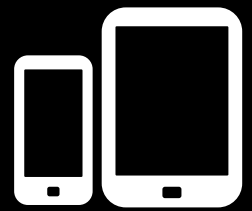


GUIDELINES FOR DIGITAL DEVICE METRICS



Magazines Canada has developed a set of guidelines for device metrics designed to provide advertisers, agencies and publishers with generally accepted measurement principles.

Reporting period to capture 30 -90 days of audience data,
depending on the frequency of the title.

1

total unique
readers
per issue

issues opened by individual devices which may include mobile, tablet and replica

2

total number of
sessions
per issue

aggregate number of times an issue was accessed

3

total amount of
time spent per
reader per session

time spent (on average) per session across the total audience

4

average number
of **sessions** per
reader per issue

The average number of times each reader accessed the issue

5

total
accumulated **time**
spent per reader
per issue

The amount of time readers spent on average per issue

Reported as a 6-issue rolling average; 14 week release
Note: Also offer 120 day metric for SIPs

For more information:

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