

# Reaching the New York Home Improvement Market

Presented by:  
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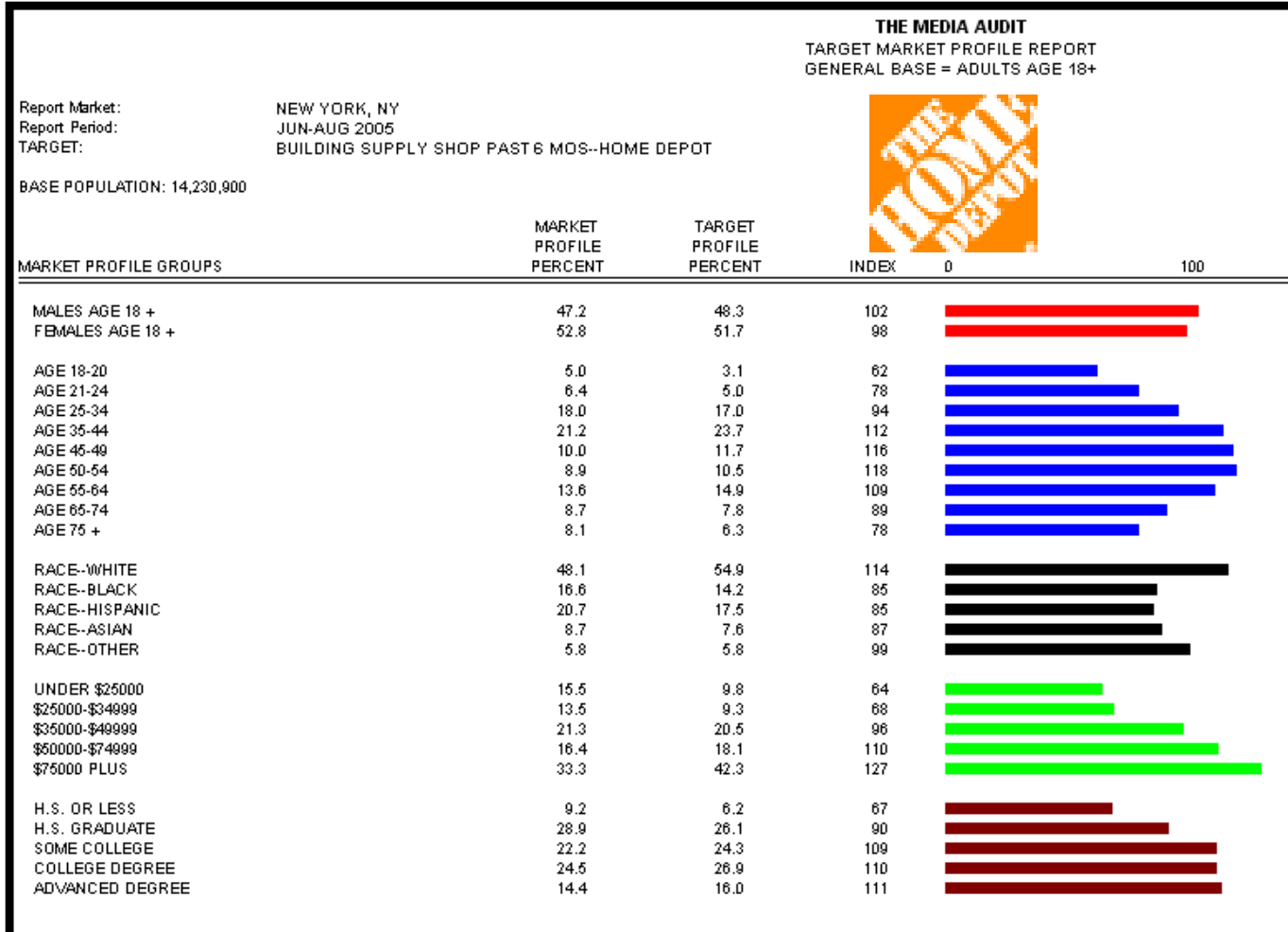
**Home Depot is the NY Market Leader in the Building Supplies Arena**



REPORT: CROSSTAB REPORTS  
 MARKET: NEW YORK, NY FOR JUN-AUG 2005  
 BASE: TOTAL ADULTS  
 PRIMARY TARGET: ADULTS--AGE 18 +  
 Total Audience: 14,230,900

Targets	Total Persons	Vertical Percent
BUILDING SUPPLY SHOP PAST 6 MOS--HOME DEPOT	8,413,500	59.1
BUILDING SUPPLY SHOP PAST 6 MOS--LOWE'S	2,570,100	18.1
BUILDING SUPPLY SHOP PAST 6 MOS--ACE HARDWARE	668,600	4.7

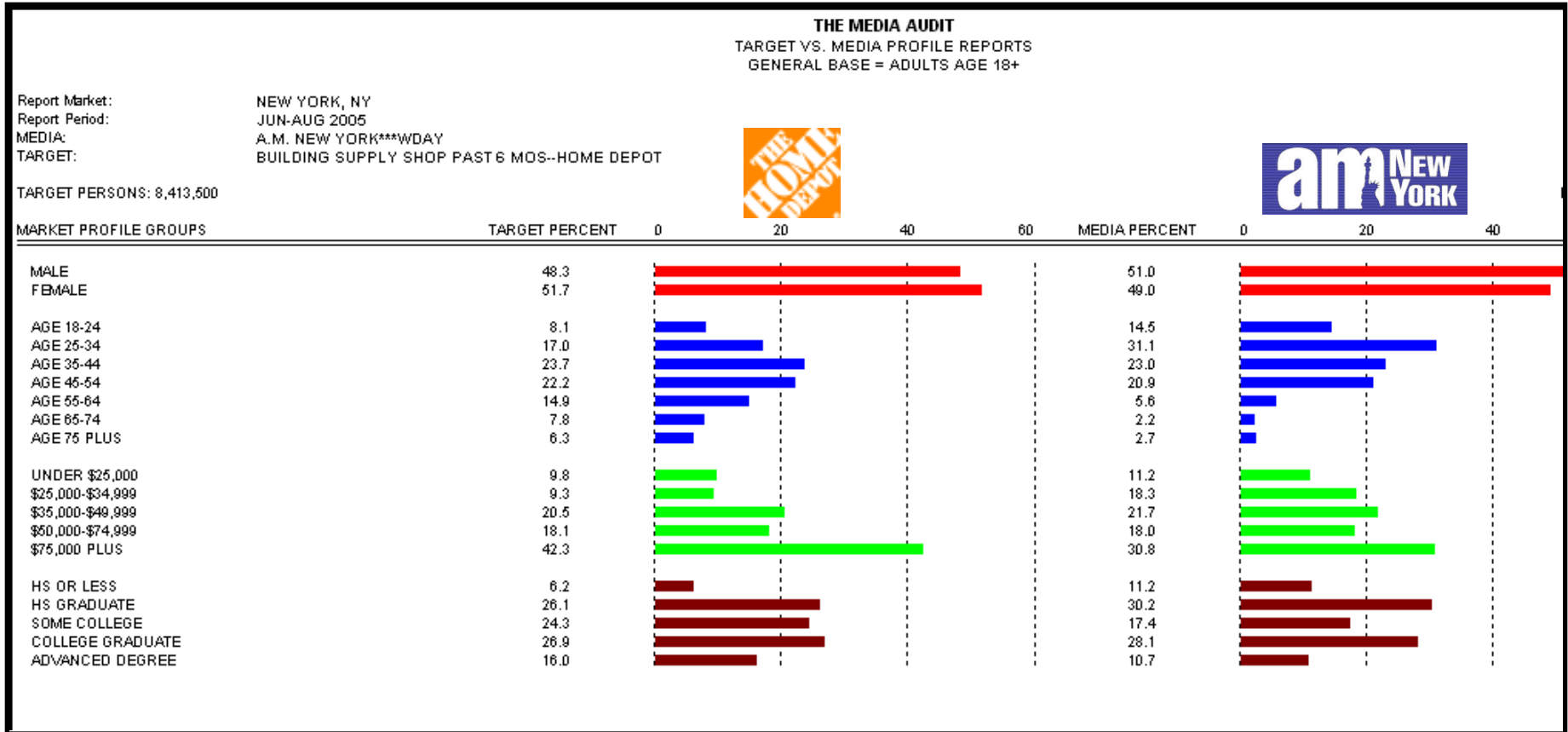
# Profile of the Home Depot Customers in the New York Market



# Profile Comparison

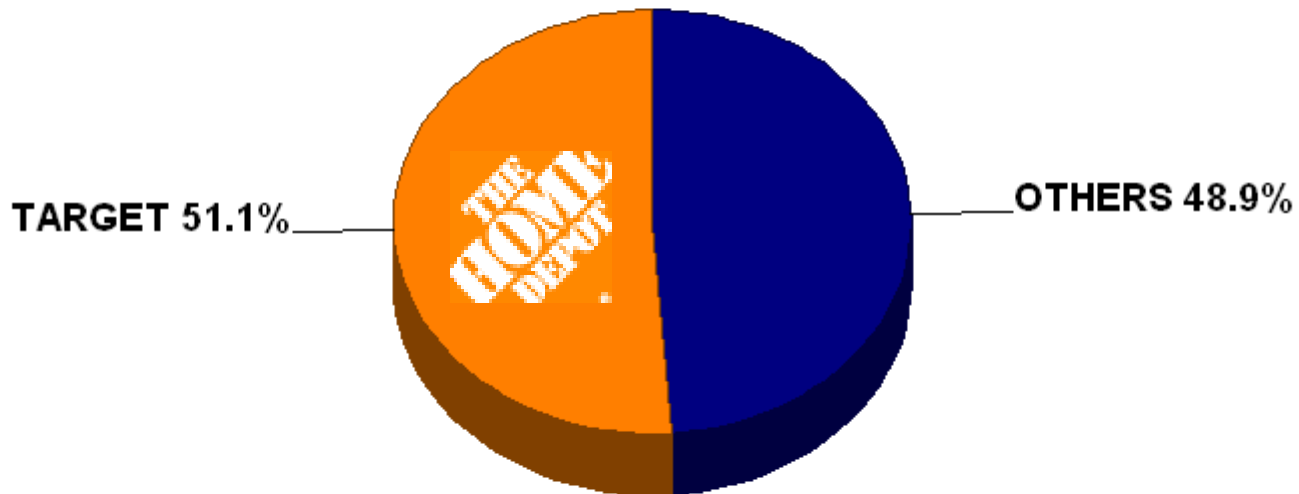
## Home Depot Customer vs. AM New York Reader

### A Close Match



## AM New York Delivers Home Depot's Customers

Over Half of AM New York's Readers are Home Depot Prime Customers

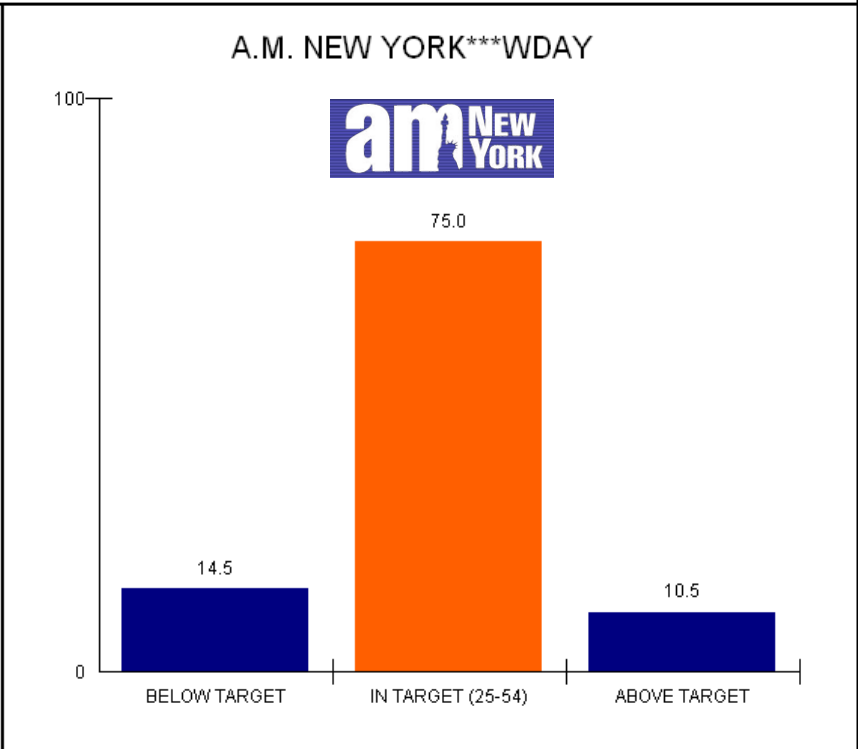


Percent of AM New York Cume Readers

# AM New York Super-Serves Home Depot's Prime Demo

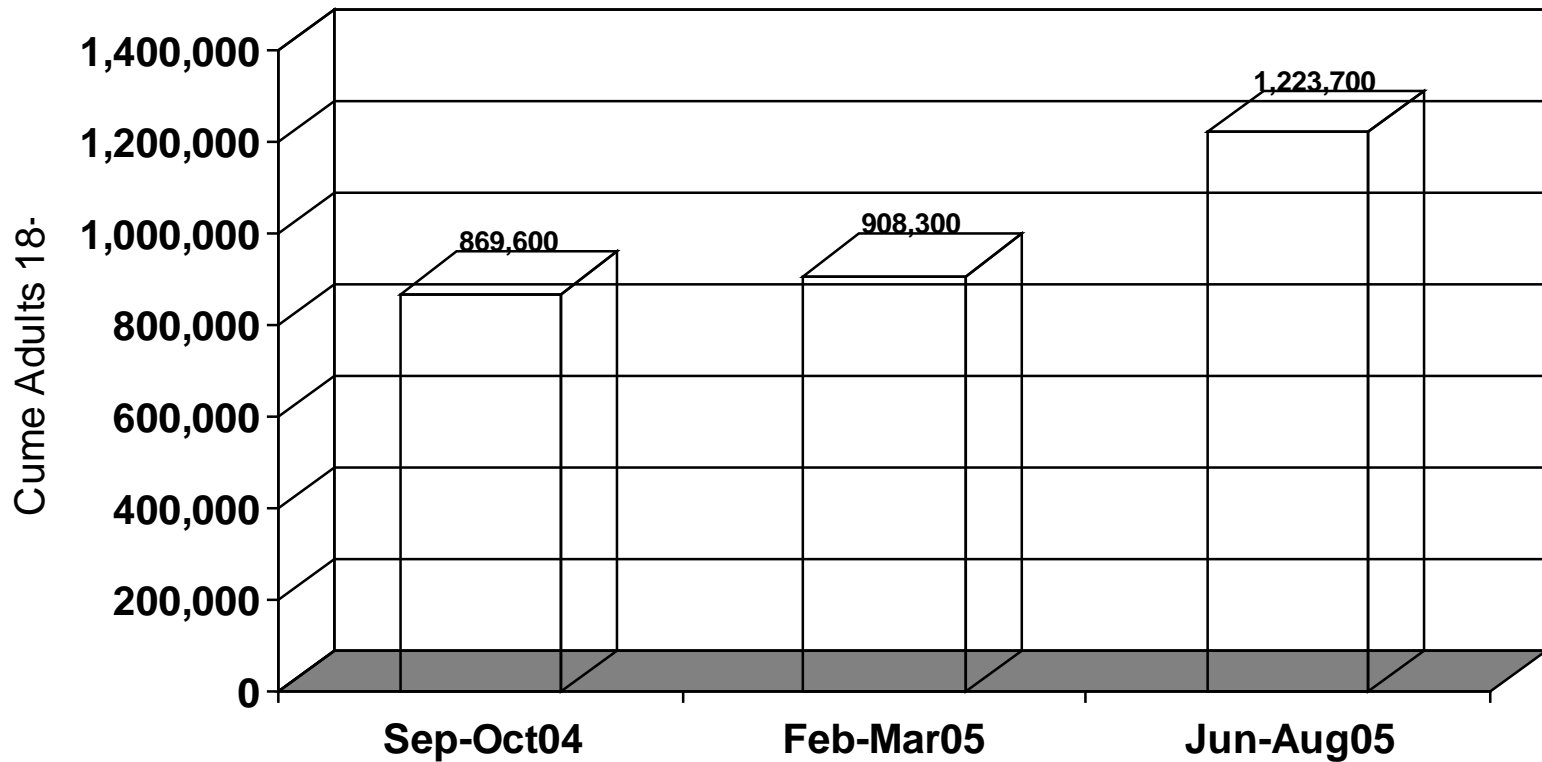
**63% of Home Depot's Customers are 25-54...  
and 75% of AM New York's Readers are 25-54**

Report:	AGE DEMO ANALYSIS	THE MEDIA AUDIT	Age Demo Analysis
Market:	NEW YORK, NY for JUN-AUG 2005		
Bases:	GENERAL BASE = ADULTS AGE 18+		
Media:	A.M. NEW YORK***WDAY		
Target:	BUILDING SUPPLY SHOP PAST 6 MOS--HOME DEPOT		
Total Market Persons:	14,230,900	Media Percent: 8.6%	Media Persons: 1,223,700
Total Market Persons:	14,230,900	Target Percent: 59.1%	Target Persons: 8,413,500



# AM New York Readership is Growing by Leaps and Bounds!

## AM New York Readership Trends NY Market Adults 18+



# AM New York Is Experiencing Phenomenal Growth in Delivering Home Depot's Best Customer Prospects

## AM New York Readership Trends Frequent Building Supply Store Shoppers

