



# DELIVERING HIGHLY QUALIFIED ORANGE COUNTY INVESTMENT PROSPECTS



**Northern Trust**

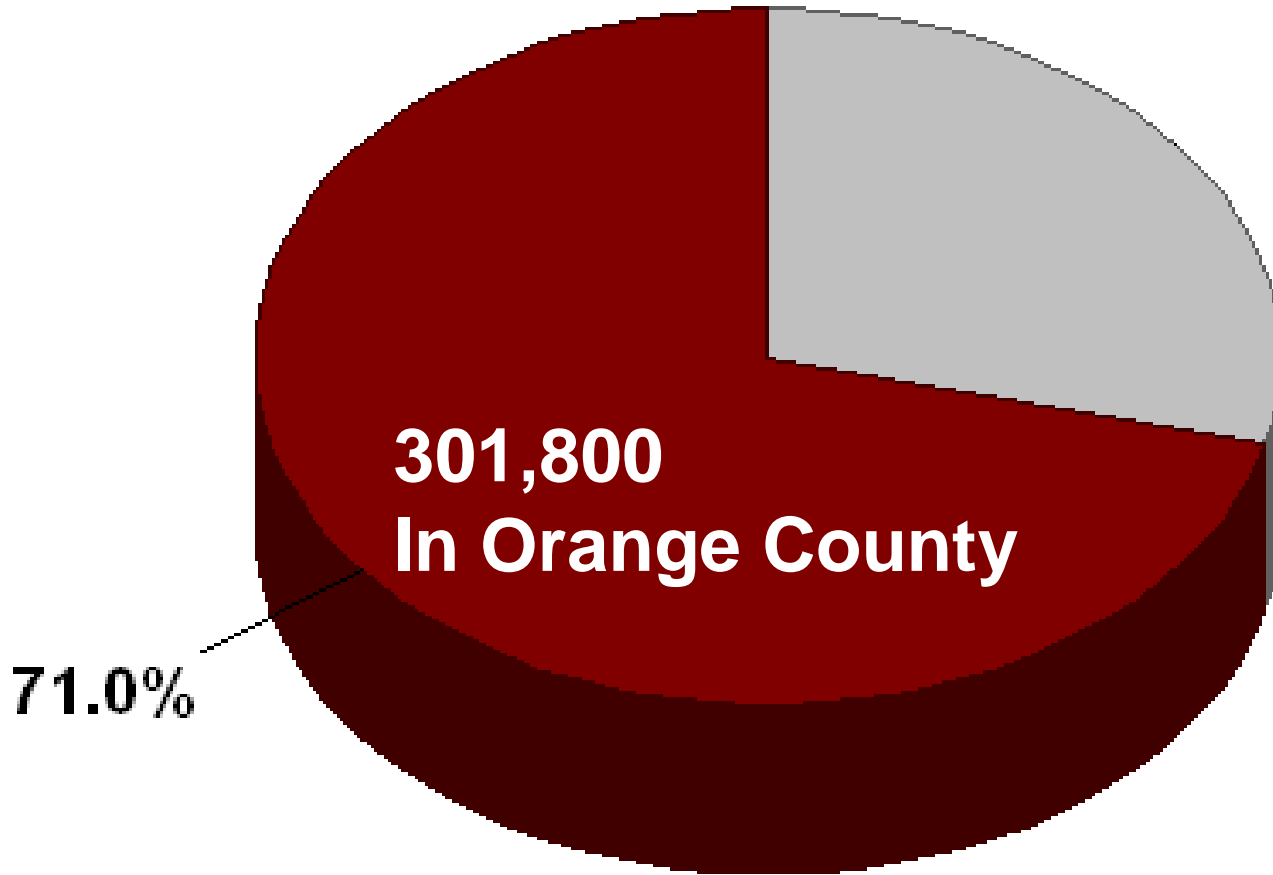


# DEMOGRAPHICS



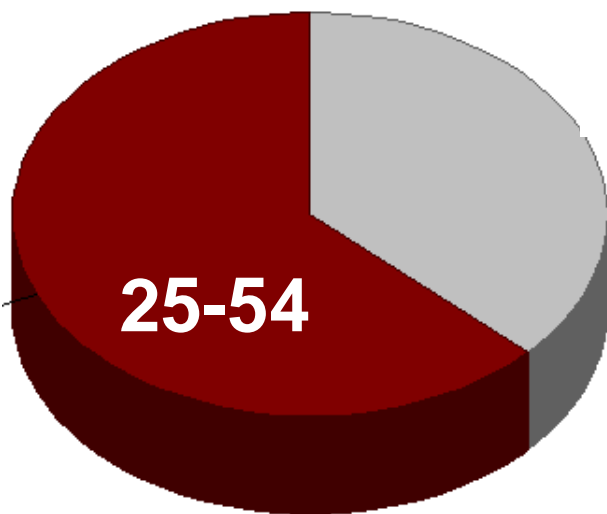
## OC METRO Reaches 425,100 Adults.

71% Live in Highly Affluent Orange County,  
with an additional 123,300 commuters living in Los Angeles County.

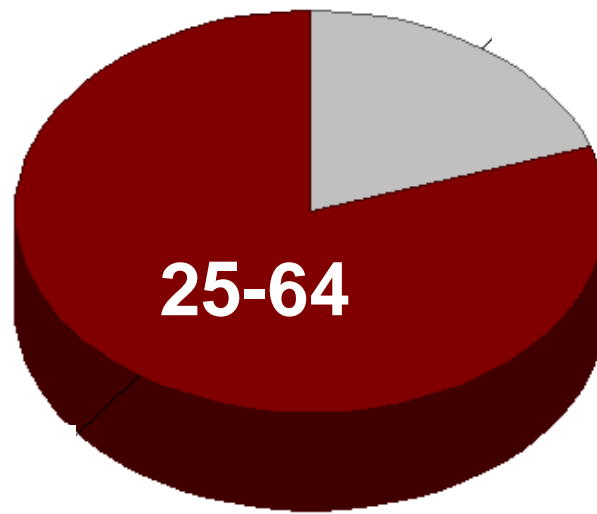


Cume Adults 18+: 425,100

**REACHING PRIME INVESTOR AGE DEMOGRAPHICS**



**63% of Readers as Age 25-54**

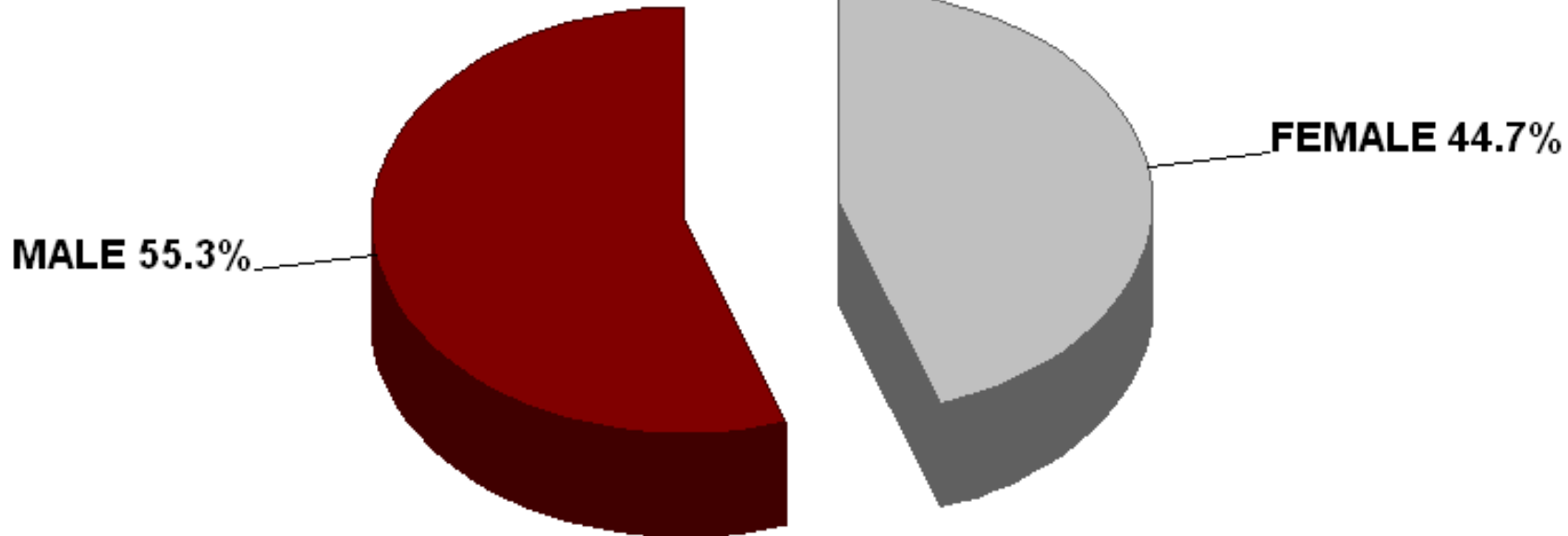


**80% of Readers as Age 25-64**

**AVERAGE AGE: 45.9**

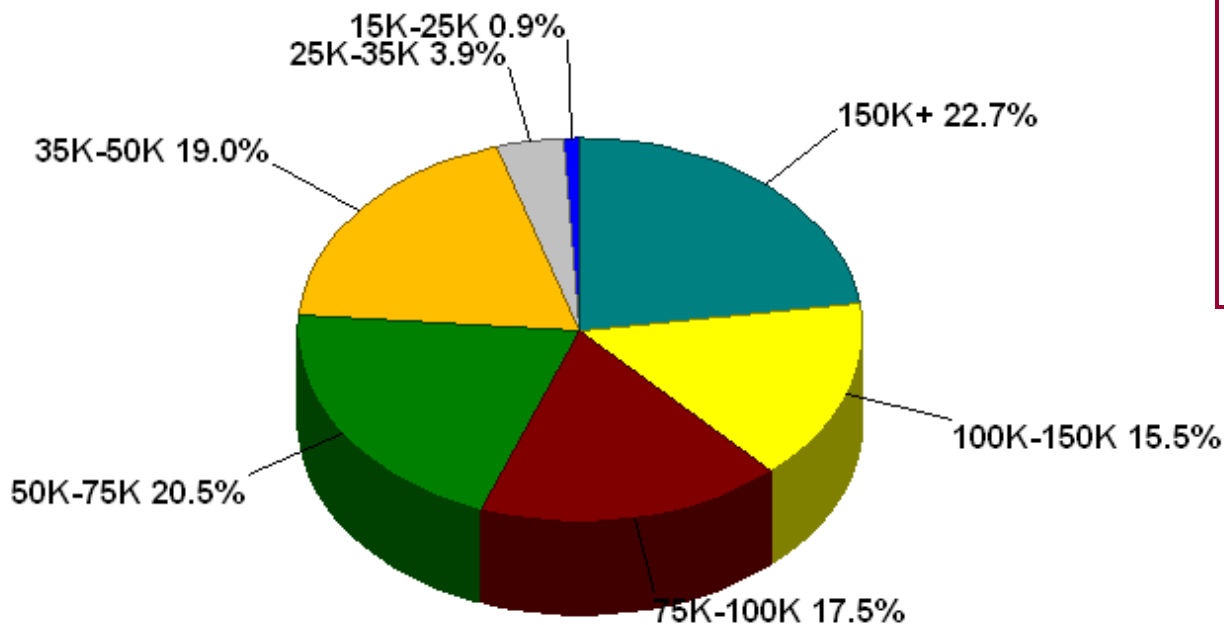


**OC METRO's READERSHIP SKEWS MALE**





## OC METRO ANNUAL INCOME PROFILE



Average Income of  
OCMETRO  
Adults 25-54:

**\$96,646**

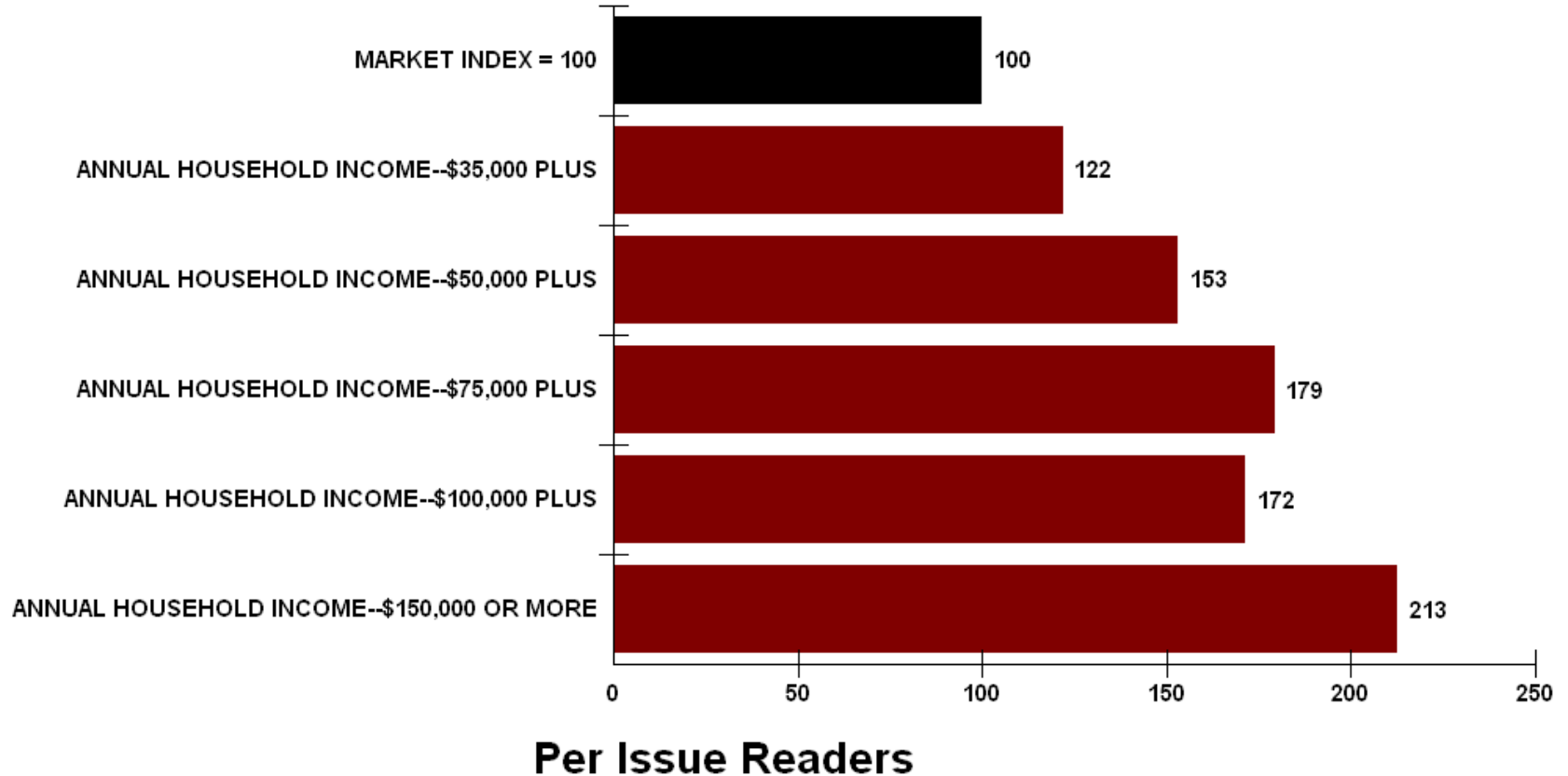
# **OUTPERFORMING THE MARKET**



## DELIVERING HIGH INCOME ADULTS

**OCMETRO's** readers have substantial affluence. The higher the income, the stronger **OCMETRO** gets. This is a great opportunity for **NORTHERN TRUST** to build its high income investor business.

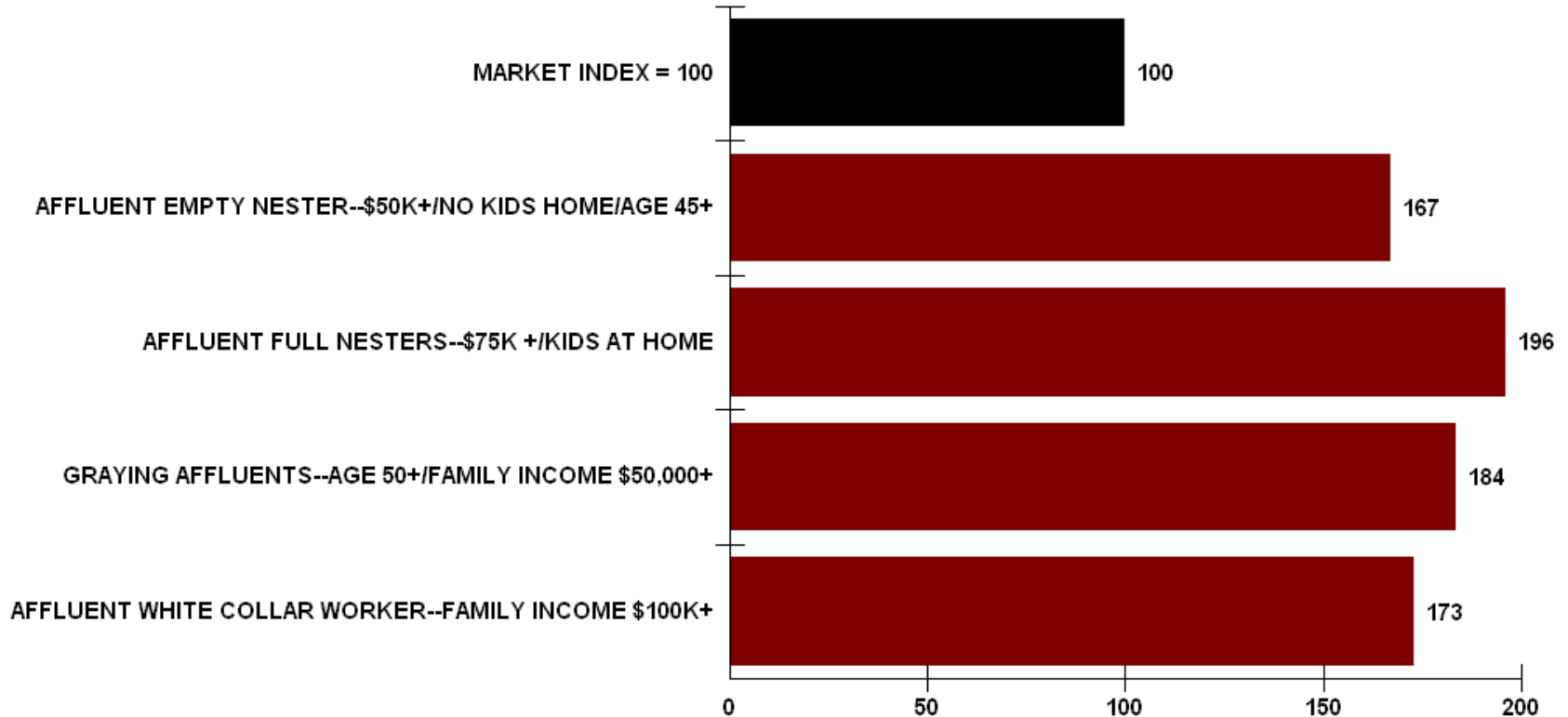
### OC METRO





**OCMETRO** Outperforms the Market in Delivering All Affluent Lifestyles...broadening the base of Investor Prospects.

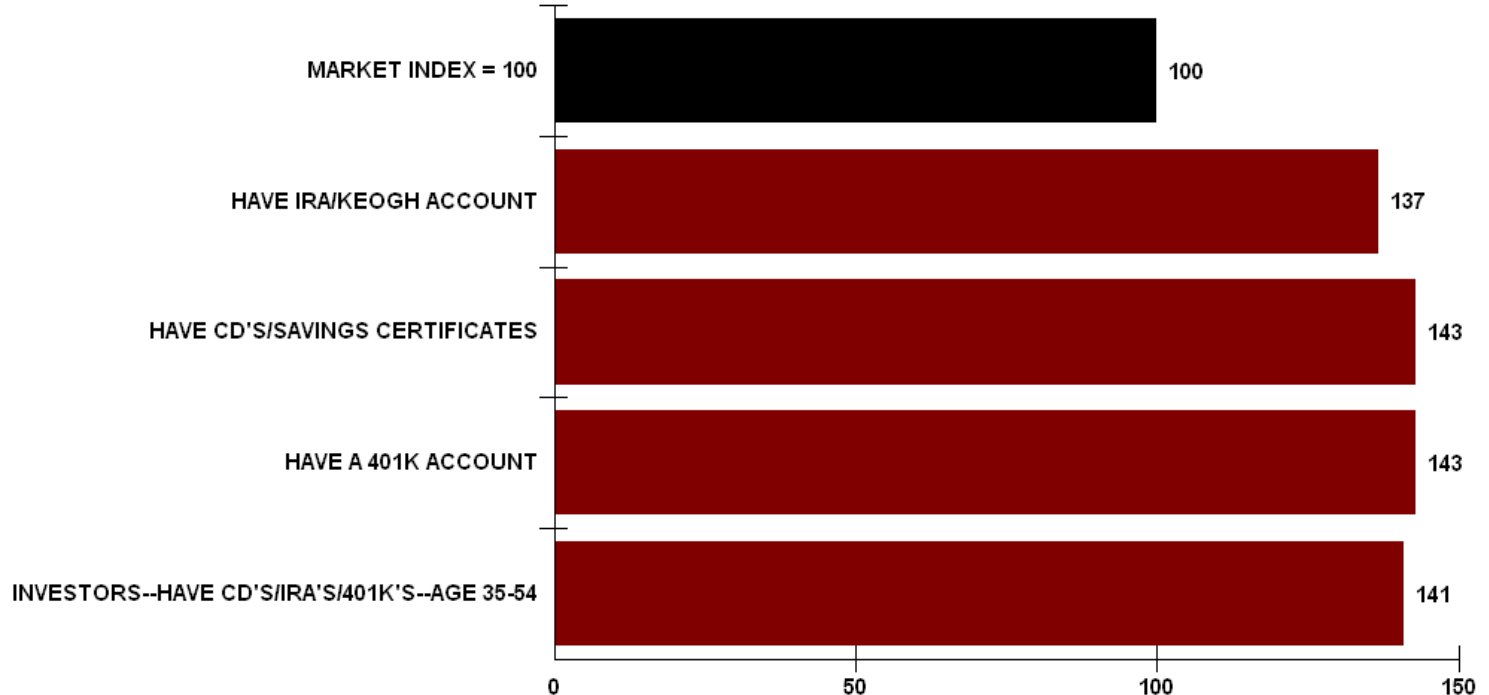
## OC METRO DELIVERS AFFLUENTS





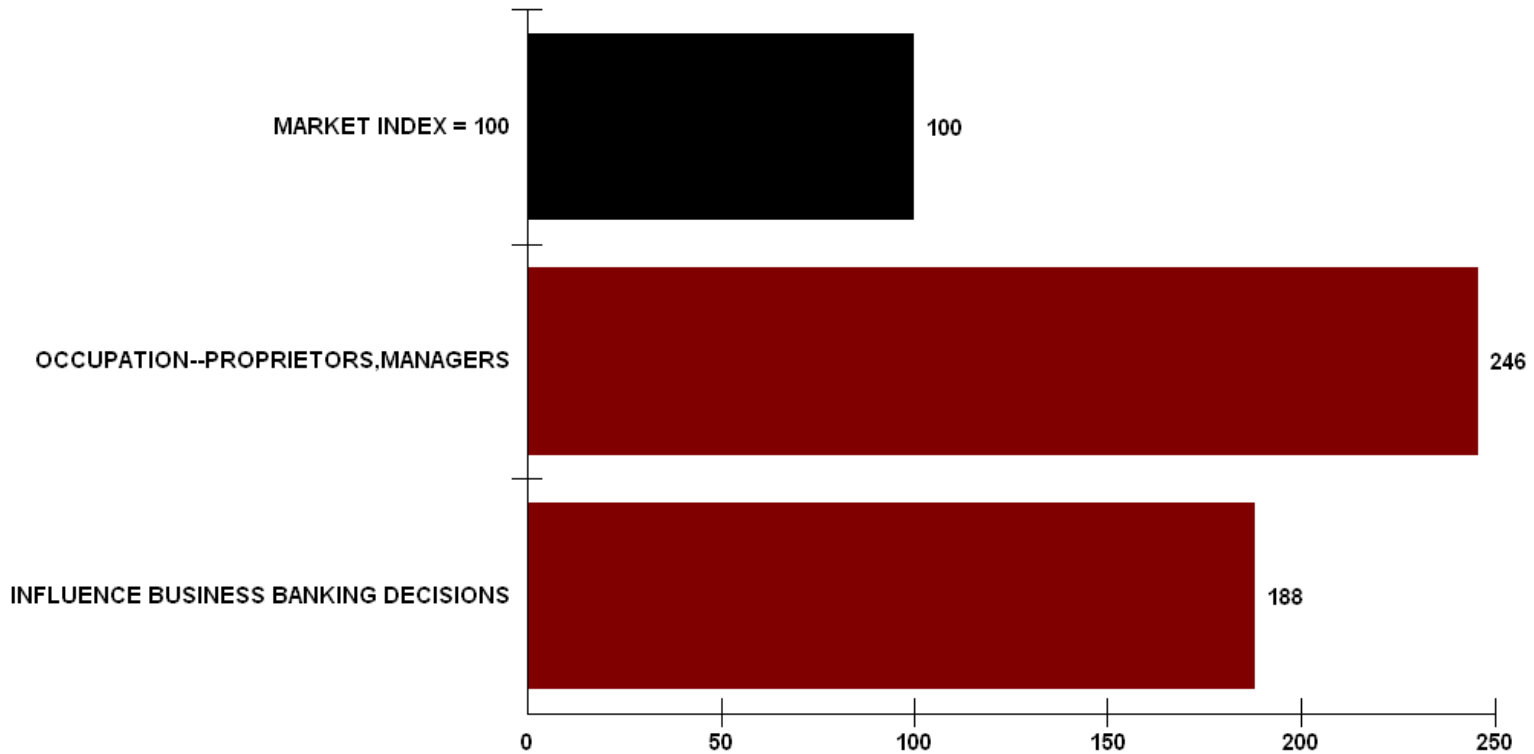
**OCMETRO** readers are heavy users of investment services, providing a great opportunity to snag new investor prospects.

### OC METRO DELIVERS INVESTORS



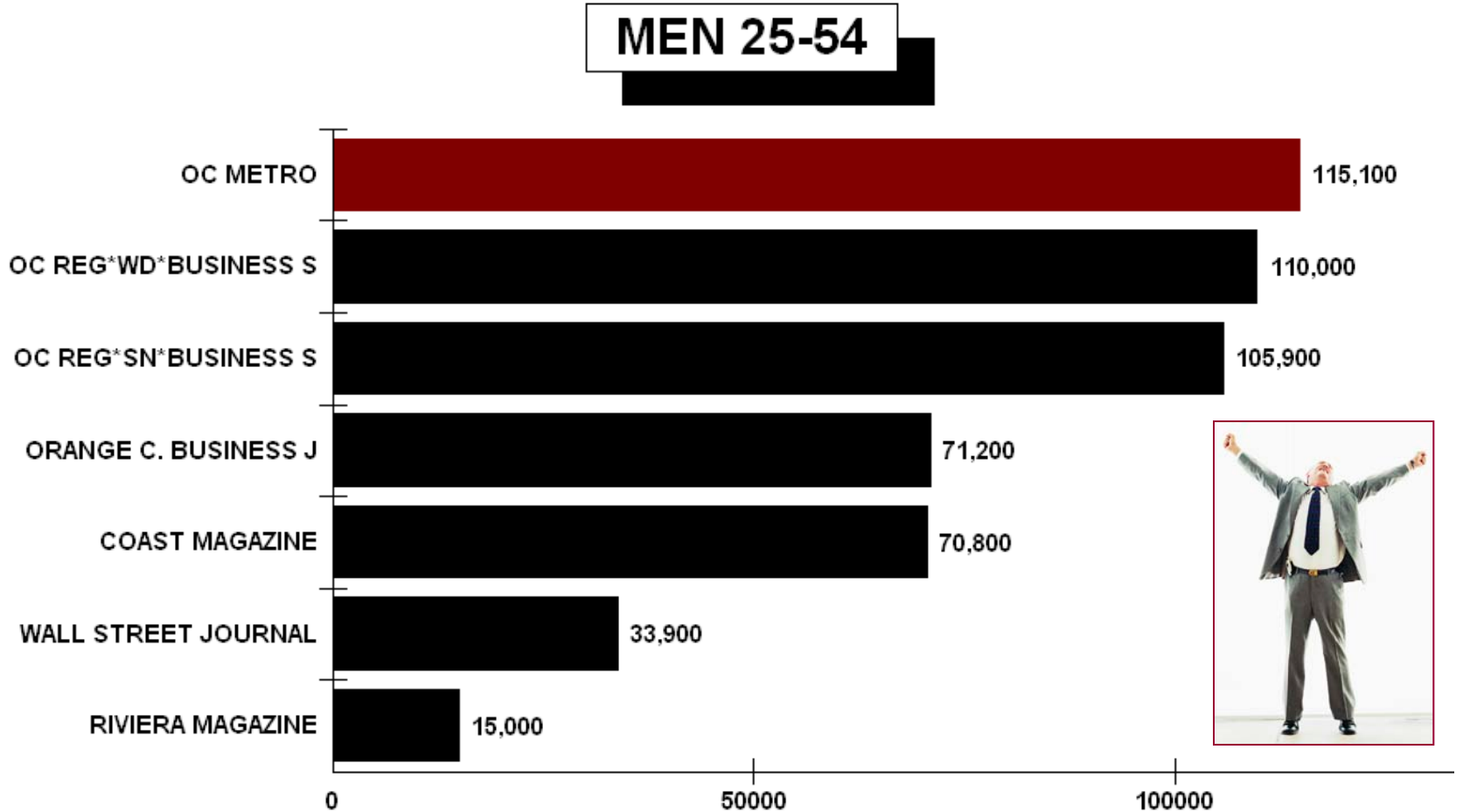


**OCMETRO** not only delivers general market affluents, but also business owners and business banking influencers. This translates into increasing your commercial business.



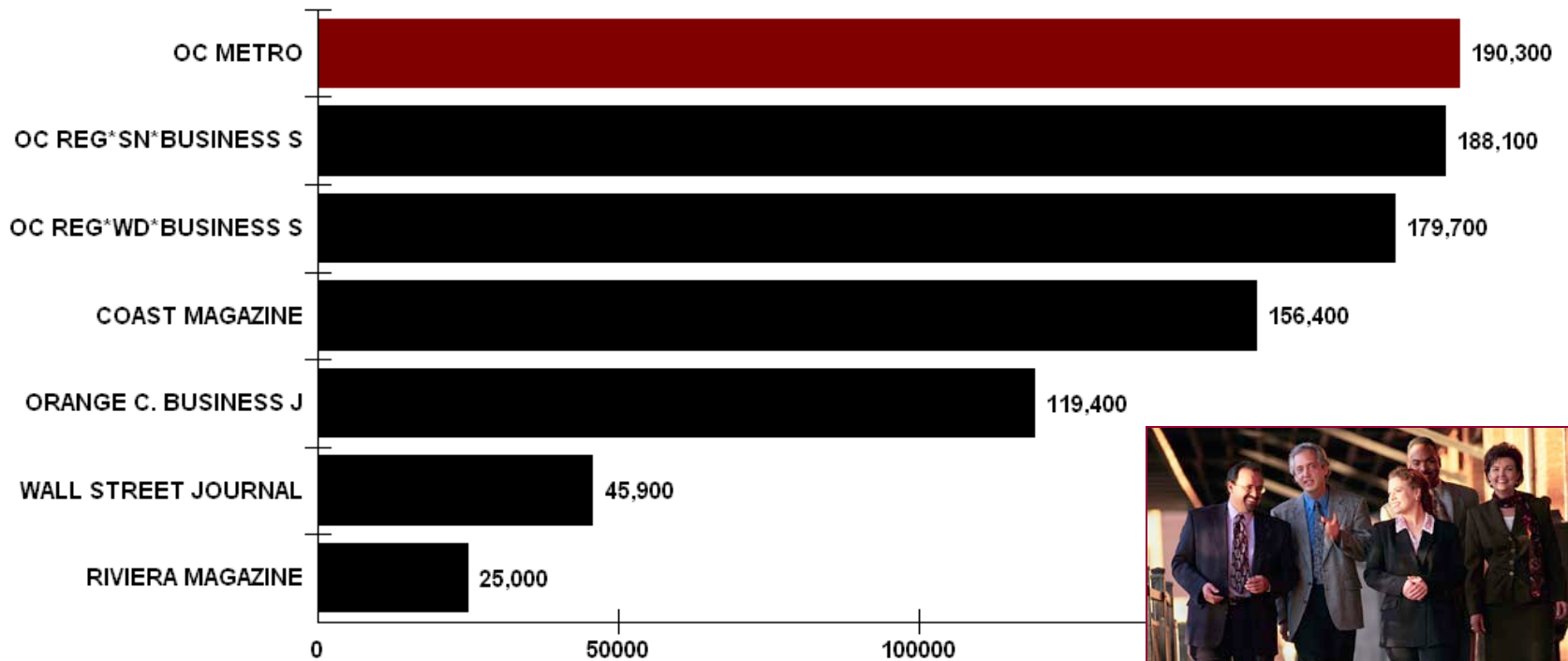
**SUBSTANTIAL REACH  
OF  
INVESTOR PROSPECTS**

**OCMETRO Reaches MORE Prime Investors...MEN 25-54**



In addition... **OCMETRO** Reaches **MORE** Adults 25-54, delivering the affluent women as well as the men.

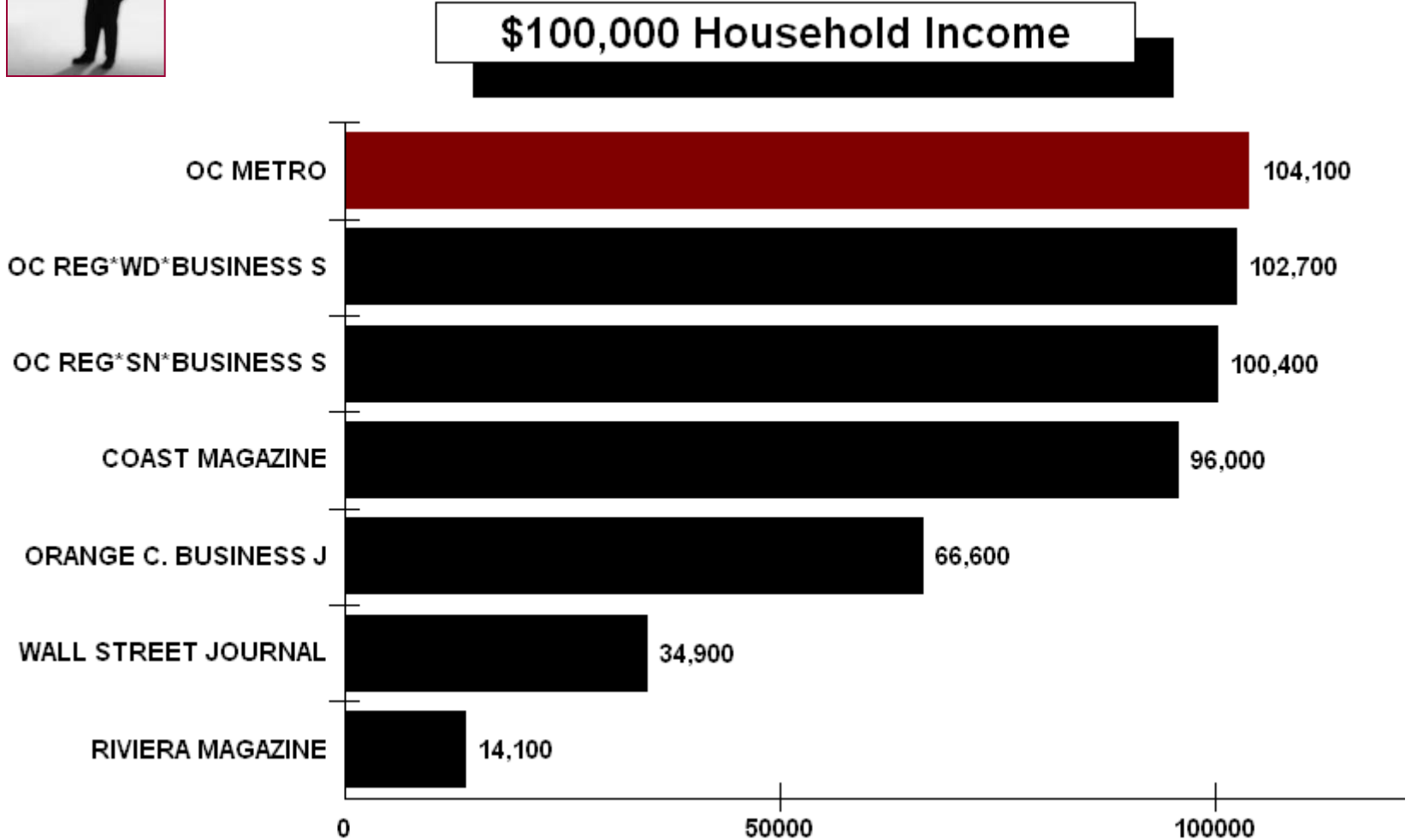
## ADULTS 25-54





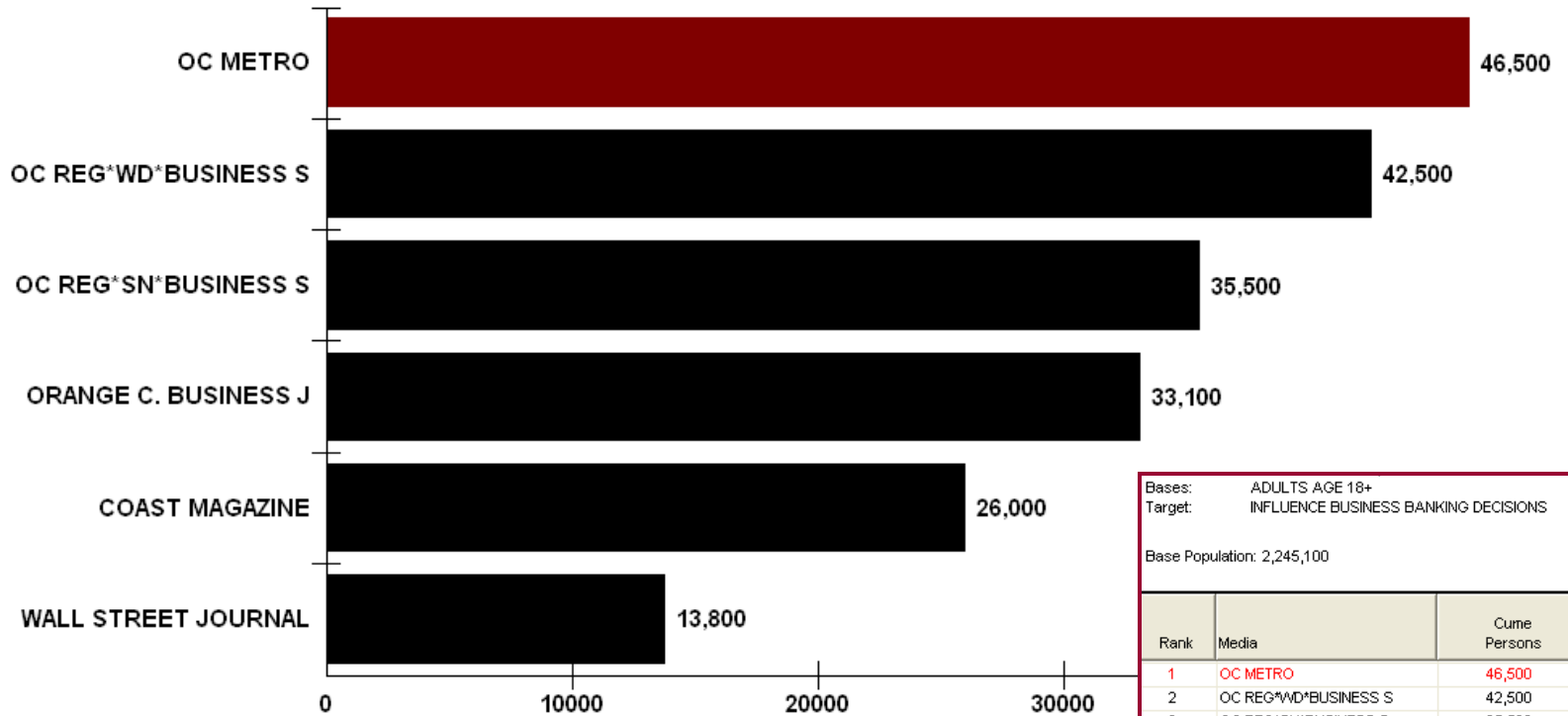
More High Income Adults Equals MORE Investor Prospects.

\$100,000 Household Income



**OCMETRO DELIVERS THE MOST BUSINESS BANKING DECISION MAKERS.**  
Add this to the highly qualified personal investors, and you have an unbeatable combination!

**BUSINESS BANKING DECISION MAKERS**

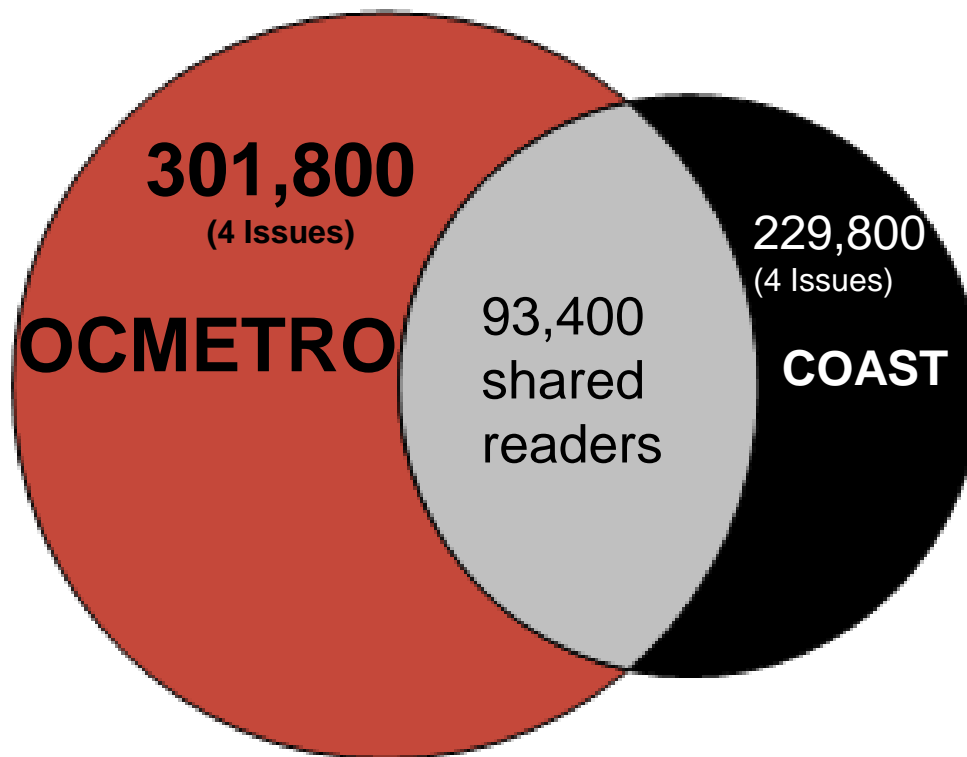


Bases: ADULTS AGE 18+  
Target: INFLUENCE BUSINESS BANKING DECISIONS  
Base Population: 2,245,100

Rank	Media	Cume Persons
1	OC METRO	46,500
2	OC REG*WD*BUSINESS S	42,500
3	OC REG*SN*BUSINESS S	35,500
4	ORANGE C. BUSINESS J	33,100
5	COAST MAGAZINE	26,000
6	WALL STREET JOURNAL	13,800
7	RIVIERA MAGAZINE	*

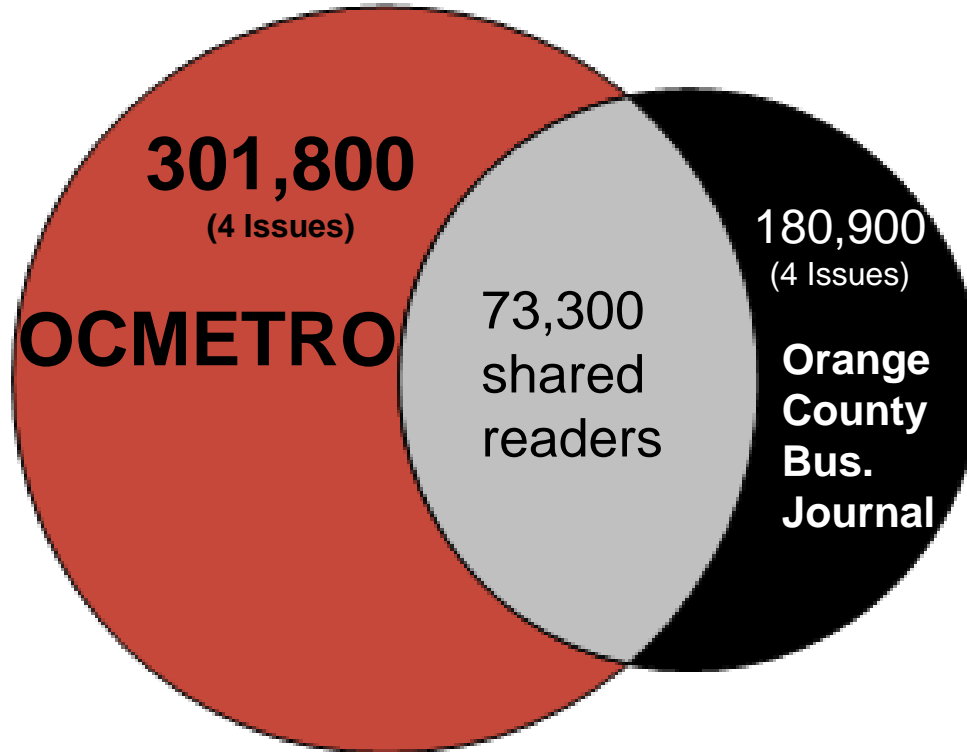
# DUPLICATION

40.6% of Coast Readers are reached by **OCMETRO**.



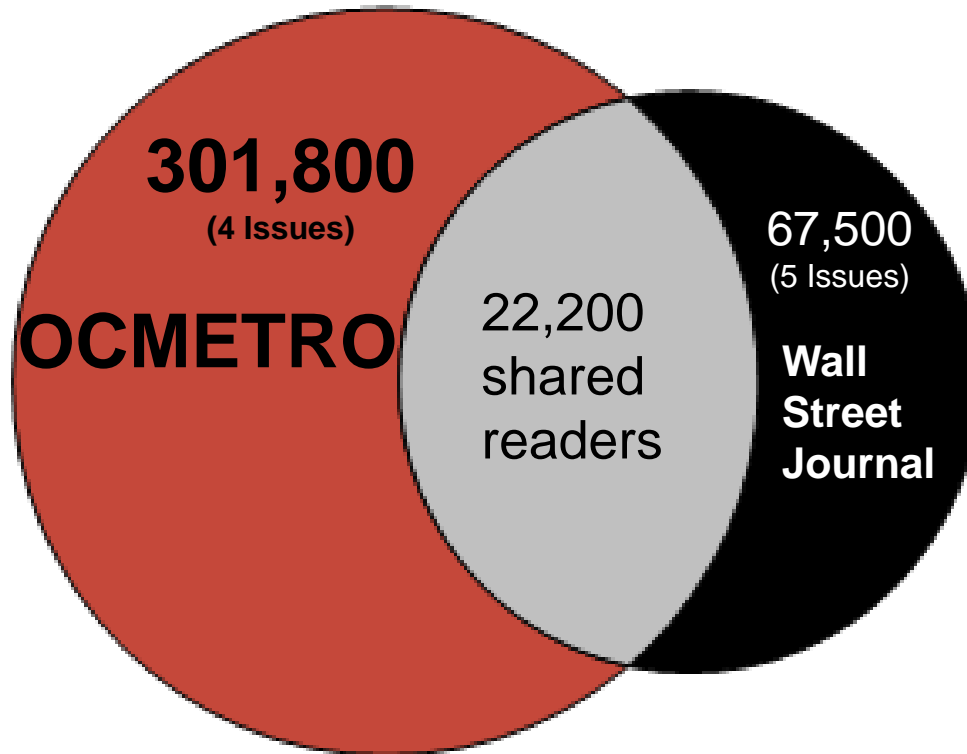
Of the 229,800 Orange County Adults who have read at least one of the past four issues of Coast, 40.6% or 93,400 have also read **OCMETRO**.

40.5% of Orange County Business Journal Readers are reached by **OCMETRO**.



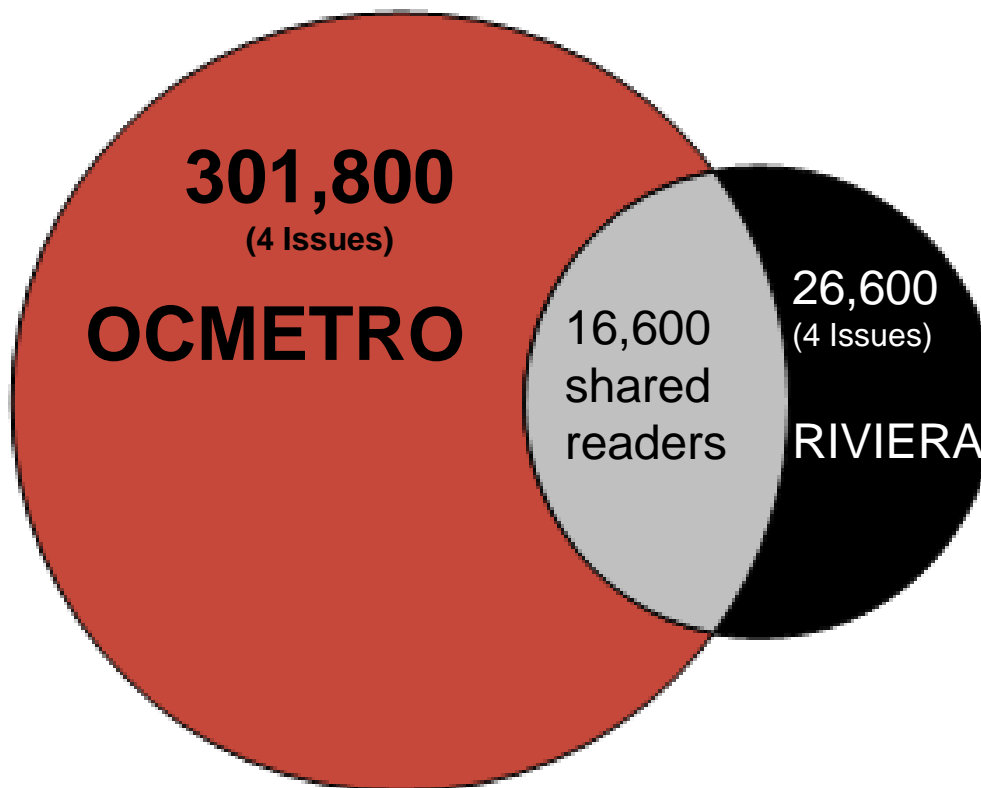
Of the 180,900 Orange County Adults who have read at least one of the past four issues of Orange County Business Journal, 40.5% or 73,300 have also read **OCMETRO**.

32.9% of Wall Street Journal Readers are reached by **OCMETRO.**



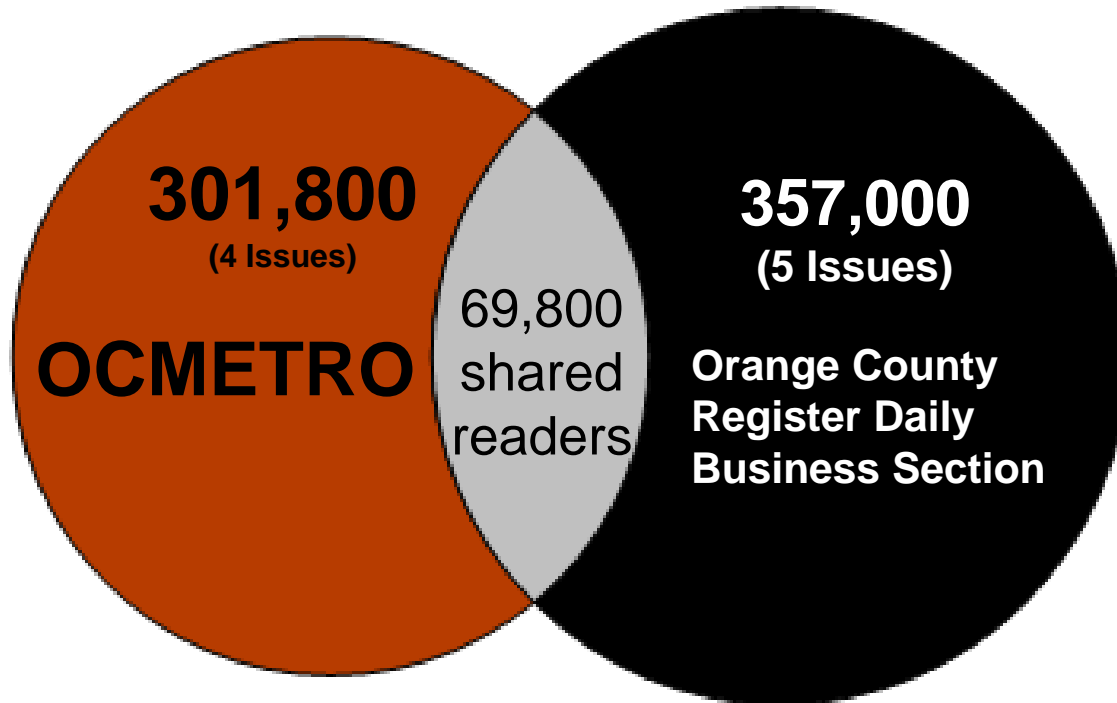
Of the 67,500 Orange County Adults who have read at least one of the past five issues of Wall Street Journal, 32.9% or 22,200 have also read **OCMETRO.**

62.4% of Riviera Readers are reached by **OCMETRO**.



Of the 26,600 Orange County Adults who have read at least one of the past four issues of Riviera, 62.4% or 16,600 have also read **OCMETRO**.

23% of The Register Business Section Readers are reached by **OCMETRO**.



Of the 357,000 Orange County Adults who have read at least one of the past five issues of the O.C. Register Business Section, 23% or 69,800 have also read **OCMETRO**.

# SUMMARY

**NORTHERN TRUST** has a great revenue building opportunity with **OCMETRO**.

**OCMETRO** Efficiently Delivers:

- ✓ High Income adults in all Affluent Lifestyles
- ✓ Those with a history of investing
- ✓ Business Owners & Business Banking Influencers

**OCMETRO** is a Market Leader & Delivers in High Numbers:

- ✓ Adults & Men in the highly desirable 25-54 age demographic
- ✓ Business Banking Influencers

**OCMETRO** Delivers Large Percentages of Competing Media's Reach.