



The Affinity Report is perfect for finding media that are the “best fit” for your brand. Also, you can use it to find products or brands that match your media.

The inputs are simple and contain demographics. **(Figure 1)**. In this example, we entered age, marital status, gender, education, classification, household income, job title and in charge of a department as our columns. You could also make it simpler and choose less than this. eg, age, gender, income, education.

For the rows, **row one** should be entered as your affinity target (the one you are trying to fit audiences or media for). In this example, we entered **investment properties** as row one **(Figure 2)** and then entered some of the **International Publications** as further rows **(Figure 3)**, and then clicked on the affinity report icon **(Figure 4)**. After that we sorted the total column rows in ascending order by the **Affinity Score**.

Looking at the report, after Investment property, the top ranked row is National Geographic Magazine. It is the “best fitting” title; because it has the least difference i.e. the lowest affinity score **(Figure 5)**. See over for an explanation of the calculations.

Figure 1 - The columns

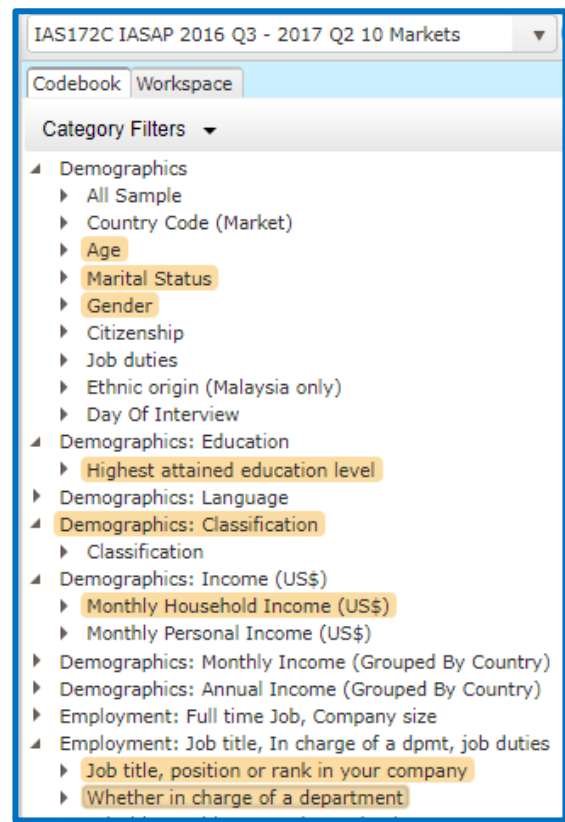


Figure 2 - Row 1

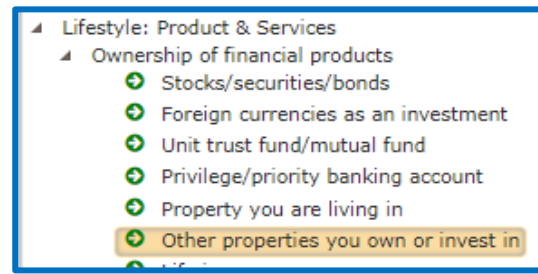


Figure 3 - Row 2+

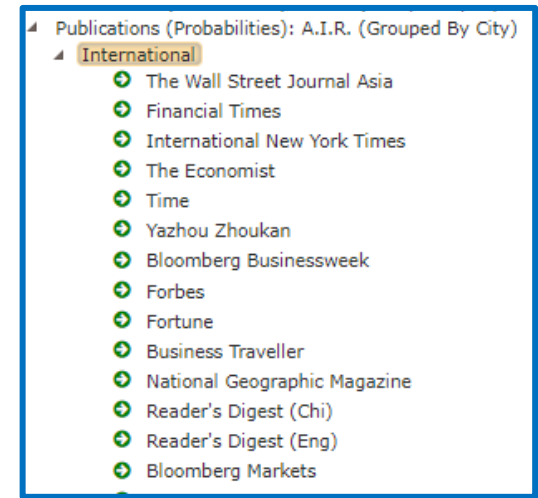


Figure 4

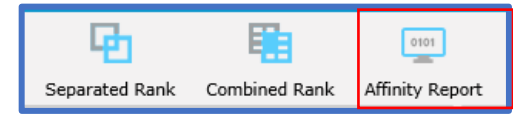


Figure 5

			Totals
0	Totals	Audience %Row Affinity Score Affinity Rank	16,224,000 100.0
1	Other properties you own or invest in ~ Ownership of financial products	Audience %Row Affinity Score Affinity Rank	3,284,625 100.0
2	National Geographic Magazine	Audience %Row Affinity Score Affinity Rank	1,729,259 100.0 303.85 1
3	Time	Audience %Row Affinity Score Affinity Rank	1,054,639 100.0 407.85 2
4	Bloomberg Businessweek	Audience %Row Affinity Score Affinity Rank	440,260 100.0 634.35 3
5	The Wall Street Journal Asia	Audience %Row Affinity Score Affinity Rank	329,027 100.0 659.61 4
6	International New York Times	Audience %Row Affinity Score Affinity Rank	328,489 100.0 692.79 5
7	Business Traveller	Audience %Row Affinity Score Affinity Rank	1,191,835 100.0 731.65 6
8	Reader's Digest (Eng)	Audience %Row Affinity Score Affinity Rank	1,263,900 100.0 771.18 7
9	Bloomberg Markets	Audience %Row Affinity Score Affinity Rank	575,790 100.0 785.45 8
10	Forbes	Audience %Row Affinity Score Affinity Rank	1,022,273 100.0 862.88 9



In the example overleaf, we affinity ranked the publications to see which had the best fit with investment property owners. A media owner with a title that does not come top for a brand, can also use affinity to find the best fitting brand. In **(Figure 6)** the input was changed and the media title was entered as row 1, followed by the financial products entered as rows 2 plus. Then the affinity report was selected and ranked in ascending order.

How is the affinity score calculated and what does it mean?

The affinity score calculation is called “Least Squared difference”. You can google for an explanation. **(Figure 7)** shows a simple example (using 4 columns) of how the numbers are calculated. The brand profile (% row) of 37.5% for INYT is compared with Fashion and Beauty’s (% row) 37.8 % (both shown in green) $37.8 - 37.5 = 0.3$. That number is squared (0.3×0.3) giving 0.09. This same calculation is repeated for each % row and then the blue scores are added up, e.g. $0.09 + 4.00 + 1.69 + 0.16 = 5.94$. The same calculation is repeated for The Games % rows compared with INYT % row. The lower the affinity score, the better i.e. the best or closest fit (least difference).

Figure 6

			Totals
0	Totals	Audience %Row Affinity Score Affinity Rank	16,224,000 100.0
1	The Wall Street Journal Asia ~ International	Audience %Row Affinity Score Affinity Rank	329,027 100.0
2	Unit trust fund/mutual fund ~ Ownership of financial products	Audience %Row Affinity Score Affinity Rank	3,574,750 100.0 341.17 1
3	Offshore accounts for investment purposes ~ Ownership of financial products	Audience %Row Affinity Score Affinity Rank	1,180,833 100.0 509.53 2
4	Other properties you own or invest in ~ Ownership of financial products	Audience %Row Affinity Score Affinity Rank	3,284,625 100.0 659.61 3
5	Life insurance ~ Ownership of financial products	Audience %Row Affinity Score Affinity Rank	9,922,308 100.0 724.87 4
6	Stocks/securities/bonds ~ Ownership of financial products	Audience %Row Affinity Score Affinity Rank	5,983,600 100.0 779.30 5
7	Privilege/priority banking account ~ Ownership of financial products	Audience %Row Affinity Score Affinity Rank	3,420,516 100.0 787.87 6
8	Foreign currencies as an investment ~ Ownership of financial products	Audience %Row Affinity Score Affinity Rank	2,383,619 100.0 802.45 7
9	Pension scheme ~ Ownership of financial	Audience %Row	4,153,945 100.0

Figure 7

		Totals	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Sum of diffs squared
Totals	Audience	16,224,000	4,792,728	4,785,897	4,676,520	1,968,856	
	%Row	100.0	29.5	29.5	28.8	12.1	
	Affinity Score						
	Affinity Rank						
International New York Times ~ International	Audience	328,489	123,093	103,330	76,669	25,396	
	%Row	100.0	37.5	31.5	23.3	7.7	
	Affinity Score						
	Affinity Rank						
Fashion & beauty - Subjects personally interested in	Audience	5,582,890	2,108,439	1,646,945	1,374,066	453,440	
	%Row	100.0	37.8	29.5	24.6	8.1	
	Diff vs INYT		0.3	-2.0	1.3	0.4	
	Affinity Score	5.94	0.09	4.00	1.69	0.16	5.94
Affinity Rank	1						
Games - Subjects personally interested in	Audience	4,230,549	1,752,017	1,345,821	806,910	325,800	
	%Row	100.0	41.4	31.8	19.1	7.7	
	Diff vs INYT		3.9	0.3	-4.2	0.0	
	Affinity Score	32.94	15.21	0.09	17.64	0.00	32.94
Affinity Rank	2						
Photography - Subjects personally interested in	Audience	4,378,658	1,519,915	1,264,477	1,072,161	522,105	
	%Row	100.0	34.7	28.9	24.5	11.9	
	Diff vs INYT		-2.8	-2.6	1.2	4.2	
	Affinity Score	33.68	7.84	6.76	1.44	17.64	33.68
Affinity Rank	3						