

Sheet1

National Target Audience	402440
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	Targeted readers	Cover (%)	Ranking Cover	
TeenAge	35000	8.7	4	
GirlY	45000	11.18	2	
StarMag	39500	9.82	4	
PopWorld	25000	6.21	6	
TVMag	105000	26.09	1	Best cover
WhatsOn	45000	11.18	2	

	Price	CPT	Ranking CPT	
TeenAge	6000	171.43	2	
GirlY	7500	166.67	1	Most economical
StarMag	8000	202.53	3	
PopWorld	5600	224	5	
TVMag	22000	209.52	4	
WhatsOn	15000	333.33	6	

	Ranking cover	Ranking CPT	Sum of ranks	Final Rank
TeenAge	4	2	6	3
GirlY	2	1	3	1
StarMag	4	3	7	4
PopWorld	6	5	11	6
TVMag	1	4	5	2
WhatsOn	2	6	8	5

	Frequency	GRP	Ranking GRP	
TeenAge	4	34.79	3	
GirlY	1	11.18	4	
StarMag	4	39.26	2	
PopWorld	1	6.21	6	
TVMag	4	104.36	1	Best GRP
WhatsOn	1	11.18	4	

	Cost for one month campaign
Using Cover and CPT	
GirlY	30000
TVMag	88000
TeenAge	24000
StarMag	32000
Total costs	174000

	Cost for one month campaign
Using GRP	
TVMag	same
StarMag	
TeenAge	
GirlY	