

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

Publications/Websites

The following publications, measured for only one year, have been imputed to the two-year database thereby facilitating full software access, including cross tabs, cost ranking and reach/frequency scheduling:

Publications:

English

Canadian Health
Loulou (English)
Our Canada
Parents Canada
The Health Journal

French

Loulou (French)

Websites:

Alive
Canadian Geographic
Golf Canada
NOW
People
The Globe and Mail
Toronto Star

Products

PMB 2009 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. Data for over 100 new products are available using this process. For a detailed list refer to items in PMB 2009 Codebook labeled "(+01/08)"