

Share of Voice Table

Brand	Total	Mag	S. mag	Nwsp	Outdoor	Net TV	Spot TV	Syn. TV	Cable Nwsp.	Network Radio	Spot Radio
Sealy	51.3%	3.4%	88.9%	3.1%	-	69.2%	45.5%	98.3%	50.5%	0.0%	0.0%
Select	8.4%	49.2%	11.1%	1.1%	20%	29.7%	0.5%	1.7%	0.5%	9.2%	0.0%
Etc.	24.7%	47.3%	0.0%	95.8%	80%	30.8%	54.0%	0.0%	48.9%	90.8%	100%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Calculations of the six total brands:

Total = \$58222.4

Mag = \$9307.4

S. Mag = 223.6 + 27.8 = \$251.4

Nwsp = 188.1 + 68 + 27.2 + 197.9 + 5556.9 = \$6038.1

Outdoor = 6.6 + 26.4 = \$33

Net TV = 17222.3 + 7389.5 + 275.4 = \$24887.2

Spot TV = 2635.8 + 30.1 + 605.4 + 2438.6 + 86.6 = \$5796.5

Syn. TV = 7043.0 + 120.8 = \$7163.8

Cable Nwsp = 2222.4 + 24.1 + 1042.7 + 711.4 + 398.8 = \$4399.1

Network Radio = 31.6 + 311.5 = \$343.1

Spot Radio = 2.5 = \$2.5