



# NADbank +PMB

A whole new read on readers.

# A New Organization

## NADbank+PMB

On October 30, 2014, Canada's two pre-eminent media measurement organizations, amalgamated as one.

$$1 + 1 = 3 +$$

- To assist in the buying and selling of newspaper + magazine advertising.
- To deliver single source, cross-platform audience measurement.

# Measurement Across Platforms + Devices



- **Platforms:** Print, PDF Replica, Website, App

+

- **Devices:** Print, Computer, Tablet, Smartphone

# Study Details

## Measuring 78 consumer magazines, 79 national/local newspapers

|                         |  |
|-------------------------|--|
| Readership Methodology: | Recent Reading (AIR)   |
| Cross-platform:         | Print, PDF replica (newspapers)/digital issue (magazines), website, app<br>By device (print, computer, tablet, smartphone) |
| Qualitative metrics:    | Time spent reading, # of issues read, degree of interest   |
| Consumer Insights:      | Enhanced demographics<br>Media usage data<br>Psychographics/socio-economic data<br>Products, Brands, Retailers             |
| Sample:                 | 36,000 Canadians (12+)<br>National + 53 local markets  |
| Interviewing:           | 365 days a year<br>Probability based online survey   |
| Data release:           | 2015: Transition year (4 releases)<br>2016: quarterly data reports (Mar, June, Sept, Dec)                                  |
| Data delivery:          | Desktop Software (Nielsen, Telmar, Kantar)   |

# One National Study, 53 Local Markets

## British Columbia

Prince George  
Nanaimo  
Vancouver  
Victoria

## Alberta

Calgary  
Edmonton  
Lethbridge  
Medicine Hat

## Saskatchewan

Regina  
Saskatoon

## Manitoba

Brandon  
Winnipeg

## Ontario

Barrie  
Belleville  
Brantford  
Cobourg /Port Hope  
Cornwall  
Chatham  
Guelph  
Hamilton  
Kingston  
Kitchener  
London  
North Bay  
Orillia  
Oshawa  
Ottawa / Gatineau  
Owen Sound  
Peterborough  
Sarnia

## Ontario

Sault Ste. Marie  
St. Catharines / Niagara  
Sudbury  
Thunder Bay  
Timmins  
Toronto  
Windsor

## Québec

Granby  
Montréal  
Québec City  
Saguenay  
Sherbrooke  
Trois-Rivières

## New Brunswick

Fredericton  
Moncton  
Saint John

## Nova Scotia

Cape Breton  
Halifax  
New Glasgow  
Truro

## PEI

Charlottetown  
Summerside

## Newfoundland & Labrador

St. John's

# Reporting

**2015**

**Transition Year:**  
4 Releases

**2016**

**Quarterly Data Reports:**  
Mar/Jun/Sep/Dec

# The Database



**Psychographics**



**Products**



**Media Habits**



**Readership**



**Retailers**



**Demographics**



# Timely

- 36,000 Canadians  
365 days a year
- Survey customization
- Quarterly updates & releases
- Current

# Intelligent

- Brand readership metrics
- Enhanced demographics
- Behavioural insights
- Brand/product/retail consumer insights

# Trusted

- Robust cross-platform methodology
- Industry credibility
- Tripartite
- Transparent

A whole new read on readers.

**Coming Soon...**

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