)
  - CPM(w)
  - CPMExposures(w)
  - %Universe(w)
  - UniverseExposures(w)
  - Index(Readers)
  - Index(Exposures)
- Media
  - Media name
  - MediaGroup

Across the top		
Source	Operation	Action
Cost - Cost	Value	X
Readers(uw) - Unweighted	Value	X
CPM(uw) - Unweighted	Value	X
%Universe(uw) - Unweighted	Value	X

Down the side		
Source	Operation	Action
Media name - Media	Value	X

Parameters View Results

Report Title: Analysis Efficiency

Header: [ ]

Footer: [ ]

Orientation: Landscape

Page type: Letter

Current Layout: Standard Efficiency Report [Save](#) [Save as](#)

**Add and delete parameters using View Layout**

# Analysis – Save as to name custom report

The screenshot shows the 'Explorer User Prompt' dialog box in the foreground. The dialog has a title bar with a close button (X) and a 'Preferences' button. The main area contains a text input field with the placeholder text 'Custom report format that can be named as specific as possible'. Below the input field are 'OK' and 'Cancel' buttons.

The background application window is titled 'Analysis' and features a sidebar with a tree view containing categories like Project, Audit, Analysis, Scheduling, Form Reports, Tools, and AOR. The main workspace is divided into several sections:

- Measure: Unweighted**: A list of metrics including Readers(uw), Exposures(uw), CPM(uw), CPMExposures(uw), %Universe(uw), and UniverseExposures(uw).
- Measure: Weighted**: A list of metrics including Readers(w), Exposures(w), CPM(w), CPMExposures(w), %Universe(w), and UniverseExposures(w).
- Media**: A list including Media name and MediaGroup.
- Across the top**: A table with columns Source, Operation, and Action. It contains three rows: 'Cost - Cost' (Value), 'Readers(uw) - Unweighted' (Value), and 'CPM(uw) - Unweighted' (Value). Each row has an 'X' in the Action column and a vertical arrow icon to its right.
- Down the side**: A table with columns Source, Operation, and Action. It contains one row: 'Media name - Media' (Value). It has an 'X' in the Action column and a vertical arrow icon to its right.
- Parameters** and **View Results** buttons.
- Report Configuration**: Fields for Report Title (Analysis Efficiency), Header, Footer, Orientation (Landscape), and Page type (Letter).
- Current Layout**: A text field containing 'Standard Efficiency Report' and 'Save' and 'Save as' buttons. A red arrow points to the 'Save as' button.

# Analysis (MARS 3.8) – NEW OPTION

## How to save multiple schedules in your Analysis project

1 Open project or create a new project

The 'New Project' form includes the following fields and options:

- Project name: MARS 3.8
- Description: (empty)
- Client: new client (dropdown menu)
- Accounting Code: (empty)
- Password: (empty)
- Report Currency In: Net (dropdown menu)
- Comments: (empty)
- Project Owner: (empty)
- Workgroup: Commercial (dropdown menu)

Buttons: OK, Cancel, Client Maintenance

2 Select audience

The 'Audience' screen shows the following details:

- Study: Kantar Media Readership - V.12.1
- Demographic: All (selected), Drug Adaption: Early Adopters, Drug Adaption: Early Majority, Drug Adaption: Late Majority, Drug Adaption: Traditionalist, Age: Under 34
- Rx Class: None (selected), Acne with Anti-Infectives/Antiseptics, All Products, Alzheimer-Type Dementia, Angiotension II Antagonist, Other, Antiarthritic, Syst. Biological Respon...

Specialty	Off	Has	Com	Str	Sup	RX:Off	RX:Has	RX:Com
General Practice	<input type="checkbox"/>							
Family Medicine	<input type="checkbox"/>	<input type="checkbox"/>						
Internal Medicine	<input type="checkbox"/>	<input type="checkbox"/>						
Allergy and Allergy/Immunology			<input type="checkbox"/>					

3 Select media

The 'Media' screen shows the following details:

- Media groups: Multispecialty, PC Combo Non-Duplicated, Allergy, Anesthesiology, Cardiology, Combination Duplicated, Combination Non-Duplicated, Dental/Dental Hygiene, Dermatology (checked), Diabetes Endo, Emergency Medicine
- Media: Cosmetic Dermatology, Cutis, Cutis - Dermatology Demo (checked), Dermatologic Surgery, Dermatologic Therapy, Dermatology Times (checked), Dermatology World, Journal of Clinical and Aesthetic Dermatology, T, Journal of Drugs In Dermatology, Journal of Investigative Dermatology, Journal of the American Academy of Dermatology (checked)

# Analysis (MARS 3.8) – NEW OPTION

## How to save multiple schedules in your Analysis project

- 4 Go to Reports/Parameters  
Select Reach & Frequency or Specialty Impressions and add insertions to selected media

The screenshot displays the MARS 3.8 software interface. On the left is a navigation pane with a tree view containing categories like Project, Audit, Analysis, Media, Reports, Scheduling, Form Reports, Tools, and AOR. The 'Parameters' section is active, showing a 'Data Template' list with 'Reach and Frequency' selected. Below this is a table of media and insertions:

Media	Insertions
Cutis - Dermatology Demo	3
Dermatology Times	3
Journal of the American Academy of Dermatology	3

Below the table are buttons for 'View Results', 'Print (PDF)', 'Export (XLS)', and 'Export (TXT)'. A 'Reach and Frequency' report window is open, showing a 'Summary' tab with a table of metrics:

Reach (%)	Study
Reach	Demographic
Total Insertions	Audience
Gross Impressions	Universe

At the bottom of the report window, there is an 'Update' button and a 'Data type' dropdown menu set to 'Exposures: Average Page', along with a 'Duration' dropdown menu set to '12'.

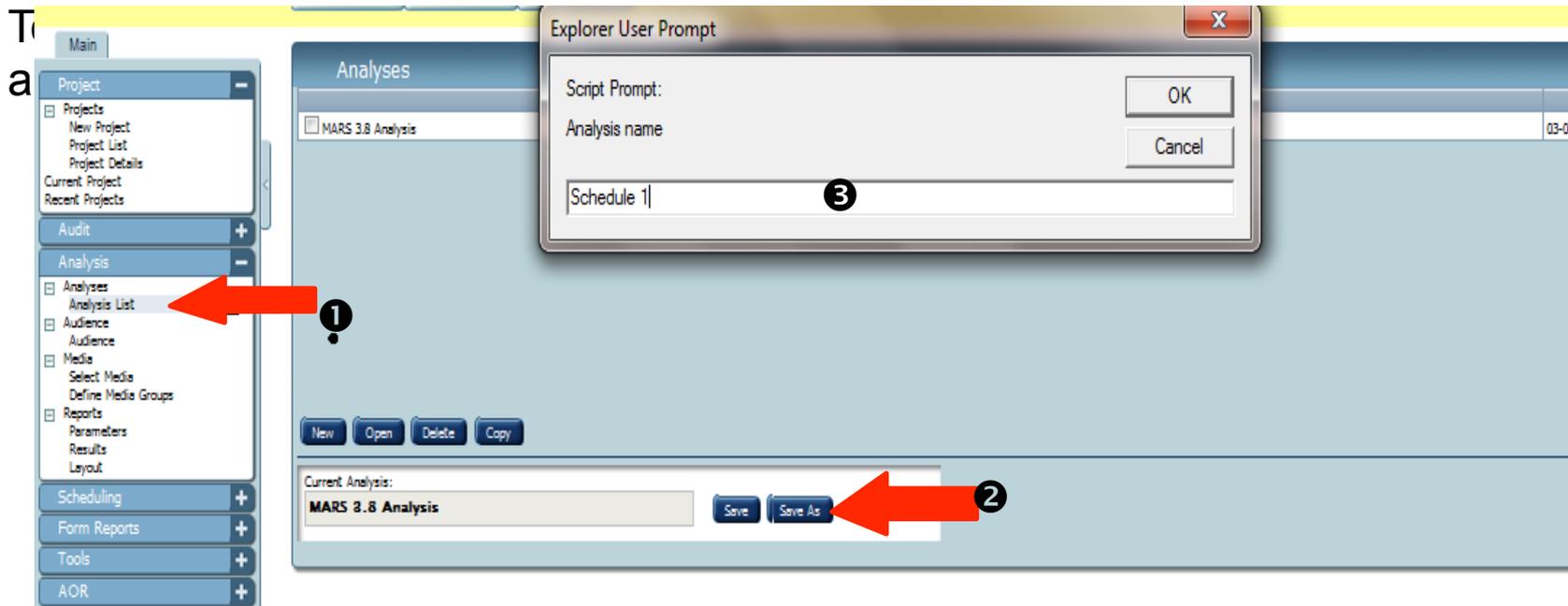
# Analysis (MARS 3.8) – NEW OPTION

## How to save multiple schedules in your Analysis project

### To save schedules:

- 1- Select Analyses and Analysis list
- 2- Click on the Save As button **at the bottom of the screen**
- 3- A pop up box will appear. Enter the name of your schedule in this box and click OK

To add and save additional schedules go back into Parameters make schedule adjustments.



# Analysis (MARS 3.8) – NEW OPTION

## How to save multiple schedules in your Analysis project

To switch between schedules:

Select the desired schedule and click on the open button.

The screenshot displays the MARS 3.8 software interface. On the left is a navigation menu with categories: Project, Audit, Analysis, Scheduling, Form Reports, Tools, and AOR. The 'Analysis' section is expanded, showing options like Analysis List, Audience, Media, Reports, Parameters, Results, and Layout. The main area is titled 'Analyses' and contains a table with the following data:

Analysis Name	Date Created	Date Modified
schedule 1	03-06-12	03-06-12
schedule 2	03-06-12	03-06-12

Below the table are buttons for 'New', 'Open', and 'Delete'. A red arrow points to the 'Open' button. Below the buttons is a 'Current Analysis:' field containing 'schedule 1' and 'Save' and 'Save As' buttons. Another red arrow points to the 'Open' button in the table's left column.