

Use this worksheet to analyze and choose the best media to promote your products and services
 We have entered some estimates and wild guesses for illustration -- you must research and enter the appropriate data before making any decisions!

Media Selection Matrix

Assumptions													Sorted by Weighted Point Ranking					
Average Selling Price		\$	50.00	Weighted Point Ranking = Weighted Priorities / CPM														
Priorities																		
Retail Sell Through			30%															
Lifetime Value of Customer			30%															
Direct Response Revenue			40%															

Publication	Audience	Circulation	Cost	CPM	Response %	Revenue	Profit	x Run	Size	Color	Subjective Impact Upon Priorities (1-5)			Weighted Point Ranking	Issue Date	Deadlines			Terms
											Retail Sell Through	Lifetime Value of	Direct Response			Street Date	Insertion Date	Artwork Due Date	
Wall Street Journal		1,800,000	\$ 5,500	\$ 3.06	0.010%	\$ 9,000	\$ 3,500	3	0.33	color	3	3	3	32					
SkyMall	Airline	2,500,000	\$ 22,000	\$ 8.80	0.020%	\$ 25,000	\$ 3,000	3	1	color	5	4	2	40					
Fortune		775,000	\$ 1,700	\$ 2.19	0.010%	\$ 3,875	\$ 2,175	1	8.3%	color	2	5	3	13					
American Cities Business Journals				#DIV/0!	0.020%	\$ -	\$ -	3	0.33	color	3	3	5	#DIV/0!		25-Aug	1-Sep		
AOL	On-Line			#DIV/0!	0.020%	\$ -	\$ -	3	0.33	color	3	3	5	#DIV/0!		25-Aug	1-Sep		
Business Start-Ups				#DIV/0!	0.020%	\$ -	\$ -	3	0.33	color	3	3	5	#DIV/0!		25-Aug	1-Sep		
CEO				#DIV/0!	0.020%	\$ -	\$ -	3	0.33	color	3	3	5	#DIV/0!		25-Aug	1-Sep		
Men's Health				#DIV/0!	0.020%	\$ -	\$ -	3	0.33	color	3	3	5	#DIV/0!		25-Aug	1-Sep		
Men's Journal				#DIV/0!	0.020%	\$ -	\$ -	3	0.33	color	3	3	5	#DIV/0!		25-Aug	1-Sep		
Workforce				#DIV/0!	0.020%	\$ -	\$ -	3	0.33	color	3	3	5	#DIV/0!		25-Aug	1-Sep		
AARP Newsletter				#DIV/0!	0.020%	\$ -	\$ -	3	0.33	color	3	3	5	#DIV/0!		25-Aug	1-Sep		
e Groups	Small business online	50,000	\$ 500	\$ 10.00	0.020%	\$ 500	\$ -	1	1	color	1	4	4	31					
Flying				#DIV/0!	0.020%	\$ -	\$ -	3	0.33	color				#DIV/0!					
NY Book Review				#DIV/0!	0.020%	\$ -	\$ -	3	0.33	color				#DIV/0!					
Penthouse				#DIV/0!	0.020%	\$ -	\$ -	3	0.33	color				#DIV/0!					
Playboy				#DIV/0!	0.020%	\$ -	\$ -	3	0.33	color				#DIV/0!					
Financial Planning	Influencers: CFPs			#DIV/0!	0.020%	\$ -	\$ -	1	1	color	2	5	3	#DIV/0!					
Journal of Accountancy	Influencers: CPAs			#DIV/0!	0.020%	\$ -	\$ -	1	1	color	2	5	3	#DIV/0!					
American Banker	Influencers: Bankers			#DIV/0!	0.020%	\$ -	\$ -	1	1	color	2	5	3	#DIV/0!					
Fast Company				#DIV/0!	0.020%	\$ -	\$ -	3	2	color	3	5	3	#DIV/0!					
United Hemsipheres	Airline			#DIV/0!	0.020%	\$ -	\$ -	1	1	color	4	4	3	#DIV/0!					
American Venture	Venture clubs	25,000	\$ 995	\$ 39.80	0.020%	\$ 250	\$ (745)	4	1	4c	3	3	5			26-Feb	5-Mar		
CFO		450,000	\$ 5,400	\$ 12.00	0.020%	\$ 4,500	\$ (900)	4	1	B&W	2	4	3	25		4-Sep	11-Sep	Net 30	
American Way	Airline	900,000	\$ 10,108	\$ 11.23	0.020%	\$ 9,000	\$ (1,108)	3	1	B&W	5	3	5	39		17-Aug	26-Aug	Pre-pay	
Popular Science		1,056,200	\$ 13,340	\$ 12.63	0.020%	\$ 10,562	\$ (2,778)	3	0.33	color				-					
CPA Software News	Influencers	50,000	\$ 3,500	\$ 70.00	0.020%	\$ 500	\$ (3,000)	4	0.25	color	2	4	4	1					
Golf	Psychographic / Sports	1,469,000	\$ 18,000	\$ 12.25	0.020%	\$ 14,690	\$ (3,310)	3	0.33	color									
Small Business Opportunities		250,000	\$ 6,696	\$ 26.78	0.020%	\$ 2,500	\$ (4,196)	6	1	color	3	3	5	14		27-Oct	27-Oct	Net 30	
Selling Power		196,853	\$ 7,600	\$ 38.61	0.020%	\$ 1,969	\$ (5,631)	6	1	color	3	3	5	10		4-Sep	4-Sep	Pre-pay	
USA Today		2,140,000	\$ 28,000	\$ 13.08	0.020%	\$ 21,400	\$ (6,600)	3	0.25	bw				-					
Sales & Marketing Management		65,000	\$ 10,450	\$ 160.77	0.020%	\$ 650	\$ (9,800)	6	1	color	3	3	5	2		19-Oct	21-Oct		
Entrepreneur		500,000	\$ 15,000	\$ 30.00	0.020%	\$ 5,000	\$ (10,000)	1	1		3	3	2	9					
Accutrend Direct Mail / 21st	Direct Mail Postcard	130,000	\$ 11,700	\$ 90.00	0.020%	\$ 1,300	\$ (10,400)	1	0.33	color	4	4	5	2		25-Aug	1-Sep		
PC World	Computer	1,200,000	\$ 22,500	\$ 18.75	0.020%	\$ 12,000	\$ (10,500)	3	1	color				-					
Home Office Computing		461,000	\$ 18,820	\$ 40.82	0.020%	\$ 4,610	\$ (14,210)	6	1	color	3	3	5	9		1-Sep	8-Sep		
Inc.		630,000	\$ 26,900	\$ 39.68	0.020%	\$ 6,300	\$ (18,700)	1	1	color	2	4	1	6					
SBA Small Business Resource Guides	New Businesses	910,000	\$ 77,416	\$ 85.07	0.100%	\$ 45,500	\$ (31,916)	6	1	color	4	4	5	5		19-Oct	21-Oct		
NewsWeek		1,500,000	\$ 300,000	\$ 200.00	0.020%	\$ 15,000	\$ (285,000)	1	1	color	3	3	2	1					

Notes
 Strike-through numbers are guesses