Simmons Reach and Frequency Glossary

Reach (000): The number of individuals in your target reached by your schedule.

Reach (%): The percent of your target reached by your schedule.

Gross Impressions: The total reach (000) multiplied by the average frequency. This number quantifies your reach and frequency into a single figure, to express the power of the campaign. Some individuals are reached more times than others, and all campaigns may have different reach/frequency goals (This number is in thousands).

For example:
Reach (000) = 13,954 (rounded number in thousands)
Average frequency = 2.18
Gross impressions = 13,954 (000) * 2.18 = 30,378 (000)

Please note these figure are rounded

Average Frequency: The number of times on average an individual is reached by the schedule.

Duplication: The percentage of the target reached by more than one insertion in the schedule.

GRPs: Gross ratings points. The percent of your target reached multiplied by the average frequency. If your frequency is 1, the GRPs should equal the reach percent.

Average Rating: In the context of the Reach & Frequency Module, the average rating is the average percent of your target reached by an average issue of the magazine.
**Total Insertions:** The sum of the insertions in your schedule.

**Total Cost:** The total cost of your schedule.

**CPM:** Cost to reach one thousand people in your target. Total cost divided by reach (in thousands).

- *For example:*
  
  Total Cost =
  
  $992,000 Reach
  
  (000) = 13,354
  
  $992,000/13,354 = Cost of $71.10 per thousand people

**CPM (Gross):** Cost per thousand impressions.

- *For example:*
  
  Total Cost = $992,000
  
  Gross Impressions (000) =
  
  30,378 992,000/30,378 = $32.66

**Reach 2+:** Percentage of your target reached an average of 2+ times

**Reach 3+:** Percentage of your target reached 3+ times

**Reach 4+:** Percentage of your target reached 4+ times

**Reach 5+:** Percentage of your target reached 5+ times