In addition to classic media data such as circulation volumes verified by the German Audit Bureau of Circulation (IVW) and reach determined by the German joint industry committee,agma, PMG also provides you with the simple, unweighted Advertising Value Equivalent (AVE) for a large number of print and online publications via the PMG press database. By taking into account other qualitative factors, such as proportionate coverage in the article and tonality, you can also use the PMG AVE as the basis for calculating weighted values.

### Answers to the most important questions

**What does the PMG AVE tell you?**

If an editorial article on your topic appears in a medium, the PMG AVE calculates the amount in euros that you would have had to pay for an advertisement of the size of the article in the same place in this medium – that is, for a standard banner in the online medium.

**How is the PMG AVE calculated?**

For print media, the calculation is based on the 4c or text portion advertising rates of the title in question. When multiplied by the size of the article, this results in the PMG AVE. The size of the article is determined by the number of characters. To ensure comparability, only the text portion is used as the basis for determining the size (not including headings/subheadings or photos/figures/charts).

For online media, the CPM of a standard banner is used as the basis and is weighted by the average number of page impressions per day.

### Blue-sky thinking comes to cinema

**STARTING OUT** The desire to connect more closely with audiences lies behind new models for companies looking to operate in the film industry. Set programmes at multiplexes are not the only show in town for the film industry, writes Josephine Moulds.

Josephine Moulds

Gerry Cottle Jr’s first memory is of being dressed “as a little clown running around rooftops and I thought to myself, ‘Will this be it?’ “Bring on demand to the cinema and experience of cinema.”

If Rooftop Film Club has one eye on takings in the UK by 2020 (Josephine Moulds writes), the desire to connect more closely with audiences lies behind new models for companies looking to operate in the film industry. Set programmes at multiplexes are not the only show in town for the film industry, writes Josephine Moulds.

### Any questions? We would be happy to help.

PMG Presse-Monitor GmbH
Markgrafenstraße 62 | 10969 Berlin
PO Box 04 02 67 | 10061 Berlin

Phone:+49 30 28493 0
Fax:+49 30 28493 200

info@presse-monitor.de
www.presse-monitor.de