

The Ultimate In Gracious Central Florida Living

OCALA MAGAZINE



Delivering Home Buyers

OCALA
MAGAZINE

HOME BUYERS BY COUNTY

Nearly Half of All Ocala Home Buyers Live in Marion County

Report: CROSSTAB REPORTS
 Market: Ocala, FL for JUN-JUL 2007 / MAR-APR 2008
 Bases: ADULTS AGE 18+
 Primary Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS
 Base Population: 568,823

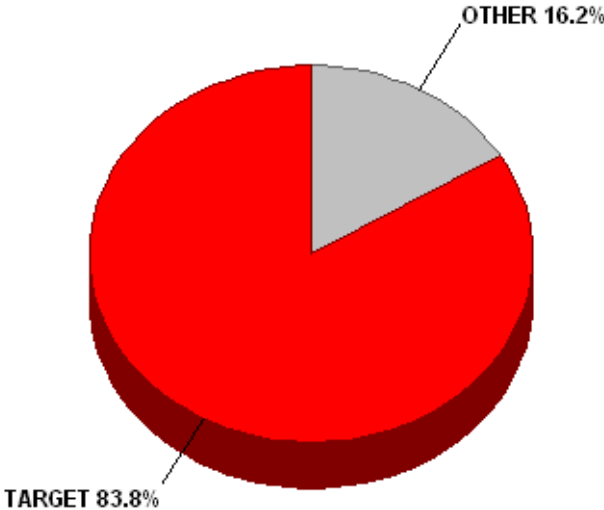


Target	Vertical Percent
LIVE IN--LAKE COUNTY	39.9
LIVE IN--MARION COUNTY	48.6
LIVE IN--SUMTER COUNTY	11.5

Ocala Magazine Delivers Marion County Prospects

Report:	MEDIA PROFILE REPORT	THE MEDIA AUDIT	All Groups
Market:	OCALA, FL for MAR-APR 2008		
Bases:	ADULTS AGE 18+		
Media:	OCALA MAGAZINE		
Target:	LIVE IN--MARION COUNTY		
Media Persons: 107,207		Target Percent: 83.8%	Target Persons: 89,890

84% OF OCALA MAGAZINE READERS LIVE IN MARION COUNTY



Ocala Magazine Delivers Home Buyers

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: OCALA, FL for JUN-JUL 2007 / MAR-APR 2008
Bases: ADULTS AGE 18+
Media: OCALA MAGAZINE

THE MEDIA AUDIT

Most Often Index

OCALA MAGAZINE OUTPERFORMS THE MARKET IN DELIVERING HOME BUYERS



MARKET INDEX = 100

