

Reach and Frequency

Reach: The number of individuals counted as an impression

- Typically measured as a percent of the universe
- **Ratings** is the same as reach and is widely used in the media industry to advertise program viewership

Frequency: The number of times an impression is targeted

Reach

Cali3's primetime program is viewed by 50% of their viewership, which is half of their network's 5% California reach, or 2.5% reach

%

Frequency

If your business buys 50 spots in Cali3 primetime, you bought a 50 frequency of the 2.5% A18-64 reach

x

Reach and Frequency

Reach times frequency equals gross rating points, or GRPs, so 2.5 times 50 equals 125 gross rating points

- Kind of jumping ahead with this equation
- See Gross Rating Points for explanation

How To Calculate Combined Reach And Frequency Across Media

M Lipman



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