



# PMG MediaMeter – services and tariffs

**Media analysis with PMG - digital, simple, direct.**

Would you like to know how often you and your competitors are the subject of reports in the media or establish the reach of your most recent campaign?

PMG MediaMeter offers communication controlling by a mouse click and available at a fixed cost. Provide your superiors and colleagues with relevant, up-to-date information from current media reports. Identify critical topics as soon as they arise and implement suitable communication measures on this basis. Keep a close eye on media coverage with automated reports and alerts.

## Scope of services

		Small € 3,000 per year	Medium € 6,000 per year	Large € 9,000 per year
Search and find	Number of topics*	1	5	10
	Number of users/logins	2	3	5
	Media basis: more than 2,500 regional, national and international newspapers, journals, magazines, online media, newsletters and agencies	✓	✓	✓
	Retrospective analysis		31 days	
	Results incl. hit list and text excerpt		Unlimited	
	Data storage (metadata/snippets) for unchanged topics		15 months	
Analysis	Presence, tonality, subjects	✓	✓	✓
	Opinion leaders, circulation	✓	✓	✓
	Buzzwords, topic areas (IPTC), organisations, persons and locations	✓	✓	✓
	Custom filters	✓	✓	✓
	Reach (gross contact)		✓	✓
	Advertising value / AVE (unweighted)			✓
Reporting	Create and send reports/alerts	✓	✓	✓
	Compile dashboards	✓	✓	✓
	Export item lists	✓	✓	✓
	24-month contract: 5% discount and price guarantee	€ 2,850 per year	€ 5,700 per year	€ 8,550 per year
	Flexible contract with monthly termination option	€ 300 per month	€ 600 per month	€ 900 per month

\* A topic is a combination of keywords using Boolean search syntax, e.g. a company, brand, product, person, subject or issue.

The stated prices are exclusive of statutory VAT at the current rate of 19%. Additional price calculations can be provided on request. Package solutions are available for large customers and agencies.



# PMG MediaMeter – your **options**

Customise the digital media analysis by adding the options that suit your requirements.

For example, you can read full-length articles in a preview or purchase them directly from the portal for your press review (article purchase option). You are welcome to add additional users or topics. For long-term analysis, prolonged use of analysis data beyond the standard 15 months is recommended.

## Optional extras

Article preview / full text view (retrospectively for up to 31 days)	€ 100 per month
Per additional topic*	€ 65 per month
Per additional user	€ 30 per month
Reach (gross contact)	€ 50 per month
Advertising value / AVE (unweighted)	€ 25 per month
Per 5 additional custom filters	€ 25 per month
Per 5 additional dashboards	€ 25 per month
Per 5 additional reports / alerts	€ 25 per month
Archiving of analysis data beyond 15 months	€ 10 per month
Branding / insert your own corporate design	One-off fee of € 300
Article purchase option for press reviews (available for 12-month or 24-month contract)	No extra charge if you have a press review contract. This is a prerequisite and is used as the basis for calculating article downloads and licensing. Please contact us for further information.

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**Test now for free.**

[www.pressemonitor.de/analysis](http://www.pressemonitor.de/analysis)

**Further information upon request.**

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