



# DELIVERING MEDICAL PROFESSIONALS IN THE MIAMI MARKET





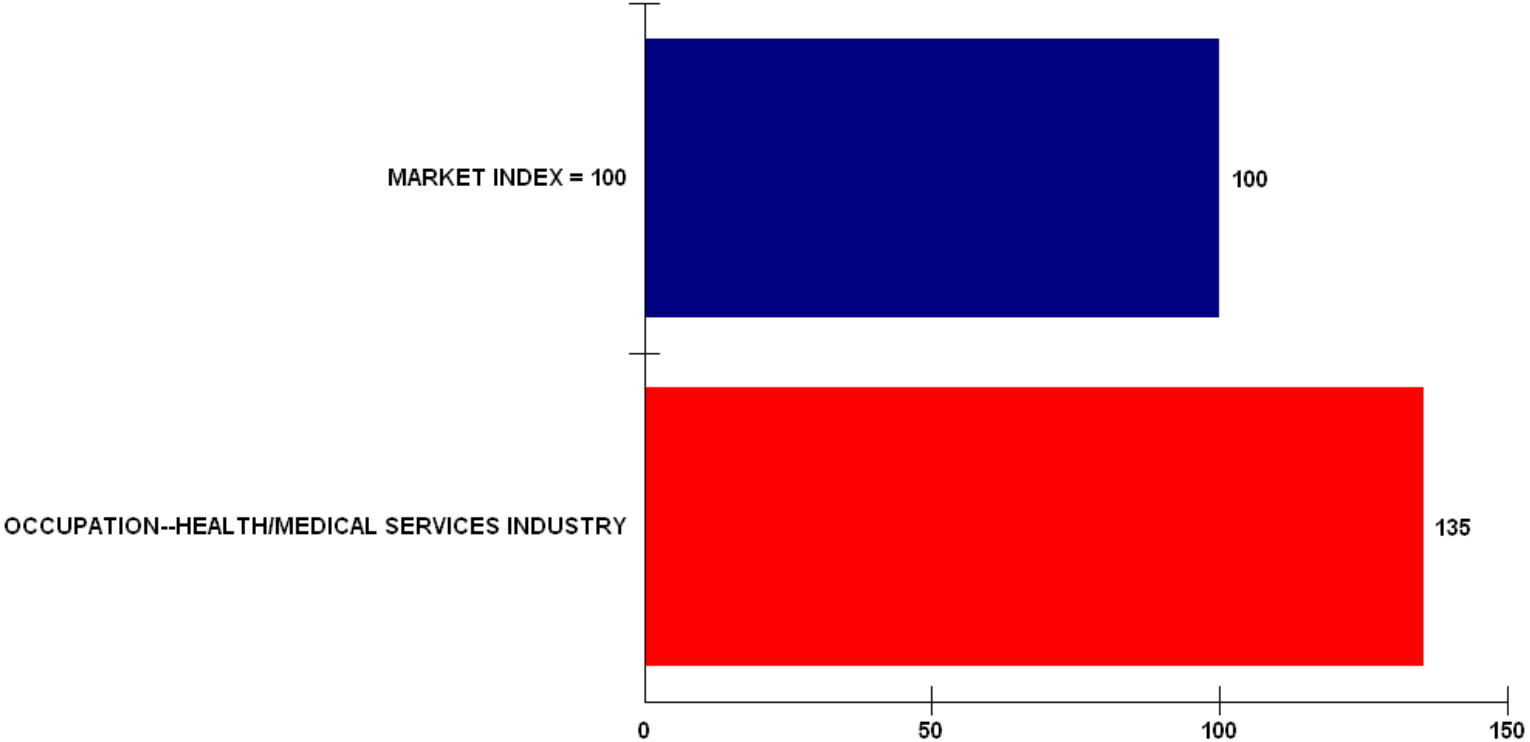
**New Times** reaches Medical Professionals **EFFICIENTLY**...outperforming the market by 35% in reaching medical professionals.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/DEC'05-MAR 2006  
Bases: GENERAL BASE = ADULTS AGE 18+  
Media: NEW TIMES

THE MEDIA AUDIT

Cume Index

### NEW TIMES READERS



Source: **The Media Audit** Miami/Ft. Lauderdale, FL May-July'05/Dec'05-Mar'06



# New Times reaches 53,300 medical professionals in the Miami Market.

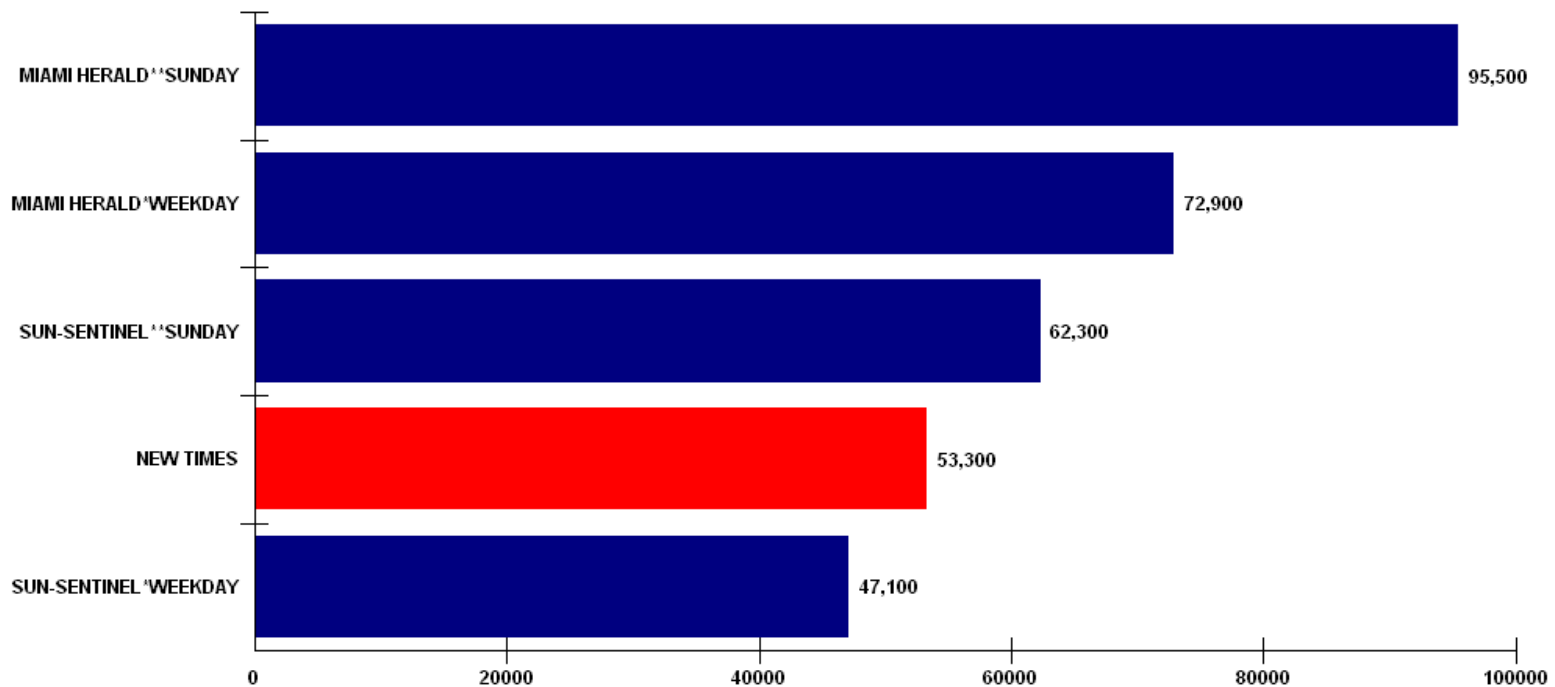
Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings  
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/DEC'05-MAR 2006  
Bases: GENERAL BASE = ADULTS AGE 18+  
Target: OCCUPATION--HEALTH/MEDICAL SERVICES INDUSTRY

Base Population: 3,132,100

% In Target: 6.1%

Target Persons: 190,800

## Occupation--Health / Medical Services Industries



Source: **The Media Audit** Miami/Ft. Lauderdale, FL May-July'05/Dec'05-Mar'06

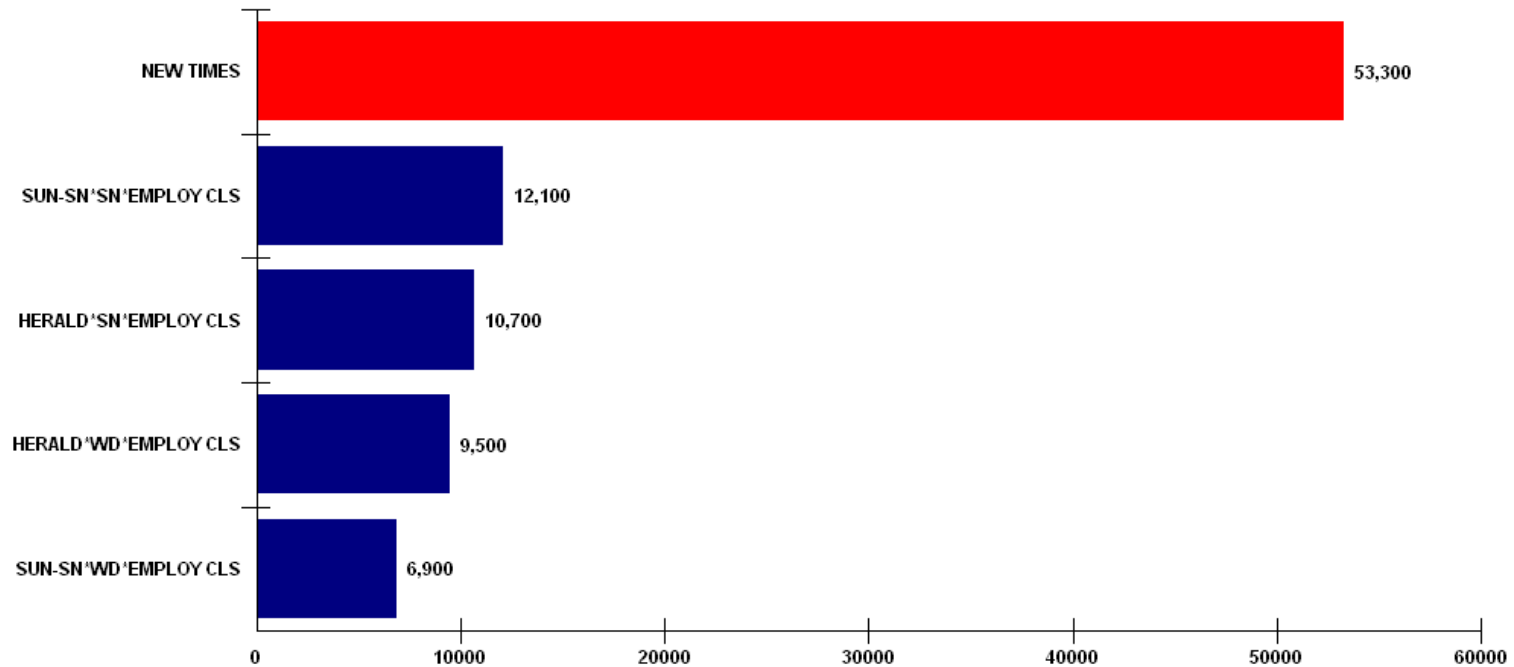


# New Times reaches **DRAMATICALLY MORE** Medical Professionals than the Employment Sections of the Dailies.

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Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/DEC'05-MAR 2006  
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Base Population: 3,132,100 % In Target: 6.1% Target Persons: 190,800

## Occupation--Health / Medical Services Industry



Source: **The Media Audit** Miami/Ft. Lauderdale, FL May-July'05/Dec'05-Mar'06



# New Times reaches **DRAMATICALLY MORE** Medical Professionals than **ANY** Radio Station

Report: RANKER REPORT		THE MEDIA AUDIT	
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/DEC'05-MAR 2006			
Bases: GENERAL BASE = ADULTS AGE 18+			
Target: OCCUPATION--HEALTHMEDICAL SERVICES INDUSTRY			
Base Population: 3,132,100		% In Target: 6.1%	
Rank	Media	Cume Persons	Cume Rating
1	<b>NEW TIMES</b>	<b>53,300</b>	<b>27.9</b>
2	WLYF-FM	29,000	15.2
3	WHYI-FM	26,800	14.0
4	WEDR-FM	22,000	11.5
5	WHQT-FM	20,000	10.5
6	WBGQ-FM	18,700	9.8
7	WFLC-FM	16,900	8.9
8	WMMJ-FM	16,000	8.4
9	WMIJ-FM	16,000	8.4
10	WLVE-FM	15,900	8.3
11	WXDJ-FM	15,100	7.9
12	WLRN-FM	15,000	7.9
13	WPOW-FM	13,800	7.2
14	WIOD	12,500	6.6
15	WCMQ-FM	11,800	6.2
16	WHDR-FM	10,800	5.7
17	WVGE-FM	10,200	5.3
18	WRTO-FM	10,000	5.2
19	WKIS-FM	9,900	5.2
20	WINZ	7,200	3.8
21	WMCU-FM	6,600	3.5
22	WRMA-FM	6,100	3.2
23	WQBA	5,900	3.1
24	WAFG-FM	5,800	3.0
25	WAGI	5,100	2.7
26	WSUA	4,900	2.6
27	WLDI-FM	4,500	2.4
28	WMBM	4,300	2.3
29	WQAM	3,900	2.0
30	WAMR-FM	3,700	1.9
31	WIRP-FM	3,000	1.6
32	WACC	2,400	1.3
33	WKAT	1,600	0.8
34	WFTL	1,500	0.8