

## Who we are

Canada's authoritative source for newspaper and magazine audience measurement.

On October 30, 2014, Canada's two pre-eminent media measurement organizations, NADbank and PMB, amalgamated as one unified organization.

## Our Mandate

To assist in the buying and selling of newspaper + magazine advertising.

To deliver single source, cross-platform audience measurement for Canadian publishing brands.

## Study Details

- **Membership** Tripartite organization, 500+ members
- **Readership Measurement** 78 consumer magazines, 79 national/local newspapers
- Readership Methodology** Recent Reading (AIR)
- Cross-platform** Print, PDF replica (newspapers)/digital issue (magazines), website, app  
By device (print, computer, tablet, smartphone)
- Qualitative metrics** Time spent reading, # of issues read, degree of interest
- **Consumer Insights** Enhanced demographics  
Media usage data  
Psychographics/socio-economic data  
Products, Brands, Retailers
- **Sample** 36,000 Canadians (12+)  
National + 53 local markets
- **Interviewing** 365 days a year  
Probability based online survey
- **Data release** 2015: Transition year (4 releases)  
2016: quarterly data reports (Mar/June/Sept/Dec)
- **Data delivery** Desktop software (Nielsen, Telmar, Kantar)

Coming Soon...

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