

# PMG AVE – Unweighted Advertising Value Equivalent

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.

## €100 per month\*

An up-to-date overview of all titles for which the AVE can be provided is available on the PMG website in the media section.

In some cases, the AVE value of the main issue will be contained in subsidiary/local issues.

\* The amount cannot be offset against articles and licenses already purchased. The stated prices are exclusive of statutory VAT.

This is how the PMG AVE is shown.

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AVE (Print): 4.781 EUR (ungewichtet)

### 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

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