

Print*Views™

Your Insider's Access to Magazine Advertising

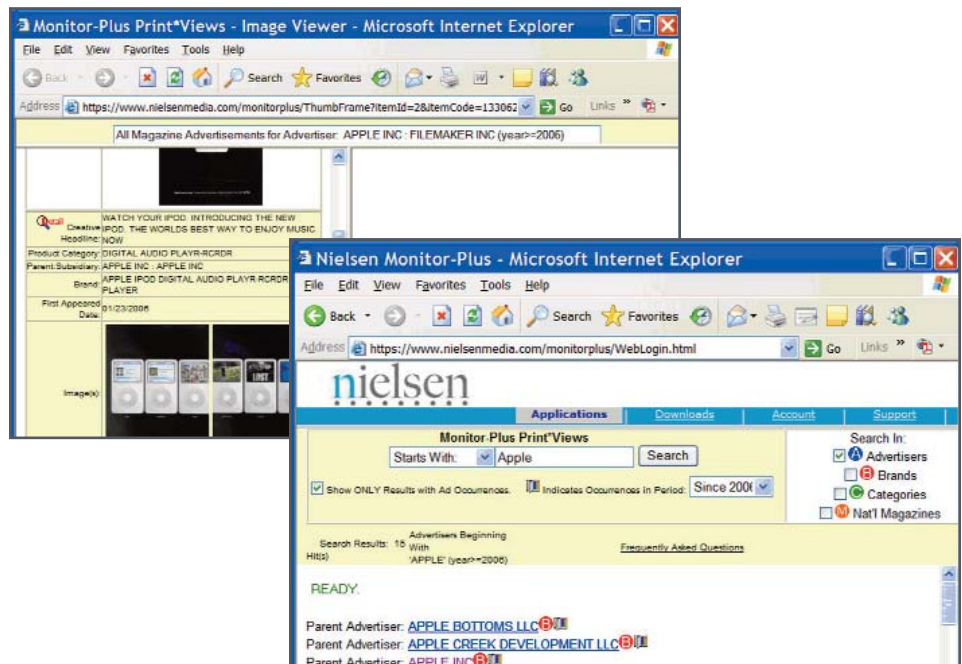
Print*Views™ is a web-based product from Nielsen Monitor-Plus™, the leader in competitive advertising information, which provides instant access to the most extensive library of magazine advertising data and their creative images. This library includes more than 300 national magazines measured since 1996; over 350,000 creative images; as well as a variety of competitive data.

Print*Views provides valuable information for every ad, including:

- Digitized Full-color Creative Images
- Creative Headlines to Identify Specific Campaign
- Expenditure Data
- Page Placement

Print*Views answers your most strategic questions about magazine advertising campaigns. Users can easily view the ads in a particular category; identify the magazines in which those ads appeared; see the placement they received (page number); and get the cost of that print campaign.

Print*Views also offers instant access to the existing Monitor-Plus Virtual Issue® feature, allowing users to view creatives in the thousands of magazine issues measured, from the inside front cover to the back cover.



BENEFITS

- Use the Print*Views search engine to find the information you need by advertiser, brand, category or magazine title.
- View the creative message in context. See full-color online versions of advertisements by browsing, cover to cover, the thousands of magazine issues we measure. You can simultaneously view the creative and its corresponding occurrence information.
- Understand a campaign's creative storyline. View all the ads in a series side-by-side to gain a better understanding of the creative theme.
- Analyze expenditure data to see what competitors are spending and which magazines they're using.
- Compare your placement to your competitors' by viewing page placement within each publication.