

Regional press mapping

JICREG mapping is an extension to JIC-in-a-box Online, and allows users to map regional media campaigns. Maps help you to visualise the media coverage of your campaign, and can be helpful and look great for your clients.

JIC-in-a-box Online is JICREG's newspaper readership analysis tool, and allows you to find detailed readership data. This helps to measure the effectiveness of regional press marketing campaigns.



Drive time catchments

You can create your own catchments in JICREG using the drive time feature. Specify time or distance to drive from a postcode sector to create your own areas - such as distance customers will travel to reach a retail location. Overlaid with newspaper and radio catchments, you will be able to see how to target the majority of your target audience.

Overlay different media

You can display multiple media catchments, including newspaper titles and radio stations, on the same map. This means you can see the various newspaper titles and radio stations that will reach your target audience. Displaying multiple titles also enables you to see where titles overlap, cutting cost and wastage, making your campaigns more efficient.

Display retail locations

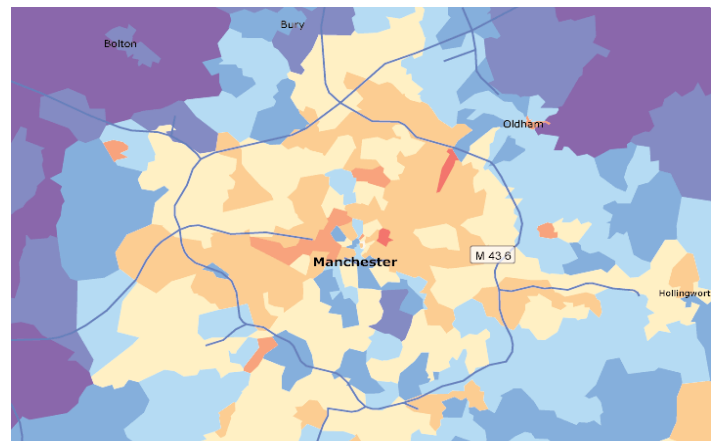
JICREG mapping also allows you to map points on your map. This allows you to display retail locations, so that you can see where campaigns are being run, and how they relate to retail locations.

Map readership data

With JICREG mapping, you can map readership data for regional press titles, not just the geographical areas they cover. This means you can see what sort of people read the papers, and where they live. Readership penetration data can help you to see where you should be targeting your campaigns.

Interactive maps

Using new technology, we have created interactive maps using Scalable Vector Graphics (SVG). This allows users to zoom in and out of maps, pan around the map and gain more insight into what you have produced.



Easy presentations

Make your presentations clearer and more eye catching with JICREG mapping. You can save maps straight out of JICREG mapping and into a PowerPoint presentation, where you can edit or animate them, or straight to your machine as an image. This allows you to present your ideas straight from the web to your presentation. You can also generate a link to the map, and share it to your colleagues, so everyone can view your work.

For more information contact Jon Kirk on 01904 701020, or email jicregmaps@beacon-dodsworth.co.uk

