GfK MRI University Reporter

GfK MRI maintains databases used by advertisers to evaluate print and online publications. They include circulation, frequency, editorial profiles, rates, publication dates, closing dates and audience demographics, as well as product/service/brand usage data collected from a national probability sample of 25,000+ households in GfK MRI’s Survey of the American Consumer™. UofL Libraries has access to GfK’s MRI publication databases and audience data through University Reporter. The only exception is the most recent year of audience data which is not available to academic libraries.

Accessing University Reporter

Use of GfK MRI University Reporter is limited to faculty, staff, and students at the University of Louisville who hold valid UofL user accounts and accept individual license terms as stated on the MRI UR website. Authorized users may use the confidential and proprietary data solely for academic teaching and research purposes and in accordance with other individual license terms. Users are responsible for understanding and complying with access and use terms. GfK MRI may terminate an individual’s access to the databases in the event of unauthorized uses.

1. Go to www.gfkmrismartsystem.com
2. Click on “Register” to start the process.
3. On the next page, enter UofL’s registration code, 4DV9QAW8, your full name and your University of Louisville e-mail account (i.e., “@louisville.edu”) Do not include “CardMail”. Other e-mail addresses will not be accepted!!!! Click “Register”.

4. You will receive a confirmation e-mail from clientservices@gfkmri.com with a validation link to the University Reporter website. Note the link must be used within 3 days.
5. Clicking on the link will take you to a screen that looks like this:

Enter and confirm a password that is between 8 and 16 characters in length and has at least one alphabetic letter and one numeric digit.

6. You can now use University Reporter. Go to:  
https://www.gfkmrismartsystem.com

If you have trouble logging in, please try again in a few minutes. UofL’s contract allows for 10 simultaneous users.

Also, please note that you will be logged out automatically after 20 minutes of inactivity.