



Nielsen Media Research

Ad Dynamix B2B Sales View

www1.addynamix.co.uk/salesview/

Ad Dynamix B2B Sales View is a new lead generating tool for media sales executives and ad managers.

The moment you log on, you will see your position in the market, your leads and volumes, all in a bank of ready-made-reports. You can see your information in charts or tables, and its quick and simple to print straight away or export to Excel with one click.

MY REPORTS

Advertiser	Total Ad Pages
Fort Dodge Animal Health	4.15
Mitsubishi Motors	4.00
Denis Brinicombe Feed Supplements	3.69
Semex Uk Sales	2.50
Osmonds	2.25
Bank Of Scotland	2.00
Caledonian Marts (stirling) Ltd	2.00
Elanco Products Ltd	2.00
Goodyear	2.00

MY MARKET SHARE

MY MARKET VOLUME

Advertiser	Pages
SYNGENTA CROP PROTECTION UK LTD	11
NOVARTIS ANIMAL HEALTH	10
AGCO	9
INTERKAP UK LTD	8
NOVARTIS ANIMAL HEALTH	7
NOVARTIS ANIMAL HEALTH	6
NOVARTIS ANIMAL HEALTH	5
NOVARTIS ANIMAL HEALTH	4
NOVARTIS ANIMAL HEALTH	3
NOVARTIS ANIMAL HEALTH	2
NOVARTIS ANIMAL HEALTH	1
NOVARTIS ANIMAL HEALTH	0

MY MARKET

FARMERS WEEKLY (A4)		POULTRY WORLD (A4)		CROPS (A4)		LIVESTOCK UPDATE (A4)*STP	
Total Pages	920.00	Total Pages	46.00	Total Pages	120.00	Total Pages	28.00
Total Ad Pages	176.43	Total Ad Pages	13.08	Total Ad Pages	59.38	Total Ad Pages	13.71
My Ad Pages	176.44	My Ad Pages	13.08	My Ad Pages	59.37	My Ad Pages	13.71
My Account Share	30.58%	My Account Share	2.27%	My Account Share	10.29%	My Account Share	2.38%

No more hours of leafing through piles of magazines, or trawling websites to find new advertisers, Ad Dynamix B2B does all the hard work.

You can view target lists of missed advertisers at the click of a button, with the contact information from the ad.

Ad Dynamix B2B Sales View

Your questions answered in a few clicks:

- ◆ Exclusive advertisers, who are they, how many pages did they run and where?
- ◆ New advertisers, are they in your publication?
- ◆ Did you get every version of the ad?
- ◆ Is there growth or decline in a particular category; is there space for a feature or supplement to draw in the advertisers?
- ◆ How much market share did your publication achieve?

Ad Dynamix B2B Sales View is easy-to-use with minimum training required, because we've designed it especially for sales teams.

You can access your information wherever you can connect to the internet. So there is no need for software or data loading.

SALES VIEW & REPORT CRITERIA

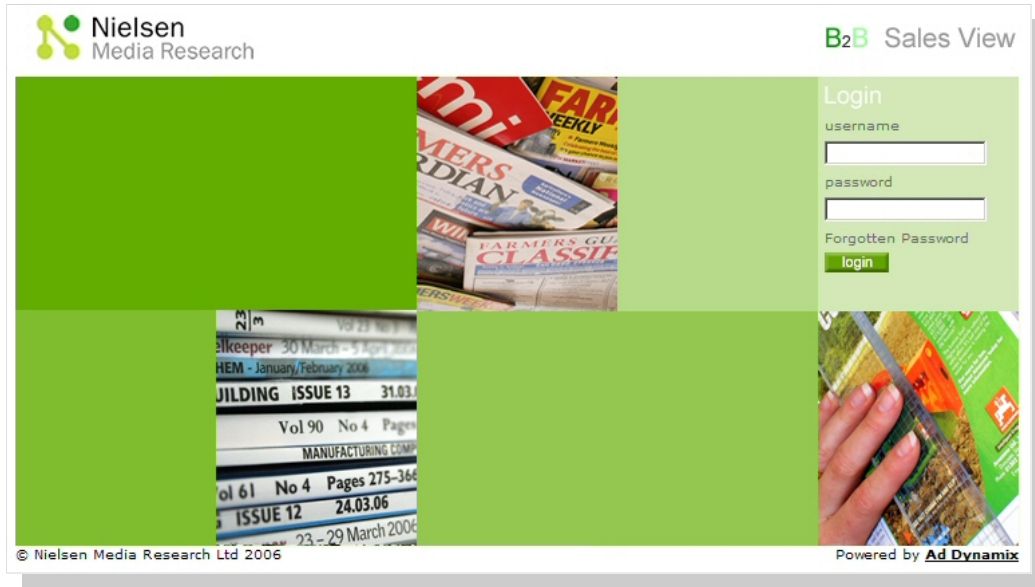
Sales View: Advertiser by publication
 Accounts: Total Agriculture
 Publications: My Market
 Display: Pages
 For the: Last Full Month
 From: 1 Jun 2006 To: 30 Jun 2006
 Page Type: Normal Loose Inserts Bound Inserts
 Measure: Mkt Share Yr on Yr Actual Diff % Diff

SALES TERRITORIES BY PUBLICATION - 1 JUNE 2006 - 30 JUNE 2006

	TOTAL Pages	FARMERS WEEKLY Pages	POULTRY WORLD (Pages)	CROPS (A4) Pages
Total Agriculture	541.03	159.44	10.08	54.37
Area 11	115.12	42.15	0.50	14.92
Area 01	81.50	16.85	1.71	3.13
Area 02	70.73	19.63	1.38	15.21
Area 03	69.93	11.73	0.13	0.88
Area 10	63.90	19.56	1.00	8.50
Area 04	59.56	25.00	3.38	5.23
Area 05	41.18	14.13	0.63	3.50
Area 99	31.27	9.38	0.38	1.00



We track the advertiser, the product, the page size and number, you can see the whole issue online. No other company can supply the depth of coverage that Nielsen Media Research offers across more than 40 B2B markets.



Ad Dynamix B2B Markets

Agriculture	Estates	Works Management	Pharmacy
European Chemical	Fleet	Eureka	Plastics
Hair & Beauty	Flight	Industrial	Printing
Building	Food	Packaging	Road Transport
Building Services	Glass	Health & Safety	Security
Catering	GP	Materials	Travel
Classic Cars	GP Irish	Nature Lab	Veterinary
Construction	Hospital	Motor Trade	Waste
Dentistry	Grocery	Nursing	
Electrical	Interior	Optical	
Electronics	Machinery	Personnel	

To find out more about how Ad Dynamix Sales View can help you find leads and generate more revenue, contact your account handler or our new business team e: sales@nielsenmedia.co.uk