

### Media Mix and Allocation Table

Media	Period						Raw Total
	I	II	III	IV	V	VI	
Network TV	380	587	0	225	1328	0	2550 GRPs
Raw %	15%	23%	0%	10%	52%	0%	(100)%
Col. %	47%	70%	0%	50%	61%	0%	60%
Magazines	210	253	0	195	617	0	1275
Raw %	17%	20%	0%	15%	48%	0%	100%
Col. %	26%	30%	0%	43%	29%	0%	30%
FSIs	210	0	0	0	210	0	425
Raw %	50%	0%	0%	0%	50%	0%	100%
Col. %	26%	0%	0%	0%	8%	0%	10%
Total	800	840	0	450	2160	0	4250 GRPs
Raw %	19%	20%	0%	11%	50%	0%	100%
Col. %	100%	100%	0%	100%	100%	0%	100%

**Calculations:**

A =  $(255/450) \times 100 = 50\%$

B =  $(253/1275) \times 100 = 20\%$

C =  $(210/2160) \times 100 = 8\%$