



# The ABC's of The Media Audit

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## COMPOSITION REPORT

% IN MEDIA AUDIENCE: 11.5%

	MA... PERSO...	PERI...	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
PAST 4 EDITION CUME--WASHINGTON CITY PAPER					271
PAST 4 EDITION CUME--THE WASHINGTON INFORMER					351
CUSTOMER--PNC BANK					315
FIVE WEEKDAY CUME--EXPRESS	272,400				309
FIVE WEEKDAY CUME--EXAMINER	298,700				311
PAST 4 EDITION CUME--APARTMENT SHOWCASE	1,800	48,300			
LIVE IN--DISTRICT OF COLUMBIA	437,300	151,200			
PAST 4 EDITION CUME--THE WASHINGTON AFRO AMERICAN	204,200	69,000	33.8	16.0	290
PAST 4 EDITION CUME--WASHINGTON BUSINESS JOURNAL	261,900	87,300	33.3	20.2	284
SHOP FURNITURE/MATTRESS--POTTERY BARN	106,000	34,600	32.6	8.0	284
PLAN NEXT 12 MONTHS--COSMETIC SURGERY OR PROCEDURE	61,000	19,900	32.6	4.6	280
PAST 4 EDITION CUME--THE ONION	278,700	88,900	32.1	20.6	269
PAST 7-DAY CUME RADIO--WTEM		44,100	30.9	10.2	263
PAST 7-DAY CUME RADIO--WTGB-FM	275,600	83,300	30.2	19.3	259
PAST 4 EDITION CUME--THE HILL	133,800	39,800	29.7	9.2	244
PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW RENT	180,200	53,500	29.7	12.4	243
MALLS SHOPPED OFTEN--WHITE FLINT	157,500	44,200	28.1	10.2	238
HOME/APT. RENTER--INCOME--\$35,000-\$49,999	163,100	45,500	27.9	10.5	235
PAST 4 EDITION CUME--WEEKEND JOURNAL	295,700	80,900	27.4	18.7	227
CONSUMED PAST 7-DAYS--7-UP	353,800	95,400	27.0	22.1	224
PAST 4 EDITION CUME--WASHINGTON PARENT	142,800	37,400	26.0	8.7	218
SHOP FURNITURE/MATTRESS--IKEA		100,700	25.8	25.2	218
REG. READ NEWSPAPER--EMPLOYMENT CLASSIFIED ADS	267,900	67,200	25.1	15.6	218
READ NEWSPAPER EMPLOYMENT ADS--REGULARLY	267,900	67,200	25.1	15.6	214
PAST 4 EDITION CUME--NEW HOMES GUIDE	372,100	91,300	24.5	21.1	212
VISIT WEB CLASSIFIED JOB SITES--REGULARLY	222,700	54,300	24.4	12.6	212
PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.	627,100	152,500	24.3	35.3	212
PAST 4 EDITION CUME--AMERICAN CLASSIFIEDS	203,800	49,500	24.3	11.5	209
PAST 7-DAY CUME RADIO--WPFW-FM	92,800	22,300	24.0	5.2	209
SHOP FURNITURE/MATTRESS--MACY'S	253,200	60,800	24.0	14.1	208
SHOP ELECTRONICS/APPLIANCES--TARGET	204,200	48,800	23.9	11.3	204
SHOP SUPERMARKET PAST WEEK--TRADER JOE'S		41,500	23.4	9.6	202
PAST 4 EDITION CUME--WASHINGTONIAN	629,600	160,000	23.3	44.5	201
SHOPPED PAST 6-MONTHS--NEIMAN MARCUS	193,100	44,500	23.0	10.3	198
PAST 4 EDITION CUME--TIMES COMMUNITY NEWSPAPERS	238,800	55,000	23.0	12.7	196
PAST WEEK VIEW CABLE--WVTV MHZ 4	184,000	41,900	22.8	9.7	195
MALLS SHOPPED OFTEN--THE MALL AT PRINCE GEORGE'S	139,200	31,300	22.5	7.2	193
MAKE OF VEHICLES NOW OWNED--ACURA	124,500	27,900	22.4	6.5	
PAST WEEK VIEW CABLE--CN8 - THE COMCAST NETWORK	235,600	52,300	22.2	12.1	

**34,600 City Paper readers shop at Pottery Barn**

**32% of The Onion's readers can be found reading City Paper**

**1 in 4 City Paper readers shop at Ikea**

**City Paper readers are twice as likely to shop at Neiman's than most DC adults**

*Just 1 of 20 pages of facts & figures for stories that sell!*

# Who needs Lasik Eye Surgery?

All Groups

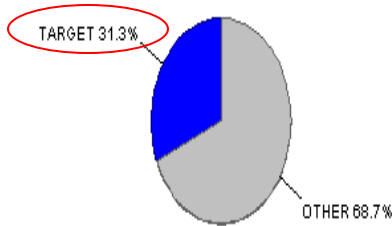
Report: TARGET PROFILE REPORT  
Market: WASHINGTON, DC for MAY-JUL 2007  
Bases: ADULTS AGE 18+  
Target: **PLAN BUY NEXT 12 MONTHS--GLASSES/CONTACT LENS**

Base Population: 3,762,200

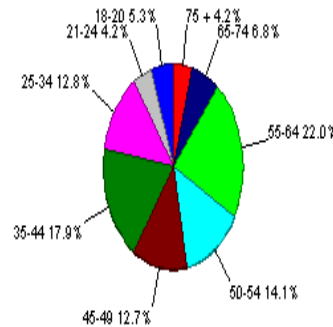
% In Target: 31.3%

Target Persons: 1,178,900

## Target Analysis



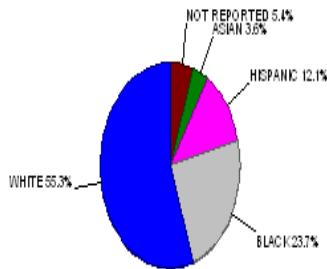
## Age Analysis



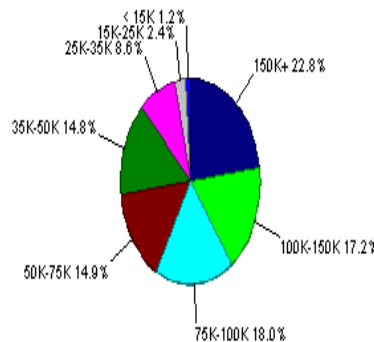
## Gender Profile

Just under 1.2 million prospects

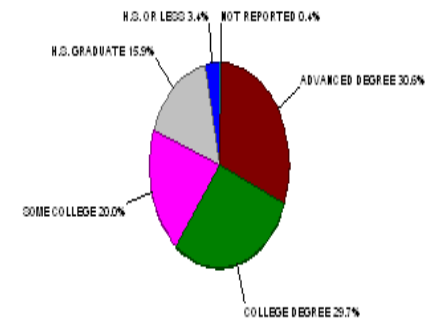
## Ethnicity Profile



## Annual Income



## Education Profile



**TARGET PROFILE REPORT**

# City Paper readers mirror the age cells of lasik's prospects

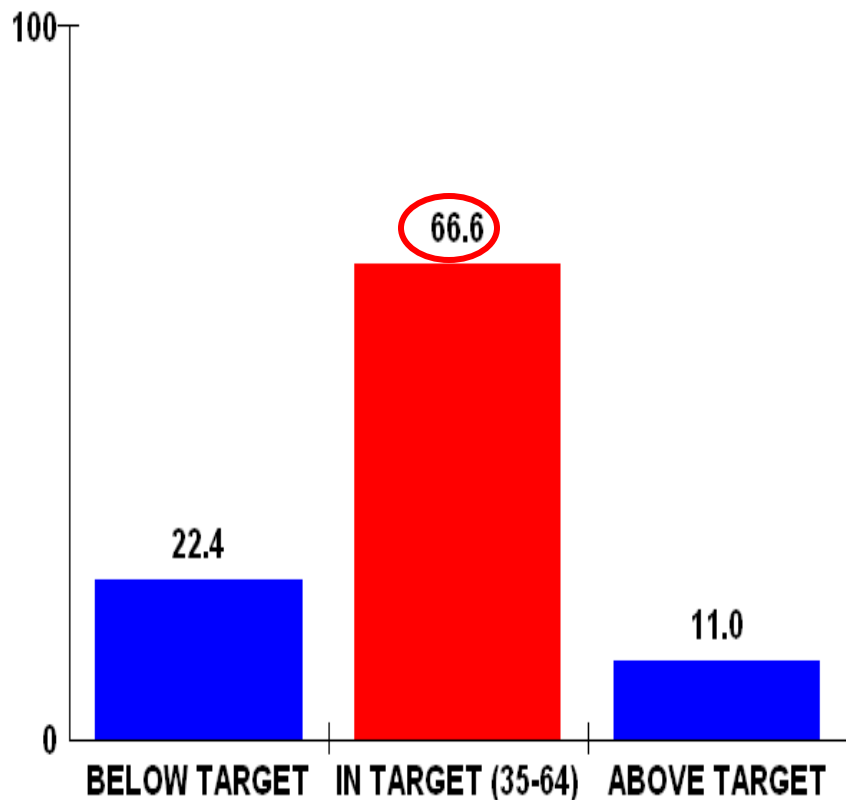


Report: AGE DEMO ANALYSIS  
Market: WASHINGTON, DC for MAY-JUL 2007  
Bases: ADULTS AGE 18+  
Media: WASH. CITY PAPER  
Target: PLAN BUY NEXT 12 MONTHS--GLASSES/CON  
Total Market Persons: 3,762,200  
Total Market Persons: 3,762,200

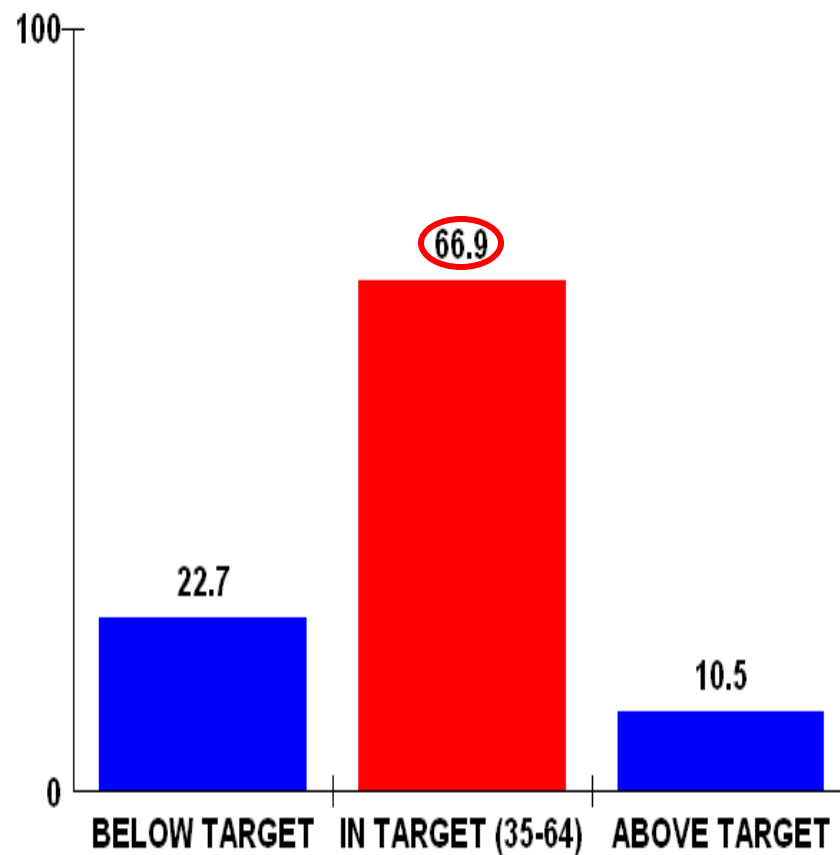
## AGE DEMO ANALYSIS

Media Persons: 432,000  
Target Persons: 1,178,900

PLAN BUY NEXT 12 MONTHS--GLASSES/CONTACT LENS



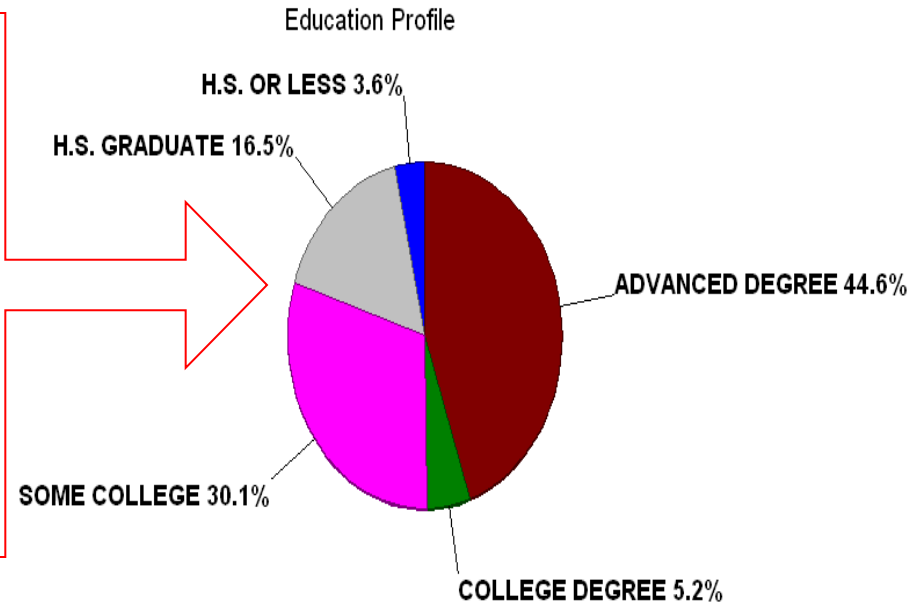
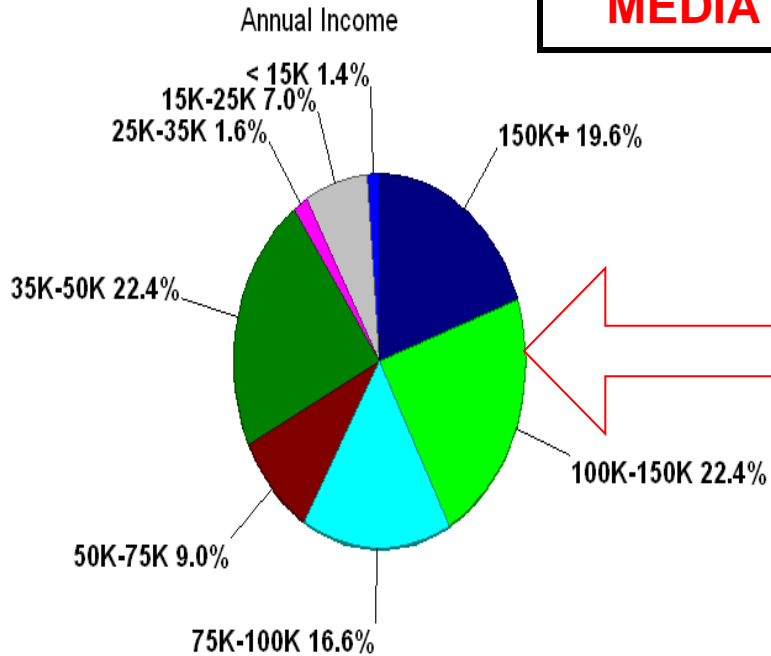
WASH. CITY PAPER



Just like the market's  
glasses/contact lens wearers.



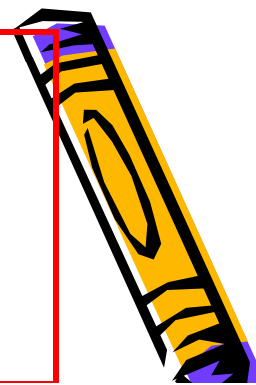
**MEDIA PROFILE REPORT**



City Paper eyewear readers  
are high income earners &  
very highly educated



# 40% of City Paper readers are buying corrective eyewear

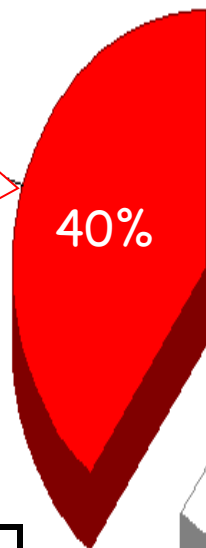


Media Persons: 432,000

Target Percent: 3

Target Persons: 171,600

**172,000 prospects in  
City Paper**



Just under 10,000  
City Paper readers  
planning lasik surgery,  
shouldn't they know  
about you?

OTHER 60.3%

**MEDIA PROFILE REPORT-  
TARGET**





# When looking for lasik prospects, don't leave City Paper out...

REPORT MARKET:  
REPORT BASE:  
REPORT PERIOD:  
TARGET:

W  
A  
M  
P

BASE POPULATION: 3,762,200

Over 72,000 prospects will be missed without the City Paper!

MEDIA

## AD CAMPAIGN PLANNER- COMBO BUILDER

44

W.POST*SN*TV BOOK	322,500	27.4	
EXAMINER*****WEEKDAY	118,500	10.1	
EXPRESS*****WEEKDAY	118,600	9.9	
NET MEDIA REACH 1	<u>427,400</u>	36.3	
W.POST*SN*TV BOOK	322,500	27.4	
EXAMINER*****WEEKDAY	118,500	10.1	
EXPRESS*****WEEKDAY	118,600	9.9	
WASH. CITY PAPER	171,800	14.6	
NET MEDIA REACH 2	<u>409,900</u>	42.4	



Improve your reach, add the City Paper to the mix!