



**the Cutting Edge®**  
media evaluation software



# The Cutting Edge v3.5

## Full Edition

### Cutting Edge Full Features

- 2 qualitative units
- 7 quantitative units
- Choose from 700 analyses
- Directory of over 9,000 titles
- Runs on your desktop PC
- Colour printing
- Your logo on reports
- Choice of graph styles
- Compare competitors' coverage

PR professionals can thoroughly evaluate their media coverage from their own desktop computer. From a basic total value of coverage to in-depth analysis of where the coverage comes from, what it says and where it appears, the Cutting Edge provides powerful, easy to understand reports.

Its reports and graphs let you measure the results of your PR work using the units of your choice. They demonstrate the impact of any print or broadcast coverage.

Your strategies can be supported with hard facts from the Cutting Edge. The facts are reported in a variety of units, including cash: terms easily understood by non-PR managers.

Easy to use, yet very powerful, the Cutting Edge helps you manage your PR effort. It evaluates past campaigns and compares your coverage with your competitors.

It shows which initiatives are being successful, which messages are being communicated, which are not gaining coverage, whether you are reaching your target publications and much more.

Use the Cutting Edge as a management tool to help improve the effectiveness of your PR work.

Measure your coverage against the key messages you are trying to communicate and demonstrate to your clients or management how well you understand the PR discipline.

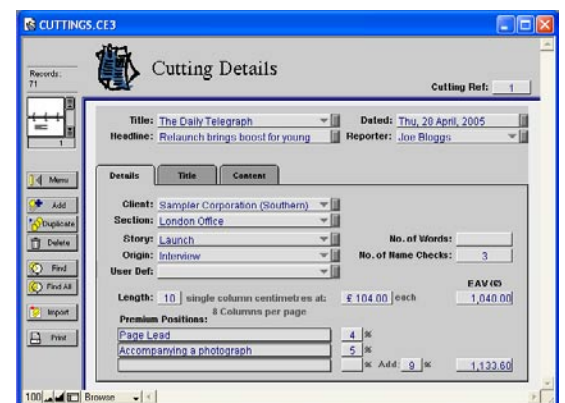
### Directory of titles

The Cutting Edge includes a directory of print and broadcast titles corresponding to the PiMS UK media directory.

Its 9,000 titles include the circulation, readership, frequency, media (newspaper, magazine, TV or radio), media sector (national, regional, consumer, trade, satellite or cable) and equivalent advertising value (EAV) of editorial coverage.

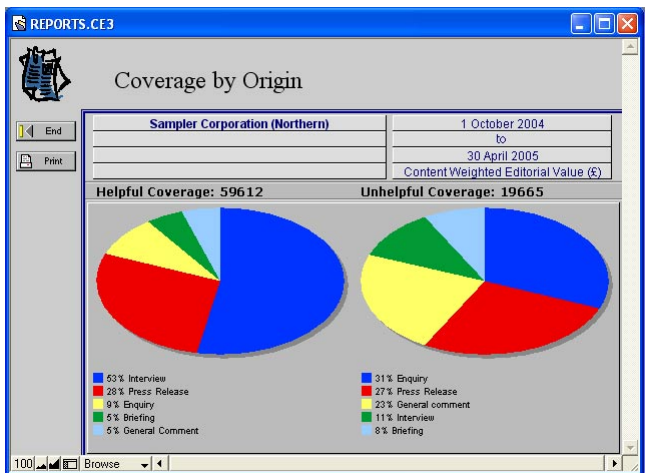
The EAVs have been approved by an independent panel consisting of top practitioners in PR, media buying and academia.

The broadcast rates have been produced in conjunction with Pawson Media, a top media buying agency.



*From the cuttings screen, details can be entered about each of your cuttings or broadcast transcripts. A printout can be produced for each cutting which shows information from this screen along with a space to clip the cutting.*

Features	Benefits
<b>Powerful reports</b>	
<i>Measure the impact of your media coverage</i>	Helps you to manage your PR effort. You can't manage what you can't measure.
<i>Track the coverage on each of your key messages</i>	Shows which messages are being communicated successfully and whether resources need to be re-focused.
<i>Range of 700 different analyses</i>	Pinpoints where your coverage comes from, what it is about and where it appears. Few people use all of the available analyses. Most start simply and grow.
<i>2 qualitative units (Content Weighted Editorial Value &amp; Content Weighted Readership)</i>	Incorporates the tone of your coverage. Shows how well your key messages were communicated to your target audience.
<i>7 quantitative units (circulation, readership, advertising value, no. of name checks, no. of articles, no. of column centimetres/broadcast seconds &amp; no. of words)</i>	You can supplement your qualitative analysis with a number of factual reports.
<b>Ease of use</b>	
<i>Runs on your desktop PC or Mac</i>	You have immediate access to all of your cuttings data. You can produce reports at any time. You have control.
<i>Editorial Multiplier for each client</i>	Editorial and advertising have different impacts depending on the circumstances. You can assign a different weighting for each client or division of your organisation. The ad value of their coverage is automatically weighted by this value.
<i>Directory of over 9,000 UK titles inc. equivalent advertising values</i>	No need to search through directories to get the ad rate, circulation or readership for publications. The Cutting Edge directory even includes BBC TV & radio and publications that don't take advertising.
<b>Presentation</b>	
<i>Choice of chart styles</i>	Summarise your data in a range of bar and stacked bar charts.
<i>Print all analyses</i>	Supplement your reports with bar and pie charts (printed in colour if you have a colour printer).
<i>Your logo on reports</i>	Personalise your printouts for your company.
<i>Use with charting &amp; presentation software</i>	Incorporate graphs from the Cutting Edge in your computer presentations by exporting the data from your analyses.



Coverage can be analysed at four levels: all coverage, for one client, for one campaign or for one key message. A range of reports and graphs can be produced to analyse the coverage. You gain an in-depth understanding of what it was about, where it appeared, etc.

**FOR WINDOWS**

**Minimum Requirements**

- Intel compatible Pentium 90 or higher
- 32Mb RAM
- Hard disk drive
- Windows 98, ME, NT4.0 (SP6), 2000, XP
- CD-ROM drive to install the software

**FOR MACINTOSH OS**

**Minimum Requirements**

- Power Macintosh computer or higher (G3 or higher for OS X)
- Mac OS 8.6 through 9.2.2 or OS X 10.1 or higher
- 32 Mb RAM (128 Mb for OS X)
- Hard disk drive
- CD-ROM drive to install the software

To get your free demo disk or talk to one of our consultants:

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