

Genergraphics® Ratings:

Genergraphics Ratings is another method of separating generations and their mindset for marketing and advertising. This would be in addition to our Genergraphics websites process and would work for radio, television and print media.

How it would work:

Genergraphics website can separate the client's demographics age groups according to their current customer base. With radio we can extract the generations from the current rating of each radio station, by using the years of each generation that are included in the demographic ratings.

Example: In a 25-49 demographics age group if the client wants to reach Generation-X only, we then extract the 31-40 year ratings from the demographic. The client can then run a Gen-X radio spot and not be concerned about the Baby Boomer (42-49 years) or Echo Boomer (25-30 years) that make up the remaining part of the 25-49 demo.

For television and print media the CPM is based upon the percentage of each generation that is found in a demographic group for an individual television show.

Here is an example of how it would work:

Demo for morning news on local TV Station

25-49 Yr. Demo 11,000 persons CPM- \$13.64	35-64 Yr. Demo 19,000 persons CPM- \$ 7.89
Gen-X 31-40 yrs of age Is 44% of this demo (11 yrs)	Boomer 41-60 yrs of age Is 63% of this demo (19 yrs)
Gen-X = 4,840 people Gen-X CPM is \$6.00	Boomers= 11,970 people Boomer CPM is \$4.97

*CPM is based on \$150 spot cost





If the client wanted to reach the Boomer, then they would buy this morning news show. If Gen-X was their desired audience, they would not buy advertising on this morning news show based upon the Cost Per Thousand.

