



National Museums of Scotland

Dinosaurs Alive! Coverage

Compiled by
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1.0 Introduction

This evaluation report has been compiled on behalf of the National Museums of Scotland by The Press Data Bureau. It details all press coverage of the Dinosaurs Alive exhibition in 2005. The coverage runs from the 30th December 2004 to the 30th April 2005.

2.0 Definition of Terms

2.1 Item

Each individual article taken from the press piece is defined as one item. If a periodical carries an editorial or comment piece alongside a story within the main body of the publication, this would be entered as two items.

2.2 Opportunities To See (OTS)

This measure relates to the number of opportunities that the target audience has to be exposed to a given item or message.

For press this is the same as the readership figure, which is obtained from bodies such as NRS (the National Readership Survey), the Joint Industry Committee for Regional Press Research (JICREG) or publication sales literature. Where readership figures are not available this is derived from an industry-standard multiple of the publication's circulation.

For broadcast items this is equivalent to the average audience for that programme and/or station. For radio items this is likely to be the most recent Radio Joint Audience Research Limited (RAJAR) figure for weekly reach and in the instance of television items, a figure from the British Audience Research Bureau (BARB) for the individual programme has been quoted (when available). When it has not been possible to quote such a figure directly, a broadcaster's estimate has been included.

For internet coverage the number of unique users for the website is used for the OTS figure (where available).

Note that this measure relates to the number of opportunities to see (or hear) the coverage and not the number of distinct individuals viewing the coverage. It is possible however to derive the average number of times the message is viewed by dividing the total OTS by the total population of the target audience.

2.3 Advertising Value Equivalent (AVE)

This is the cost of purchasing advertising time or space equivalent to that devoted to the coverage. For newspapers, the figure is generally reached via a display advertising single column centimetre (scc) rate for the run of paper. In the case of magazines, the figure is a percentage of the quoted advertising rate for a full page.

A notional AVE is included for each broadcast item equal the industry average rate (for either television or radio) per broadcast second per 1,000 (potential) audience reach. For longer items of several minutes or more this value can become distorted (as broadcast advertising is usually sold in 30 second slots at most).

The banner advertising rate for a website (where available) is used to value internet coverage, in the absence of industry agreed measures.

3.0 Findings

3.1 Total Coverage

In total there were 52 items identified within the period 30th December 2004 to 30th April 2005. These generated 26,500,704 opportunities to see the coverage and an advertising value equivalent of £98,591.74.

Given a Scottish population of 5,062,011¹ this equates to roughly 4.68 opportunities to see Dinosaurs Alive! for each person in Scotland during the period covered (although it is worth noting that some of the publications are published in England).

Table 1 (below) shows a breakdown of the Dinosaurs Alive! coverage according to the media type in which it appears.

Table 1: Coverage by Media Type

	No of Items	OTS	AVE
Press	42	22,784,704	£76,493.26
Broadcast	6	2,790,000	£20,098.48
New Media	4	926,000	£2,000.00
TOTAL	52	26,500,704	£98,591.74

All of the coverage was positive; the only item which might be considered “off-message” was from the Daily Express from the 17th February 2005, which reported that families queuing for the exhibition were surprised by a mouse running over the floor of the museum.

¹ Source: 2001 Census.

Table 2 (below) details the coverage by publication.

Table 2: Press Coverage by Publication

Publication	Reader-ship	No of Items	OTS	AVE
Edinburgh Evening News	207,479	11	2,282,269	£17,599.12
Scotsman	187,162	4	748,648	£9,554.55
Dundee Courier & Advertiser	220,436	3	661,308	£7,694.74
Daily Telegraph (UK)	2,180,954	1	2,180,954	£6,107.62
Sunday Times (UK)	3,272,150	1	3,272,150	£5,812.12
Aberdeen Evening Express	124,200	1	124,200	£5,347.27
Swindon Evening Advertiser	63,572	1	63,572	£4,816.67
Herald	245,140	6	1,470,840	£3,589.55
Times (Scottish Edition)	75,000	2	150,000	£3,472.16
News Of The World (Scottish Edition)	794,693	1	794,693	£2,164.47
Sunday Times (Scottish Edition)	193,754	1	193,754	£2,112.12
Daily Express (Scottish Edition)	183,686	1	183,686	£1,656.41
Aberdeen Press & Journal	190,256	1	190,256	£1,595.00
Metro (Scotland)	222,384	1	222,384	£1,473.68
TES Scotland	15,000	1	15,000	£1,236.36
Sunday Post	1,256,746	1	1,256,746	£553.47
Scottish Field	21,123	1	21,123	£528.22
Oink	2,000	1	2,000	£400.00
Sun	8,824,772	1	8,824,772	£345.26
Scunthorpe Evening Telegraph	57,853	1	57,853	£278.95
Scots Magazine	68,496	1	68,496	£155.52
TOTAL		42	22,784,704	£76,493.26

Fig. 1 (below) shows the breakdown of coverage by publication (by number of items)

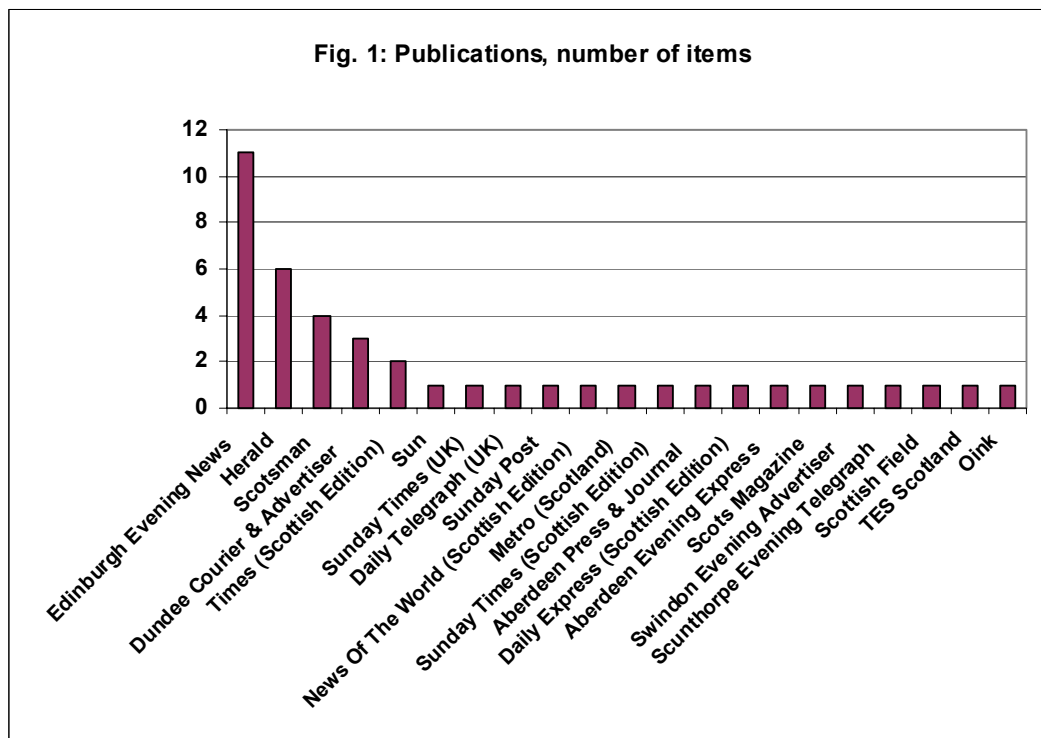


Fig. 2 (below) shows the breakdown of OTS generated by periodical.

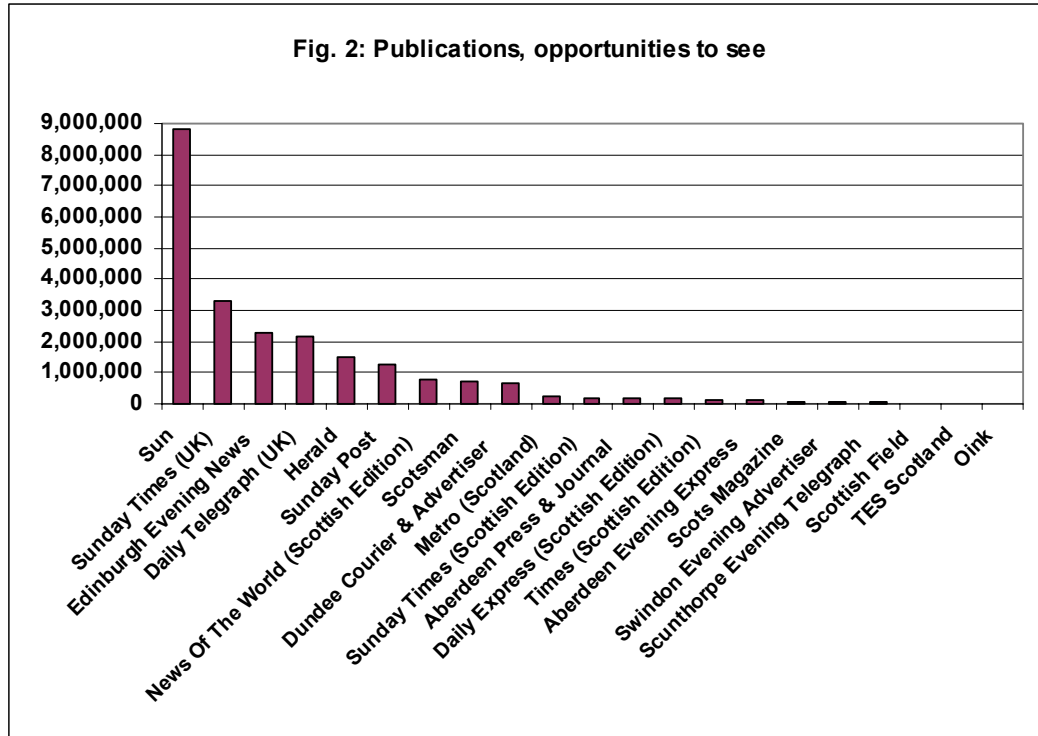


Fig. 3 (below) details the breakdown of AVE from each periodical.

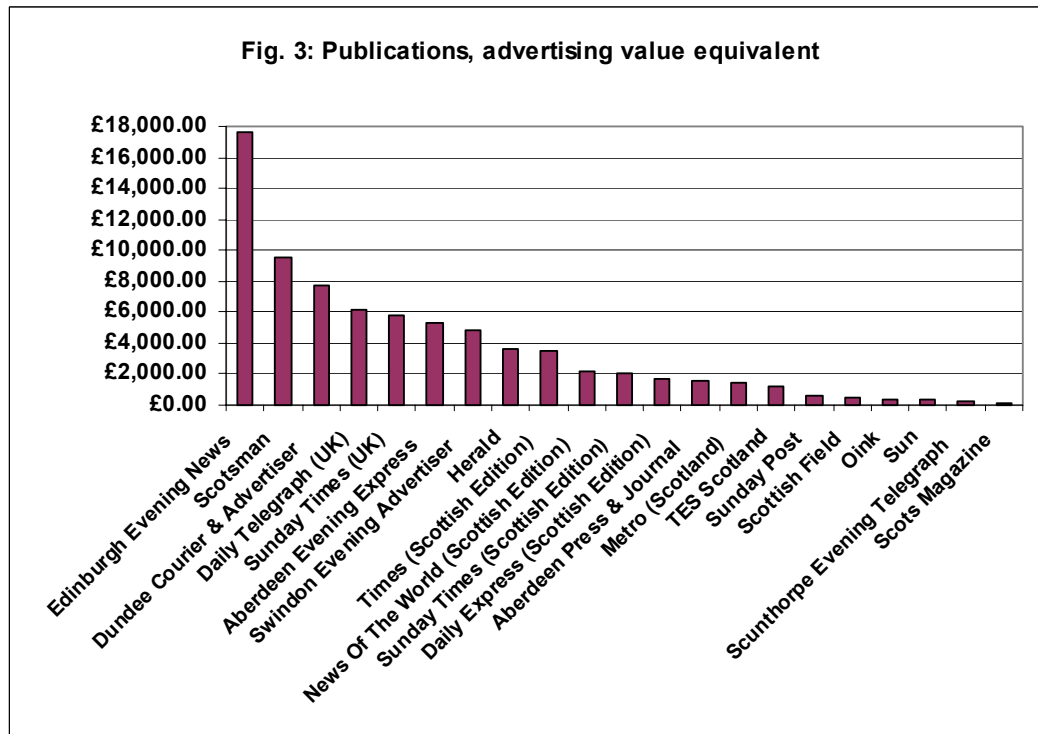


Fig. 4 (overleaf) gives a breakdown of coverage, by date, over the four months.

Fig. 4: Daily Breakdown of Coverage

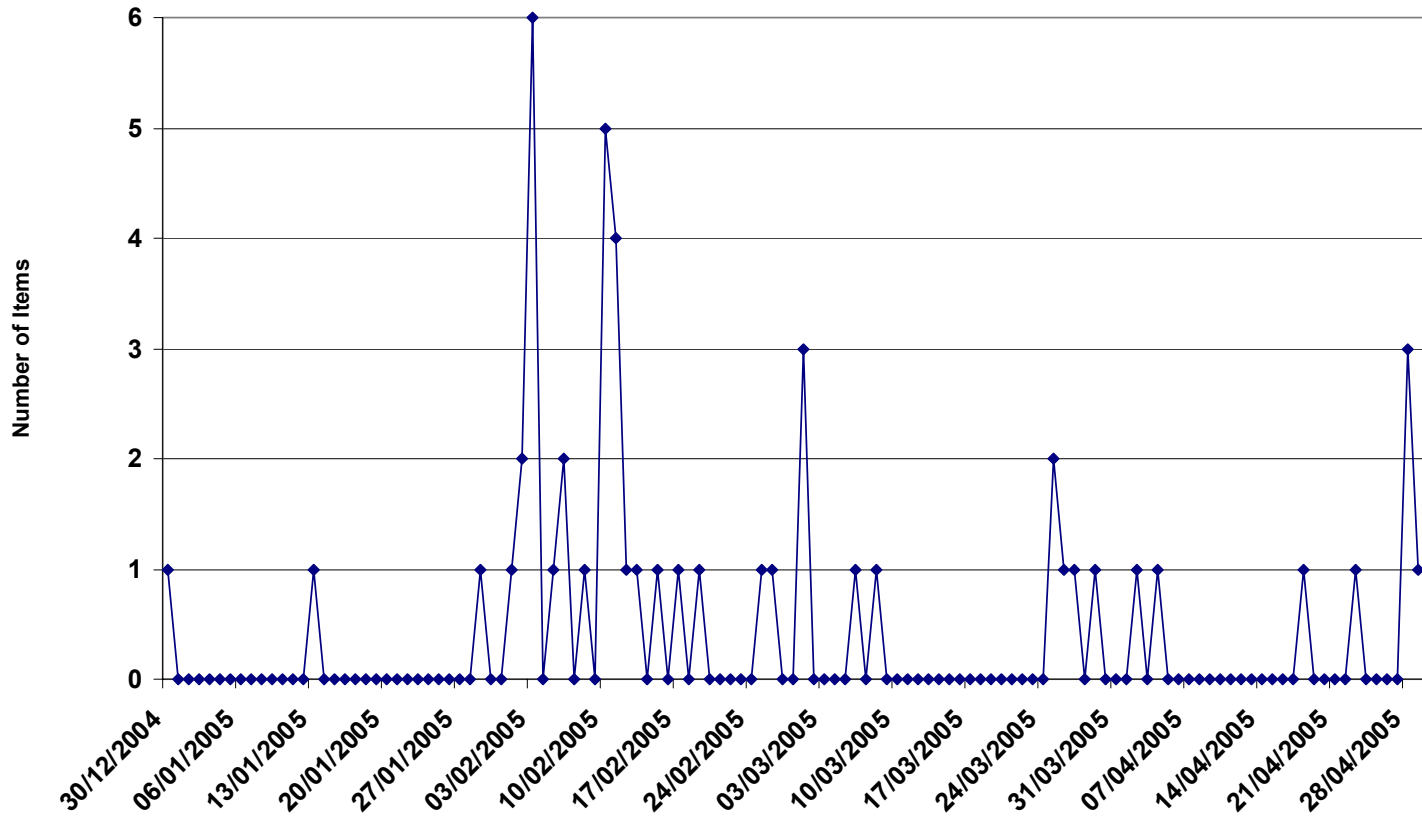


Table 2: Summary of Dinosaurs Alive! Press Coverage

Newspaper Title	Date	Page No	Byline	Circulation ²	Circulation Source	Reader-ship (OTS) ³	Article Size (scc) ¹⁴	AVE
Edinburgh Evening News	30/12/04	3	Sam Halstead	63,771	ABC Jul - Dec 2004	207,479	134	£1,769.26
Herald	13/01/05	4		79,073	ABC Oct - Mar 2005	245,140	5	£120.45
Aberdeen Evening Express	29/01/05	4	Scott Begbie	57,893	ABC Jul - Dec 2004	124,200	309	£5,347.27
Oink	01/02/05			2,000	Estimate	2,000	80	£400.00
Aberdeen Press & Journal	03/02/05	9		87,858	ABC Jul - Dec 2004	190,256	66	£1,595.00
Dundee Courier & Advertiser	03/02/05	1		81,002	ABC Jul - Dec 2004	226,922	79	£1,357.89
Herald	03/02/05	10		79,073	ABC Oct - Mar 2005	245,140	80	£2,107.95
Metro (Scotland)	03/02/05	14		117,992	ABC Mar 2005	222,384	37	£1,473.68
Scotsman	03/02/05	8		69,805	ABC Mar 2005	187,162	48	£954.55
Times (Scottish Edition)	03/02/05	16		29,762	ABC Mar 2005	75,000	65	£2,418.42
Herald	05/02/05	20		79,073	ABC Oct - Mar 2005	245,140	29	£758.86
Sunday Times (Scottish Edition)	06/02/05	12		80,731	ABC Mar 2005	193,754	103	£2,112.12
Sunday Times (UK)	06/02/05			1,400,873	ABC Feb 2005	3,272,150	42	£5,812.12
Scotsman	08/02/05	4	Jane Laidlaw	69,805	ABC Mar 2005	187,162	220	£4,409.09
Dundee Courier & Advertiser	11/02/05	12		81,002	ABC Jul - Dec 2004	226,922	63	£1,086.32
Edinburgh Evening News	11/02/05	9		63,771	ABC Jul - Dec 2004	207,479	68	£904.12
Scunthorpe Evening Telegraph	11/02/05	6		20,228	ABC Jul - Dec 2004	57,853	53	£278.95

² Circulation figures are total number of copies sold (including bulk distribution). Figures are from the Audit Bureau of Circulation (ABC). For more details see www.abc.org.uk

³ Readership figures represent the number of individuals reading a paper on average. These figures are from the National readership Survey (NRS) – for more details www.nrs.co.uk. These figures are used to derive the Opportunities to See value (OTS).

⁴ Article size is measured in single column centimeters (scc). Column widths vary from publication to publication.

Dinosaurs Alive! – Media Report

Newspaper Title	Date	Page No	Byline	Circulation	Circulation Source	Reader-ship (OTS)	Article Size (scc)	AVE
Swindon Evening Advertiser	11/02/05	6		23,204	ABC Jul - Dec 2004	63,572	57	£4,816.67
Edinburgh Evening News	12/02/05	11	Liam Rudden	63,771	ABC Jul - Dec 2004	207,479	285	£3,780.15
News Of The World (Scottish Edition)	13/02/05	69	David Gordois	321,738	ABC Mar 2005	794,693	92	£2,164.47
Edinburgh Evening News	15/02/05	20	Sarah Howden	63,771	ABC Jul - Dec 2004	207,479	682	£9,041.18
Daily Express (Scottish Edition)	17/02/05	7		81,638	ABC Mar 2005	183,686	87	£1,656.41
Dundee Courier & Advertiser	19/02/05	1		81,002	ABC Jul - Dec 2004	207,464	305	£5,250.53
TES Scotland	25/02/05	5	Deedee Cuddihy	10,000	Publisher's Statement	15,000	77	£1,236.36
Herald	26/02/05	20		79,073	ABC Oct - Mar 2005	245,140	6	£156.59
Scots Magazine	01/03/05	234		45,664	ABC Jul - Dec 2004	68,496	9	£155.52
Scotsman	01/03/05	14	Andrew Midgley	69,805	ABC Mar 2005	187,162	132	£2,636.36
Scottish Field	01/03/05	26		14,082	ABC Jan - Dec 2004	21,123	39	£528.22
Sunday Post	06/03/05			497,800	ABC Jul - Dec 2004	1,256,746	12	£553.47
Edinburgh Evening News	08/03/05	18		63,771	ABC Jul - Dec 2004	207,479	12	£163.68
Daily Telegraph (UK)	25/03/05	10		907,095	ABC Mar 2005	2,180,954	58	£6,107.62
Scotsman	25/03/05	18		69,805	ABC Mar 2005	187,162	78	£1,554.55
Times (Scottish Edition)	26/03/05	77		29,762	ABC Mar 2005	75,000	28	£1,053.74
Edinburgh Evening News	29/03/05	20		63,771	ABC Jul - Dec 2004	207,479	82	£1,091.18
Edinburgh Evening News	02/04/05	9		63,771	ABC Jul - Dec 2004	207,479	26	£350.74
Edinburgh Evening News	18/04/05	24		63,771	ABC Jul - Dec 2004	207,479	5	£70.15
Herald	23/04/05	22		79,073	ABC Oct - Mar 2005	245,140	11	£301.14
Edinburgh Evening News	28/04/05	21		63,771	ABC Jul - Dec 2004	207,479	9	£124.71
Herald	28/04/05	6		79,073	ABC Oct - Mar 2005	245,140	5	£144.55
Sun	28/04/05	38		3,250,276	ABC Mar 2005	8,824,772	2	£345.26
Edinburgh Evening News	29/04/05	11		63,771	ABC Jul - Dec 2004	207,479	9	£116.91
Edinburgh Evening News	30/04/05	9		63,771	ABC Jul - Dec 2004	207,479	14	£187.06

Table 3: Summary of Broadcast Coverage

Station/Channel	Date	Audience (OTS) ⁵	Audience Source	Duration (sec)	AVE
Scottish TV	02/02/2005	475,000	Broadcaster's Statement	45	£4,702.50
BBC Radio Scotland	10/02/2005	947,000	RAJAR Jan - Mar 2005	180	£1,295.50
Scottish TV	10/02/2005	235,000	Broadcaster's Statement	10	£517.00
Scottish TV	10/02/2005	475,000	Broadcaster's Statement	10	£1,045.00
Scottish TV	11/02/2005	475,000	Broadcaster's Statement	112	£11,704.00
SAGA 105.2FM		183,000	RAJAR Jan - Mar 2005	600	£834.48

Table 4: Summary of Internet Coverage Identified⁶

Website	Date	Audience (OTS)	Audience Source	AVE
scotlandtoday.scottishtv.co.uk	02/02/2005		----- not known -----	
scotlandtoday.scottishtv.co.uk	10/02/2005		----- not known -----	
www.bbc.co.uk	27/03/2005	300,000	Publisher's Statement	n/a
www.telegraph.co.uk	04/04/2005	626,000	Publisher's Statement	£2000.00

⁵ Broadcast audience (used to calculate OTS) is derived from RAJAR figures (for radio) – see <http://www.rajar.co.uk> – or from programme audience figures for television coverage, either from the broadcasters themselves or from BRAD (www.barb.co.uk)

⁶ There are no common measures used for internet coverage. Audience figures given here are for unique users (when provided by the site-holders). The advertising value rate is for banner ads on the site.