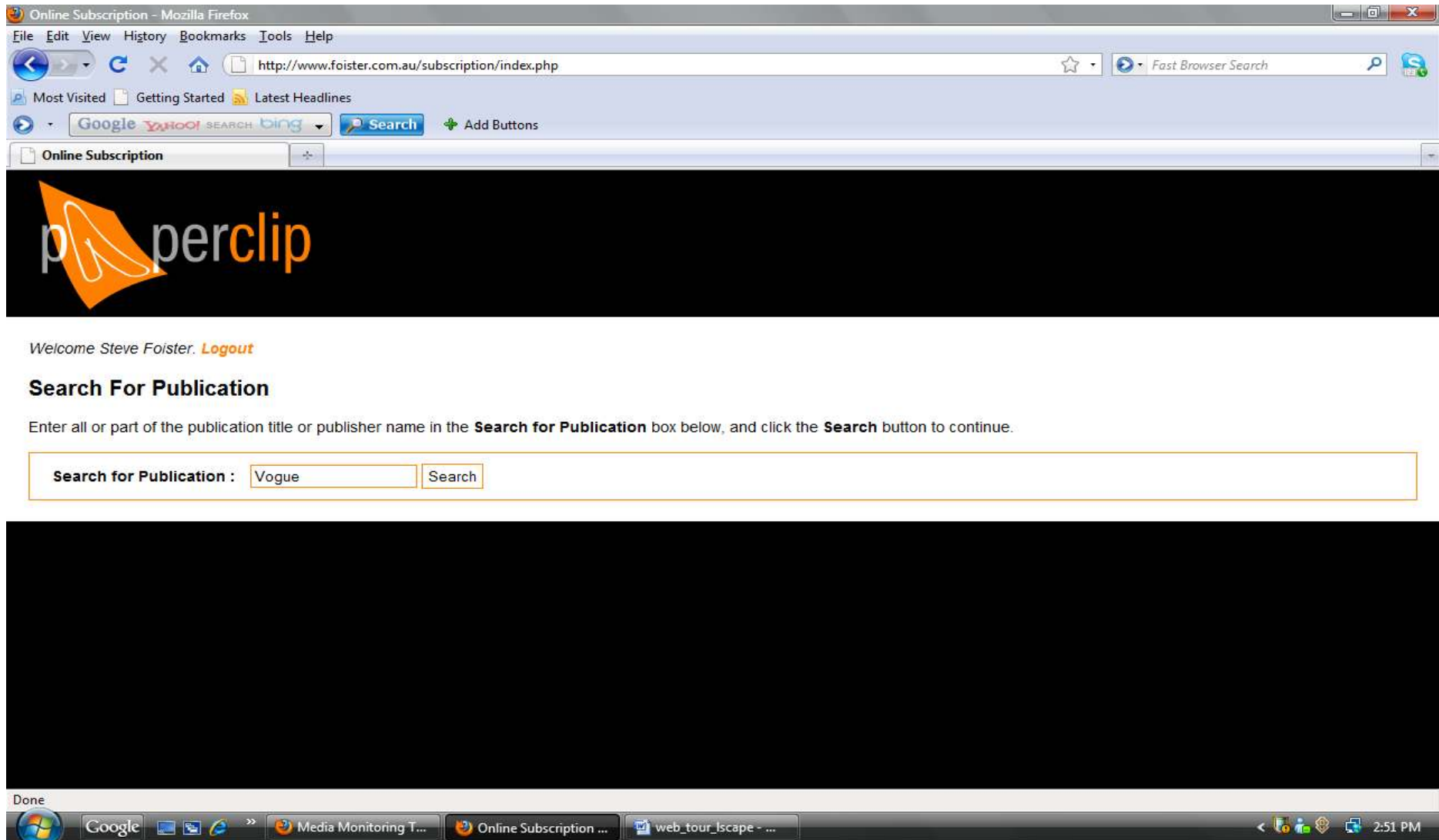


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In this case there are 3 different publications that have the keyword.... click on required publication for information....

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Vogue Australia — Circ: 64,968

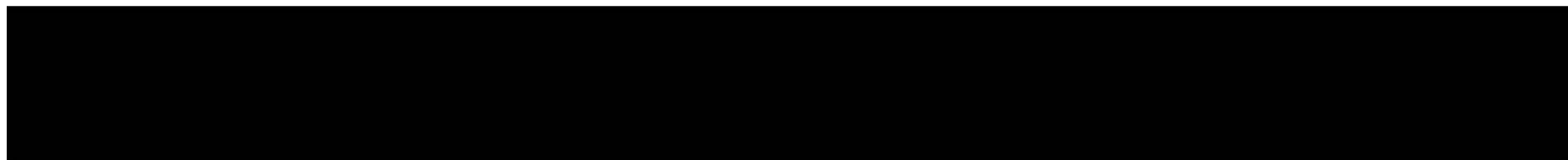
Add: Locked Bag 5030, Alexandria, NSW 2015 AU **Pub'r:** FPC Publishing

P: (02) 9353 6666 **F:** (02) 9353 6600 **URL:** www.vogue.com.au

Consumer, Women's General. **Freq:** Monthly

DPS	Full	1/2	1/3	1/4	1/6	1/8	1/16	SCCM	SQCM	VI
\$25,120.00	\$12,560.00	\$6,280.00	\$4,186.67	\$3,140.00	\$2,093.33	\$1,570.00	\$785.00		\$19.22	\$9.10

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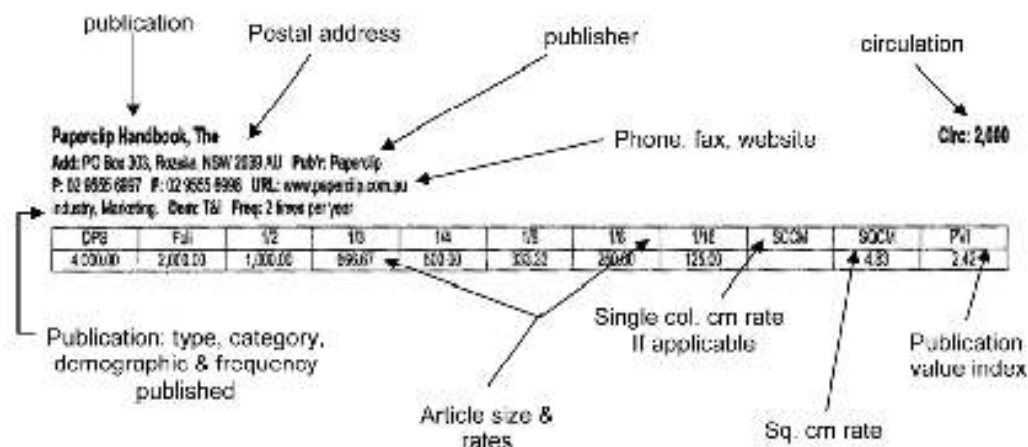


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See below for legend....



Publication Value index (PVI™)

The PVI has been calculated as an individual index rating for all publications. Utilising the circulation figure, demographics, publication price and mean casual advertising rate (MCAR™) Paperclip has created a unique formula to ascertain a comprehensive scale of all publications. This is particularly useful when preparing quantitative and qualitative reports. For further information please contact info@paperclip.com.au Included in the annual subscription price of \$299.00 + gst is also a hardcopy A4 for the office or A5 for the brief case

Mean Casual Advertising Rates (MCAR™) / Editorial Rates

It has long been debated how to calculate an accurate but fair method for evaluating editorial in a monetary form. The editorial rates on this site have been calculated using a unique, yet, fair and accurate calculation of the mean casual advertising equivalent to make all values pro rata. For instance a publication's full page rate may be \$10,000 but a half page may be \$6,000; this is not pro rata. Paperclip has averaged the published casual advertising rates and reduced them to a "mean casual square centimeter advertising rate", then multiplied this sq. cm. rate up to a full page, half page, 1/3rd page etc to make all rates pro rata on size (see Fig 1). This also allows the analyst to measure accurately the cm² of the editorial to have a true editorial value of editorial received in average advertising terms. This is a fairer calculation to the erratic forms now seen by the industry ie. multiplying the editorial value by 2 or 3 times .