

APPENDIX K:
**IMPROVED COMPUTER ACCESS FOR 1-YEAR MAGAZINES
AND PRODUCTS**

PMB 2008 facilitates analysis of new 1-year data on the 2-year database. By assigning each respondent record with the special weighting factor, it is now possible for PMB's licensed suppliers to include a 1-year item in a 2-year report correctly projected to the Canadian population.

Total readership for the following publications are available using this facility:

English

Alive
The Beaver
Wish
Metro Toronto
Metro Vancouver

French

24 Heures (Montreal)
Métro Montreal
Moi&cie
Tout Simplement Clodine
Le Journal de Québec

Data for over 100 new products are also available using this process. For a detailed list refer to items in PMB 2008 Codebook labeled "S" or "Q" in the Access Legend.

While items can be analyzed in crosstabs (and cost ranking for publications), for technical reasons, reach frequencies are not available via software access.