

TOBACCO INSTITUTE  
RESPONSIBLE LIVING

ADULTS 18+

POPULATION: 167,727

<u>MEDIA NAME</u>	<u># OF USES</u>	<u>UNIT COST</u>	<u>AVERAGE AUDIENCE</u>	<u>CPM</u>	<u>PERCENT COVERAGE</u>
BETTER HOMES & BDN	4	0	22,203	0.00	13.24
LADIES HOME JRNL	4	0	14,797	0.00	8.82
PEOPLE	7	0	21,070	0.00	12.56
TIME	8	0	22,054	0.00	13.15
TV GUIDE	6	0	42,766	0.00	25.50
U.S. NEWS	3	0	10,353	0.00	6.17
PARADE	4	0	51,292	0.00	30.58
WASHINGTON POST	6	0	3,561	0.00	2.12

TOTAL COST	\$	0
TOTAL USES		42
NET REACH		140,819
PERCENT NET REACH		83.96
CPM NET REACH		0.00
GROSS IMPRESSIONS		986,109
CPM GROSS IMPRESSIONS		0.00
AVERAGE FREQUENCY		7.00

<u>FREQUENCY LEVEL</u>	<u>EXPOSED %</u>	<u>(000)</u>	<u>EXPOSED AT LEAST %</u>	<u>(000)</u>
0	16.04	26908	100.00	167727
1	10.13	16996	83.96	140819
2	8.00	13424	73.82	123822
3	7.07	11854	65.82	110398
4	6.83	11419	58.75	98544
5	6.55	10984	49.92	83726
6- 42	43.37	72742	43.37	72742

SOURCE: 1984 SMRB STUDY - 19110 RESPONDENTS - 08/01/84 TIMS 0010783

CONFIDENTIAL:  
MISSISSIPPI TOBACCO LITIGATION