



100.7 WZLX Listeners

Prime Prospects for Life Insurance



100.7 WZLX Listener Profile

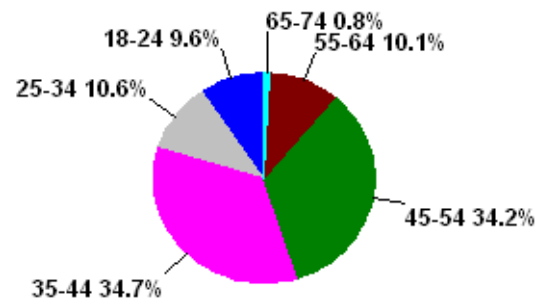
Report: MEDIA PROFILE REPORT
Market: BOSTON, MA for DEC '04-JAN 2005
Media: WZLX-FM

ADULTS

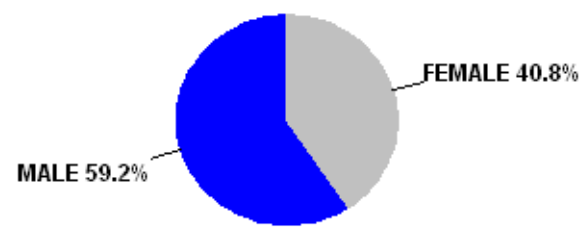
All Groups

Media Persons: 303,800

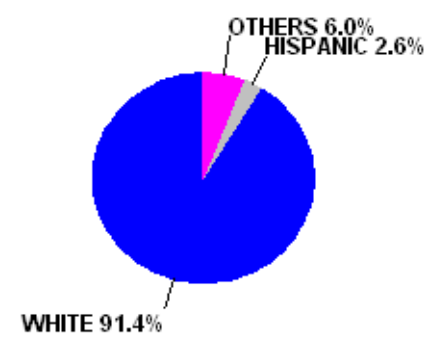
Age Analysis



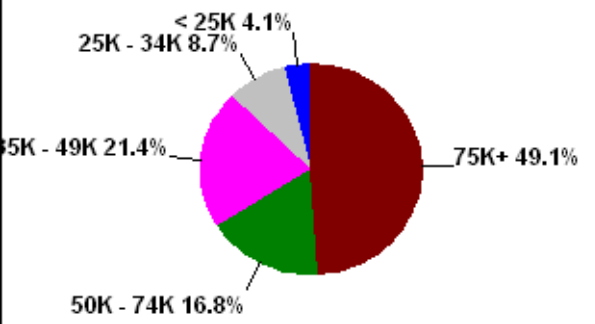
Gender Profile



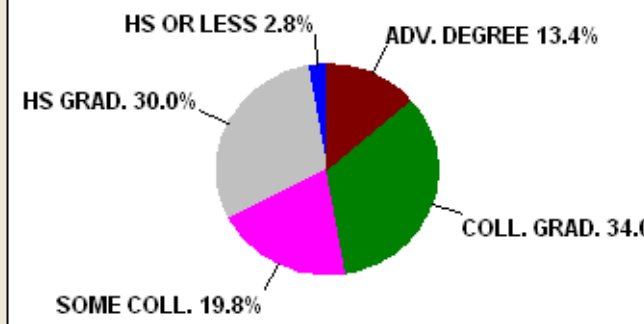
Ethnicity Profile



Annual Income



Education Profile



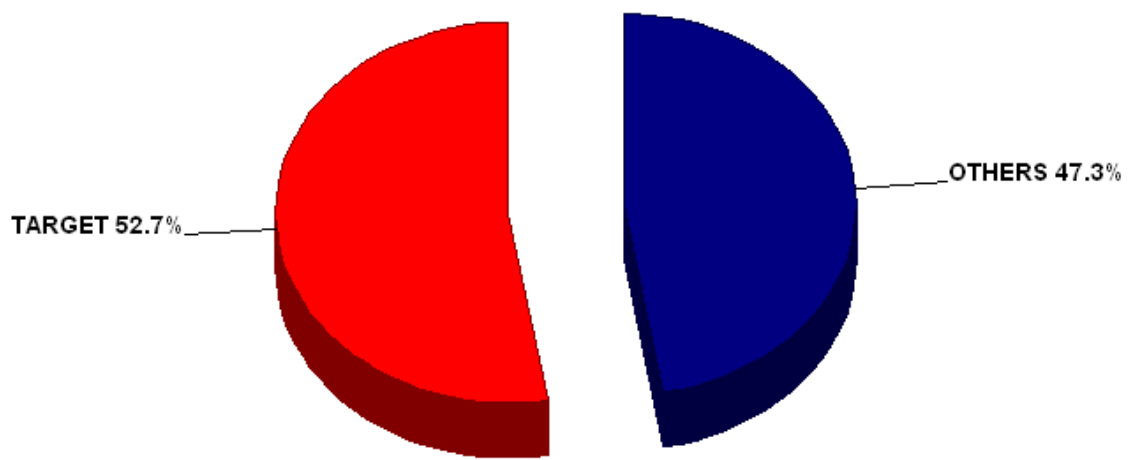


100.7 WZLX Reaches Families

52.7% of WZLX Listeners Have Children at Home

Report:	MEDIA PROFILE REPORT	ADULTS	Target Analysis
Market:	BOSTON, MA for DEC '04-JAN 2005		
Media:	WZLX-FM		
Target:	STAGE IN LIFE CYCLE--CHILDREN ANY AGE AT HOME		
Media Persons:	303,800	% In Target Audience: 52.7%	Target Audience: 160,100

52.7% of WZLX Listeners Have Children in the Home





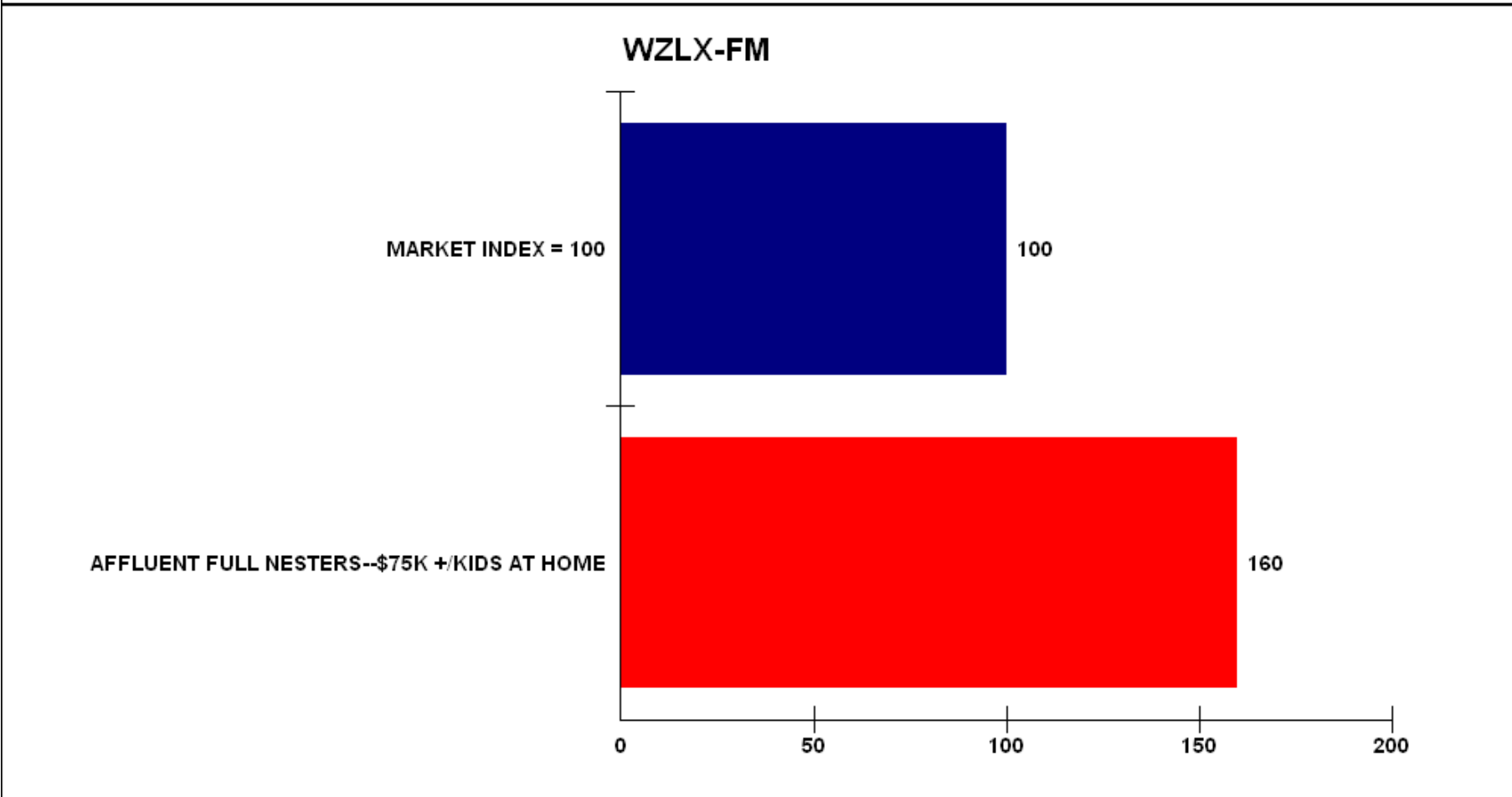
100.7 WZLX Listeners NEED Life Insurance

WZLX Listeners are 60% more likely than the market average to be Affluent Full Nesters

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: BOSTON, MA for DEC '04-JAN '05
Media: WZLX-FM

ADULTS

Cume Index

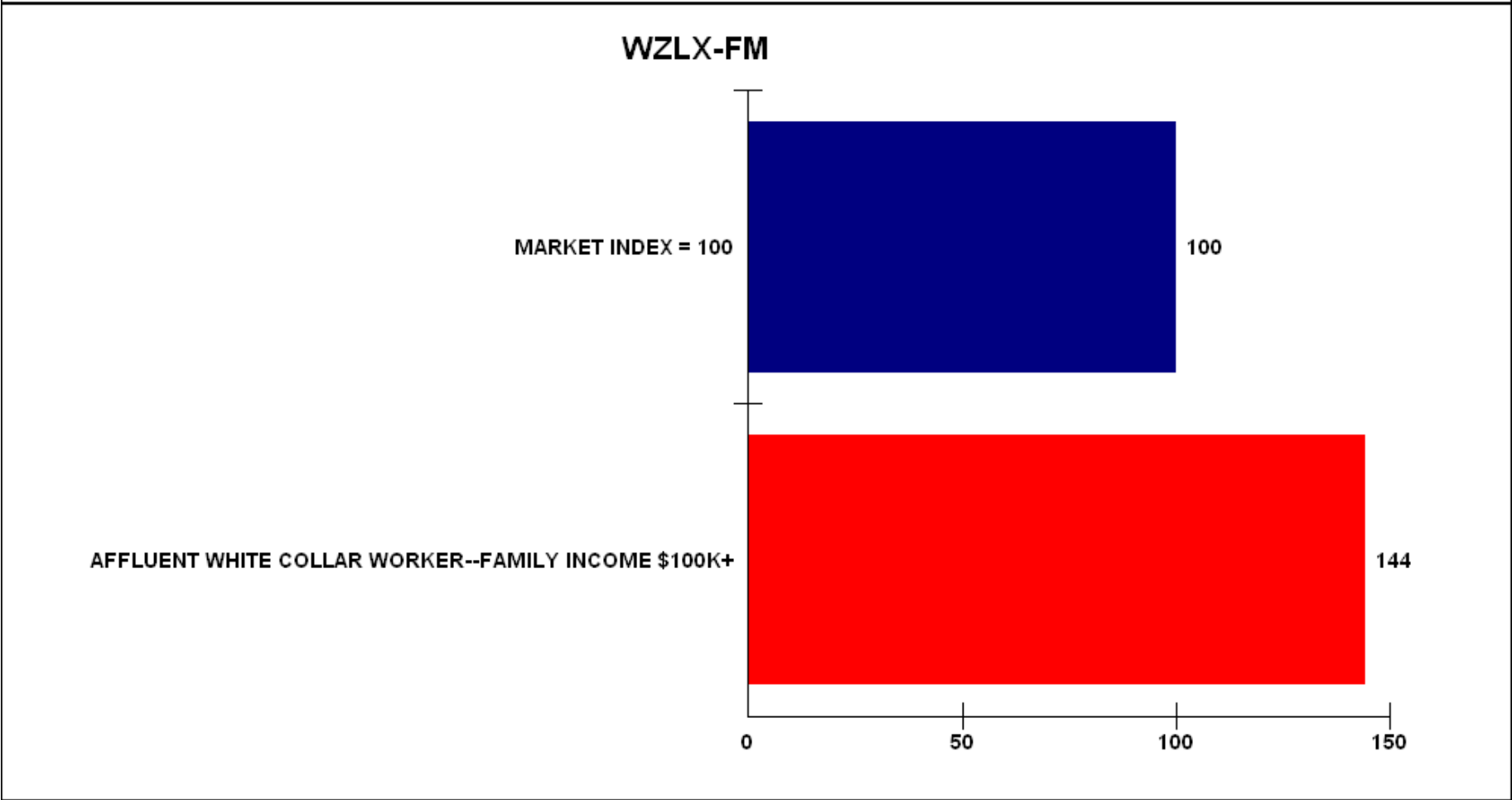




100.7 WZLX Listeners Can Easily Afford LARGE Insurance Policies

WZLX Listeners are 44% more likely than the market average to be Affluent White Collar

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: BOSTON, MA for DEC '04-JAN 2005
Media: WZLX-FM
ADULTS
Cume Index





100.7 WZLX is a Market Leader in Reaching Affluent Full Nesters

WZLX reaches MORE Affluent Families than most of the market's radio stations

Report: RANKER REPORT ADULTS Most Often Ratings
 Market: BOSTON, MA for DEC '04-JAN 2005
 Target: AFFLUENT FULL NESTERS--\$75K +/KIDS AT HOME

Total Audience: 4,016,400 % In Target Audience: 17.6% Target Audience: 707,200

Rank	Media	Most Often Persons	Most Often Rating	0	6	13	20
1	WVEI	56,100	7.9	[Bar]			
2	WBCN-FM	36,000	5.1	[Bar]			
3	WZLX-FM	34,400	4.9	[Bar]			
4	WTKK-FM	34,300	4.9	[Bar]			
5	WQSX-FM	33,800	4.8	[Bar]			
6	WRKO	31,300	4.4	[Bar]			
7	WVERS-FM	27,600	3.9	[Bar]			
8	WBMX-FM	26,300	3.7	[Bar]			
9	WODS-FM	25,600	3.6	[Bar]			
10	WBZ	25,000	3.5	[Bar]			
11	WXKS-FM	24,900	3.5	[Bar]			
12	WROR-FM	20,700	2.9	[Bar]			
13	WJMN-FM	17,800	2.5	[Bar]			
14	WMBR-FM	15,300	2.2	[Bar]			
15	WAAF-FM	15,000	2.1	[Bar]			
16	WMJX-FM	12,200	1.7	[Bar]			
17	WILD	12,100	1.7	[Bar]			
18	WGBH-FM	9,100	1.3	[Bar]			
19	WKLB-FM	8,400	1.2	[Bar]			
20	WPLM-FM	8,100	1.1	[Bar]			
21	WXLO-FM	7,300	1.0	[Bar]			
22	WCRB-FM	7,300	1.0	[Bar]			
23	WZID-FM	7,200	1.0	[Bar]			
24	WBOS-FM	6,200	0.9	[Bar]			
25	WEZE	3,500	0.5	[Bar]			
26	WTAG	3,400	0.5	[Bar]			
27	WBOQ-FM	3,100	0.4	[Bar]			
28	WXRV-FM	3,100	0.4	[Bar]			
29	WWFX-FM	2,800	0.4	[Bar]			
30	WFNX-FM	*	*	[Bar]			
31	WFSB-FM	*	*	[Bar]			