

**trusted**

**reliable**

**authoritative**

**timely**

**comprehensive**

**quoted**

**respected**

**reputable**

**industry standard**

**established**

**credible**



**MEMBERSHIP GUIDE**

**[www.magazine.org/PIB](http://www.magazine.org/PIB)**

# PIB

**Publishers Information Bureau (PIB) is THE source of reported consumer magazine advertising pages, expenditures and related information. PIB is recognized as the most trusted source of ad data, relied upon by agencies, advertisers, the press, industry analysts and venture capital companies that share an interest in the performance of the magazine industry.**

## **HOW ARE PIB DATA USED?**

- **Publishers** use PIB data to compile sales territorial reports, track competitive market share and identify sales opportunities.
- **Advertisers** look to PIB to see what mix of advertising is appearing in magazines of interest and/or for competitive intelligence.
- **Ad Agencies** rely on PIB to show them where competitive brand and category magazine advertising ran and to what extent.
- **The Press** monitors ad performance over time for the magazine industry, individual titles, magazine genres and ad categories.
- **Venture Capital Companies** use advertising data to produce trends and to judge publishing growth opportunities.

## **HOW ARE PIB AD DATA REPORTED?**

- Through a licensing agreement with MPA, Kantar Media Intelligence compiles, verifies, and reports magazine advertising data for PIB measured publications.
- PIB revenue data reported are based upon one-time open rate card rates and generally do not reflect discounts (such as volume discounts or category rates), production charges, premiums, and other factors that may affect the price actually paid for individual advertising.

## **HOW AND WHY DOES A PUBLICATION BECOME A PIB MEMBER?**

- A magazine must become a PIB member to be reported in the PIB service, which is a division of MPA and administered by Kantar Media Intelligence.
- PIB membership provides one year of measurement in the service, a subscription to the Advance Magazine Totals (monthly reports providing ad pages and expenditures by magazine title in various formats), a copy of the PIB Advertising Guidelines Manual, and related training.
- Inclusion in the PIB service provides a magazine title with added exposure to key constituents who have a vested interest in the magazine industry, thereby increasing the publication's stature.
- Membership in PIB is based upon individual magazines, not parent companies, i.e., any magazine wanting to be reported in PIB must join individually.
- Membership applicants are approved by majority vote of the PIB

Technical Advisory Committee, which is comprised of senior publishing research and marketing executives.

- Membership in MPA is not required to be included in PIB, but MPA members enjoy reduced PIB membership fees.

## **WHAT KINDS OF PIB DATA CAN BE GENERATED USING KANTAR-MI SUBSCRIPTION SERVICES?**

- Page and expenditure gain/loss trending capabilities for 10+ years across publications, products and/or categories.
- Ranking options to identify leaders in ad paging or revenue by publication, company, subsidiary, brand or across all levels of the PIB classifications.
- Management reports based on sales account assignments or sales territories for an individual magazine.
- Share of market reports that will show percentage share of a publication, product or category relative to its competitors.
- Access to reports that detail what advertising activity is exclusive to a member title vs. activity that is shared by other titles in its competitive set.
- Brand and publication detail reports that provide in-depth views on magazine page positioning, ad type and ad color for a particular publication issue or an advertiser.
- Comprehensive multi-media advertising information across 19 media.

## **HOW ARE DATA DELIVERED?**

- Members subscribing to the Kantar-MI PIB database get web-based access to revenue and page count data that can be analyzed by brand, parent company, advertising category, and individual publication.

- Specifically, subscribers gain access to Mag Advisor — Kantar’s comprehensive Internet-based magazine system, which includes 10 years of PIB magazine detailed level information. Reports can be downloaded to spreadsheets, allowing for custom analysis.
- Subscribers also may use Ad\$pende — a multi-media PC reporting system that provides five years of monthly summary level expenditure data for each of the media in Kantar’s database.
- Strategy is a powerful information tool providing more comprehensive advertising information on 2.4 million brands across 19 media, covering \$150 billion in advertising expenditures.

## **HOW ARE COSTS ASSESSED?**

- Annual membership fees are payable directly to PIB.
- New members also pay a one-time initiation fee directly to Kantar-MI in addition to any subscription fees for PIB database access.
- Membership is available on a calendar year basis. Publications joining after June 1st will be assessed a half membership fee for the year.
- Because the PIB Service publishes comparative year data, all new members having published in the previous year are required to provide prior year issues for measurement. There is a small per advertisement charge for measuring new members’ prior year issues.



# Publishers Information Bureau

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