

KUVM-TV34 Houston, TX



The Media Audit



Report: RANKER REPORT
Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008
Bases: ADULTS AGE 18+
Target: ADULTS AGE 18+

THE MEDIA AUDIT

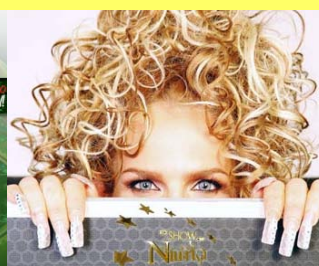
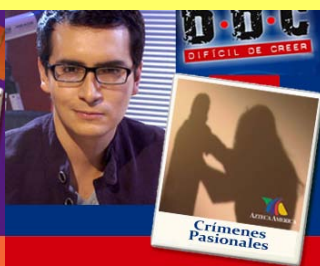
Cume Ratings

Base Population: 4,124,888

% In Target: 100.0%

Target Persons: 4,124,888

AZTECA KUVM-TV34 reaches 220,258 18+ Viewers every week.



KUVM-TV34 AZTECA 18+ Weekly Cume Viewer Profile

Report: MEDIA QUICK PROFILE
 Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008
 Bases: ADULTS AGE 18+
 Media: C34 KUVM AZT TOTAL

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 4,124,889

% in Media: 5.3

Media Persons: 220,258

Audience Profile

Total Income: \$10,485,148,000

Mean Income: \$47,604

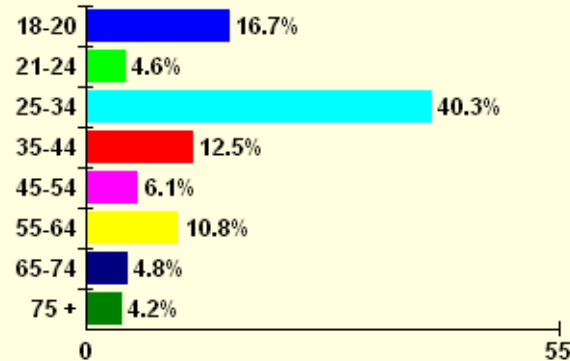
Mean Age: 36

Home Owners: 66%

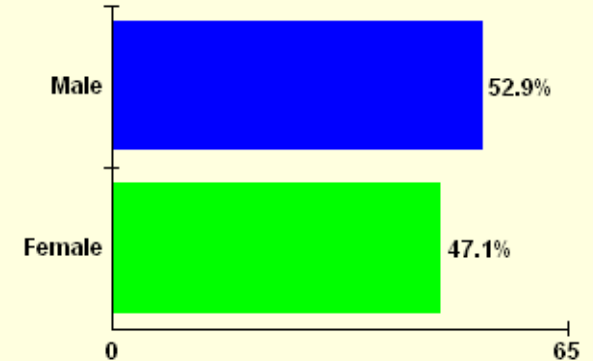
Mean Home Value: \$144,267

Mean Miles Past Week: 219

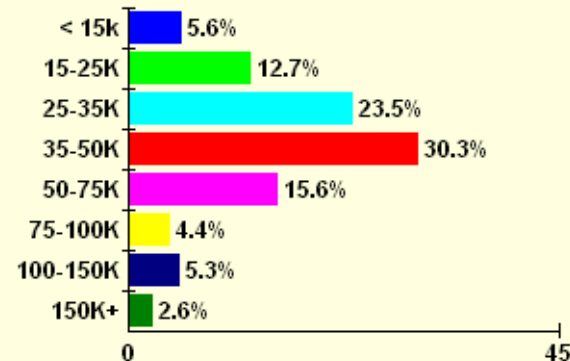
Age Analysis



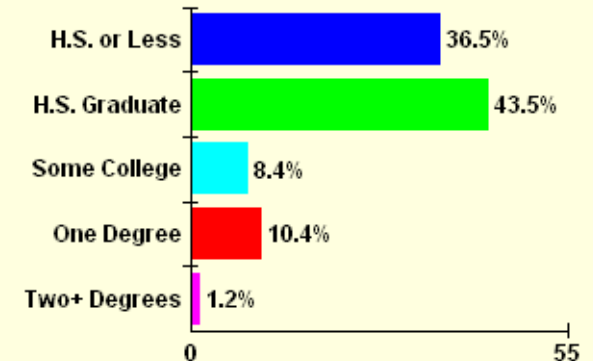
Gender Profile



Annual Income



Education Profile



AZTECA AMERICA

A Houston, TX Sales Example



The
Media
Audit



Report: TARGET PROFILE REPORT
Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008
Bases: ADULTS AGE 18+
Target: PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.

THE MEDIA AUDIT

Target Analysis

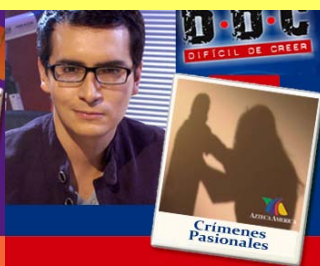
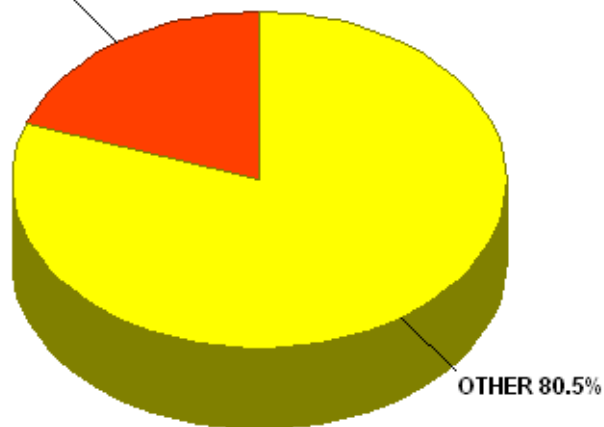
Base Population: 4,124,888

% In Target: 19.5%

Target Persons: 804,957

804,957 18+ Houston Area Adults Plan to Buy A Mattress during Next 12 Months

PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC. 19.5%



Market: HOUSTON, TX 10/1 DEC/07-JAN 2008 / MAY-JUL 2008
 Bases: ADULTS AGE 18+
 Target: PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.

TOTAL

Base Population: 4,124,889

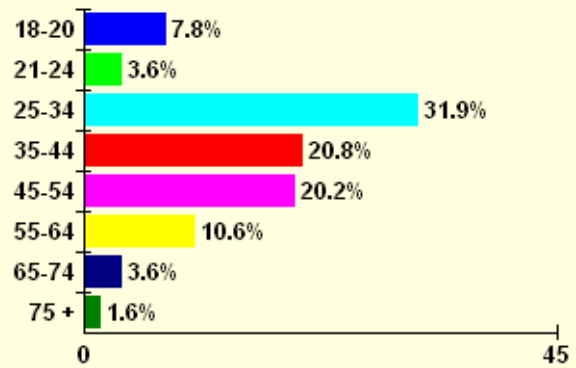
% in Target: 19.5

Target Persons: 804,958

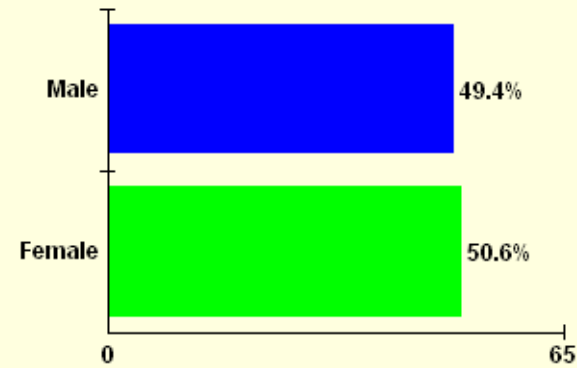
Audience Profile

Total Income: \$55,191,416,750
 Mean Income: \$68,564
 Mean Age: 39
 Home Owners: 58%
 Mean Home Value: \$208,369
 Mean Miles Past Week: 267

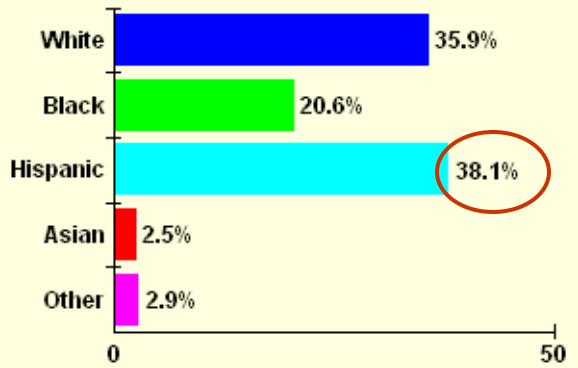
Age Analysis



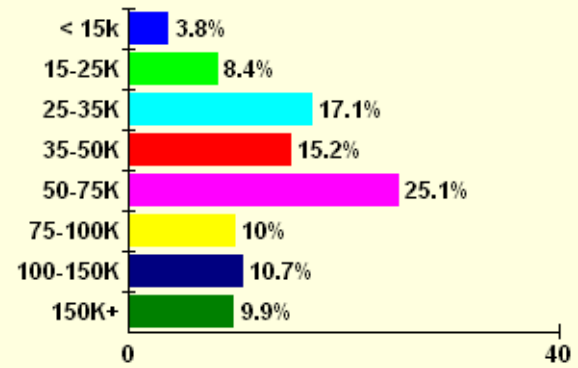
Gender Profile



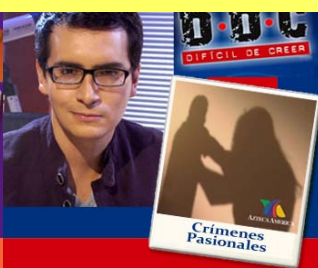
Ethnicity Profile



Annual Income



Nearly 40% of Houston Area Bed / Mattress Purchasers are HISPANIC



Report: MEDIA DAY ANALYSIS
Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008
Bases: RACE--HISPANIC DESCENT
Target: PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.

THE MEDIA AUDIT

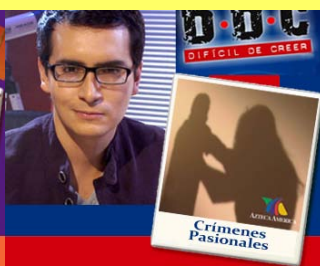
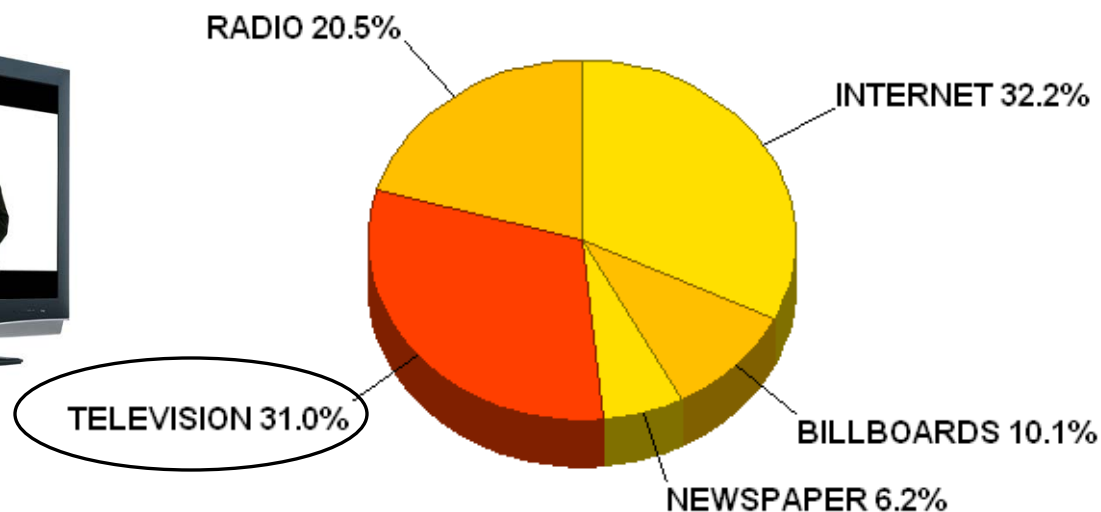
Target Market

Base Population: 1,271,875

% In Target: 24.1%

Target Persons: 306,925

Hispanic Bed / Mattress Buyers Spend 31% of their Media Day with TELEVISION



Report: RANKER REPORT
 Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008
 Bases: RACE--HISPANIC DESCENT
 Target: SHOP FURNITUREMATTRESS--MATTRESS GIANT

THE MEDIA AUDIT

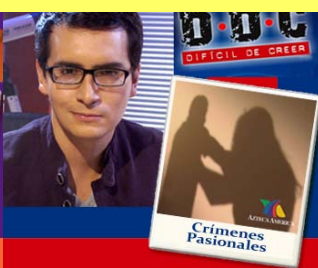
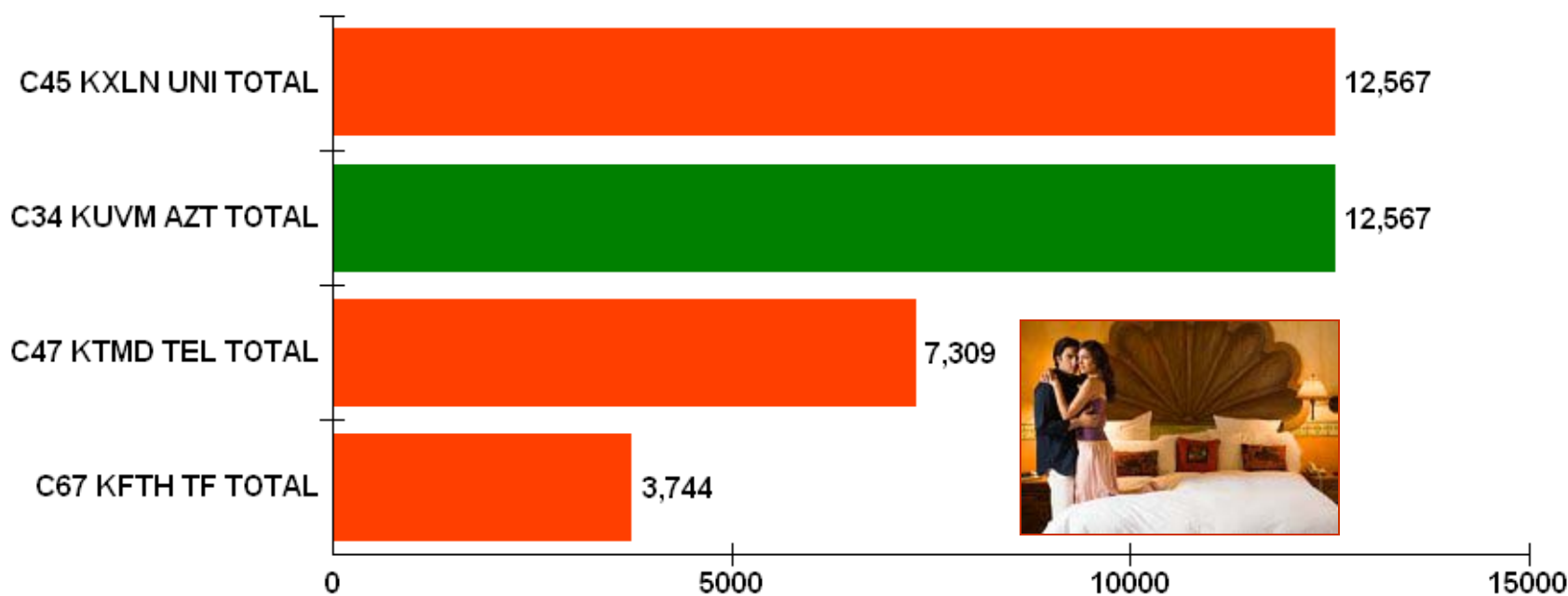
Cume Ratings

Base Population: 1,271,875

Mattress Giant.

Target Persons: 46,858

KUVM-TV34 is a Leader in Reaching the Most Hispanic MATTRESS GIANT CUSTOMERS



Report: RANKER REPORT
 Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008
 Bases: RACE--HISPANIC DESCENT
 Target: SHOP FURNITUREMATTRESS--MATTRESS GIANT

THE MEDIA AUDIT

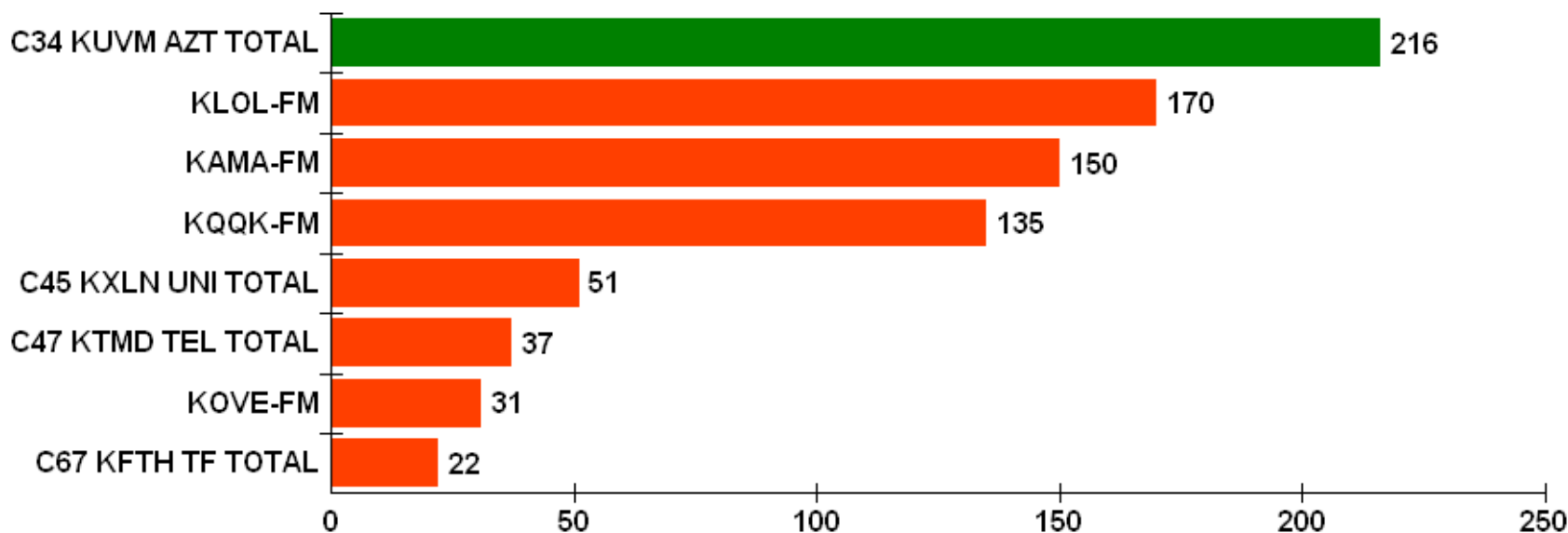
Cume Index

Base Population: 1,271,875

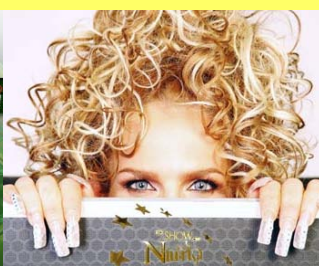
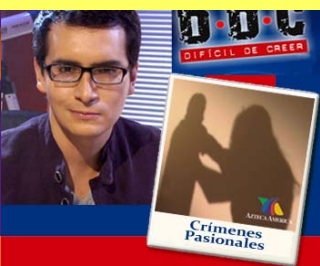
Mattress Giant.

Target Persons: 46,858

KUVM-TV34 is the Most Targeted & Efficient of all Hispanic Media



IN REACHING MATTRESS GIANT CUSTOMERS



KUVM-TV34 ranks # 1

In Mattress Giant Customers with the Highest Household Incomes

Report: CROSSTAB INCOME REPORT
 Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008
 Bases: ADULTS AGE 18+
 Primary Target: SHOP FURNITURE/MATTRESS--MATTRESS GIANT

THE MEDIA AUDIT

Base Persons: 4,124,888
 Base Income: \$281,466,652,250



Primary Target: 4.6% of Base Persons
 Primary Target Income: 6.0% of Base Income

Target	Avg (Mean) Income	\$0	\$56,914	\$113,827
PAST WEEK CUME TV VIEWING--CH 34 KUVM-TV AZT	113,826			
PAST WEEK CUME TV VIEWING--CH 45 KXLN-TV UNI	99,905			
PAST WEEK CUME TV VIEWING--CH 67 KFTH-TV TF	87,500			
PAST WEEK CUME TV VIEWING--CH 47 KTMD-TV TEL	85,136			

Mattress Giant.

