

PRINT MEDIA INDUSTRY RESEARCH REVIEW GROUP

MEDIA RELEASE

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New Zealand Print Media Readership Tender

The print media industry body calls for expressions of interest in tendering for readership measurement.

The Print Media Industry Research Review Group Incorporated (PMIRRG) announced today that it is seeking expressions of interest to participate in the tendering process for the New Zealand Readership measurement (including consumer insights and media engagement) for a minimum five year period.

The print media industry commands the biggest share of advertising expenditure at \$1 billion per annum and 43.5% of total advertising expenditure (*source:New Zealand Advertising Industry Turnover for 2008*).

The PMIRRG was formed in late 2007 with the specific objective of evaluating the needs of the New Zealand print media and communication industry for readership research. Over the last 18 months it has carried out an extensive review on international best practice in media research, investigated latest innovations & technology and gauged customer needs over the next 5 – 10 years.

By initiating the tender process the PMIRRG is seeking to future proof the readership measurement system providing the flexibility to adapt as technology continues to evolve and provide relevant audience data in a more complex and dynamic media landscape.

“This has been a unique project with the three key industry players - advertising agencies, magazines and newspapers - working closely together, to ensure we can satisfy all our needs by getting the best possible measurement information on print, consumer insights and media engagement” said Derek Lindsay, Chairman of the PMIRRG.

The PMIRRG seeks prospective tenderers from both New Zealand and overseas markets.

Companies looking to take part in the tender process will be required to submit an Expression of Interest document which responds to a brief for credentials, specific to magazine and newspaper audience measurement. The tender process will be facilitated by Media Consultant, Pip Elliott on behalf of the PMIRRG.

To receive this specific brief for credentials, interested companies must contact:

Pip Elliott
PMIRRG Media Consultant
Mob: 021 444 506 (from outside NZ: +64 21 444 506)
Email: pip.elliott@xtra.co.nz

Interested companies have until 5pm on Friday, November 13, 2009 to lodge their expressions of interest and respond to the credentials brief.

For further comment please contact:

Derek Lindsay

PMIRRG Chairman

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Email: derek.lindsay@draftfcb.com

For more information on the specific requirements, download the PDF of the expressions of interest advertisement below

Download: Tender advertisement (<http://www.nabs.co.nz/file/fileid/18275>)