

Model of Excellence Profile – MagazineRadar			
Company Name:	MagazineRadar Inc.	ICG#	11325
Address:	252 West 37th Street, Suite 1001, New York, NY 10018		
Product Name:	MagazineRadar		
URL:	www.magazineradar.com	CEO Name:	Todd Krizelman
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Buy/Sell – Opportunity Finder	<i>Business Model:</i> Subscription – Subscription	
	<i>Content Models:</i> Original Compilation – Primary Research: Manual	<i>Distribution Model</i> Direct Sales – Direct Sales: Captive	
Company Overview	<p>MagazineRadar is a web-based ad sales information service offering competitive analysis of over 3,000 magazines and newspapers. Used by thousands of publishing professionals daily, it empowers users to pitch advertisers, stay abreast of competitors, and prospect for new business.</p>		
Product/Service Description	<p>MagazineRadar starts by scanning images of advertisements in every publication relevant to its subscribers. Ads are measured, categorized and valued, then factored into the database for assessment.</p> <p>Rather than provide raw numbers and let subscribers figure out what they mean, MagazineRadar translates the data into actionable insights. Key reports are aided by clean graphics. The meaning and purpose of each and every report is explained. Built on an understanding of advertising sales workflow, the product goes to great lengths to support all members of the sales team, directly alerting them to important developments.</p> <p>MagazineRadar's fresh, intuitive interface and customization to each user make it a standout product for market research.</p>		
Year Founded:	2006	BizDev Contact:	Amary Wiggin
Employees:	50-100 (estimated)	Main Telephone:	646-652-7000 X 733
Profile Date:	August 2011	Primary Market Served:	51 - Information
Ownership:	Private	Funding Source:	Private
MofE Class:	2011	MofE Status:	NOMINEE