



OVERVIEW

UK Media information has been sourced by Geoplan from recognised research bodies to provide the definitive view of media activity in the UK. All data is available in the form of digital boundaries and/or Postcode look-up tables, to provide a comprehensive range of products for all media applications.

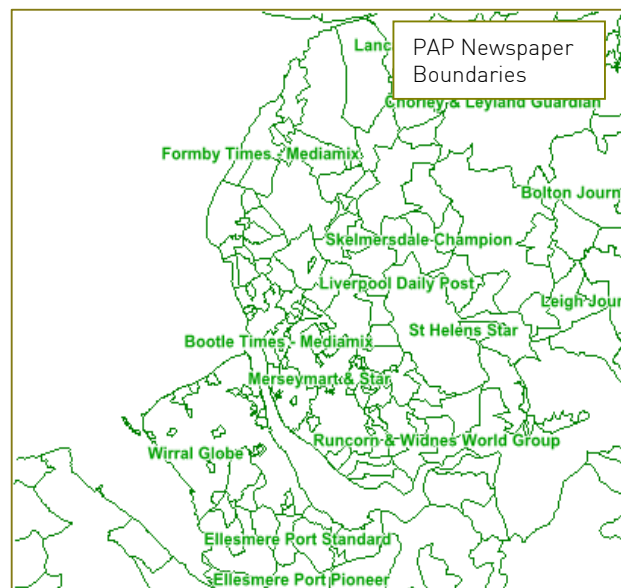
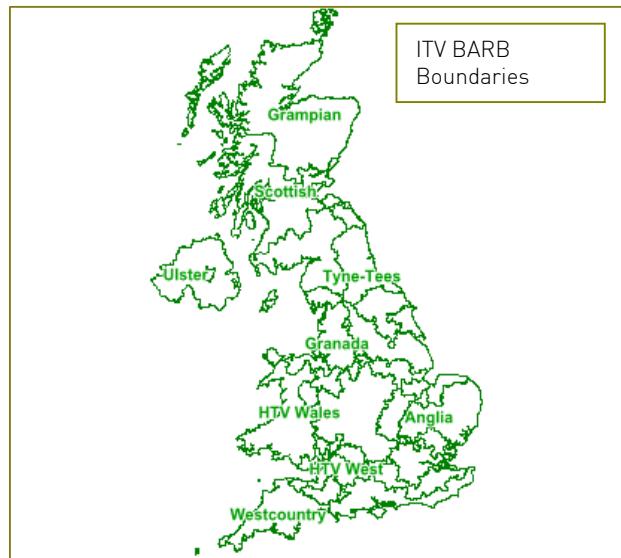
There are three different levels of Media data available from Geoplan:

- TV-Plan – (Includes ITV BARB and ISBA Boundaries)
- News-Plan – (Includes local Newspaper Boundaries)
- Radio-Plan – (Includes local Independent Radio Boundaries and local BBC Radio Boundaries)

| APPLICATIONS |
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| Used for all market analysis applications including direct marketing, retail planning and media analysis. |
| Integrate with data e.g. Census to display geodemographic trends and patterns within media areas. |
| Identify Media coverage throughout the UK. |
| Geographic Searching. |

| KEY FEATURES/ BENEFITS |
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| Sourced by Geoplan from recognised research bodies to provide the definitive view of media activity in the UK. |
| Available in the form of digital boundaries and Postcode look-up tables (maintained in line with Postcode changes on a continual basis) to provide a comprehensive range of products for all media applications. |
| Provides the detail needed to help with choosing the correct media for advertising and marketing campaigns. |
| Ascertain the media that provides the best fit to increase penetration and dramatically reduce wastage. |

| PRODUCT CONTENT |
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| Includes BARB and ISBA TV areas for regional advertising requirements. |
| Includes coverage areas for all Independent Local Radio and Local BBC Radio stations for radio advertising analysis. |
| Coverage areas of all local paid and free newspapers sourced from the authoritative supplier of newspaper information. |
| UK coverage: Includes England, Wales, Scotland and Northern Ireland. Also includes the Channel Islands and the Isle of Man, providing extensive Media coverage. |
| Data is supplied with OSGB map projection. |



Digital sample data NOW available covering the HG Postcode Area can be downloaded from www.geoplan.com or please ring on 01423 569538

CONT



SUPPLY OPTIONS

Data is available in all major GIS and desktop mapping systems including GeoAnalyser, MapInfo, ArcInfo and ArcView.

Data can be supplied via CD or via our FTP server.

OTHER OPTIONS

Specialised formats.

Alternative map projections.

EXTRA FEATURES PROVIDED

Six Monthly Updates

Geoplan updates its entire Postcode product range every six months to provide the most up to date and accurate dataset available and to ensure the best possible match between data products.

Technical Support

When purchased with Geoplan's ESP (Enhanced Support Programme) technical support is provided to give you assistance with your data. Geoplan's support team has a wealth of knowledge and can help you get the most out of your data.




FURTHER PRODUCTS AVAILABLE

If this product does not meet your requirements please speak with one of Geoplan's experienced sales consultants for advice on our other standard data sets, or consultancy options:

- Postcode Boundaries
- Postcode Points
- Postcode Databases
- Administrative Data
- Media Boundaries
- Demographic Databases
- Business Databases
- European Maps
- World Maps
- Map Bases

PRICING

Prices quoted are for single user. For information on multi-user licenses please contact us on 01423 569538.

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| TV Plan | £800 |
| TV Plan with  (Enhanced Support Programme) | £1,120 |
| Radio Plan | £2,000 |
| Radio Plan with  (Enhanced Support Programme) | £2,800 |
| News Plan | £2,000 |
| News Plan with  (Enhanced Support Programme) | £2,800 |