

Mille Rate

"Cost Per thousand" CPM.

(mille is from the French word for a thousand)

A ratio based on how much it costs to reach a thousand people this is a formula used in media to calculate value for money.

Formula

Cost per thousand readers (NB it is readers that by product and services)

Divide cost of **ad** by number of thousand **readers**

E.g. cost of ad €150, number of readers 125,000

150 divide 125 = €1.20 per thousand readers

Cost per thousand copies

Divide cost of ad by number of thousand copies

E.g. cost of ad €150, number of copies 50,000

150 divide by 50 = €3 per thousand copies

Number of readers for euro (NB it is readers that by product and services)

Divide number of **readers** by cost of **ad**

E.g. 125,000 readers, €150 cost of ad

125,000 divide by €150 = 833.3 readers

Number of copies for euro

Divide number of copies by cost of ad

E.g. 50,000 copies, €150 cost of ad

50,000 divide by €150 = 333.3 copies

(Please see "Media questions" handout which highlights how to obtain this information)

The **SMART** way to do business

121 business coach

