

**I · P · G** Independence  
Planning  
Group



Reaching Philadelphia's Best  
Financial Planning Prospects

March 6, 2009

## MARRIED ADULTS 35+ WITH \$100,000+ INCOME

Report: RANKER REPORT  
Market: PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008  
Bases: ADULTS--AGE 35 PLUS \*AND\* MARITAL STATUS--MARRIED  
Target: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS

THE MEDIA AUDIT

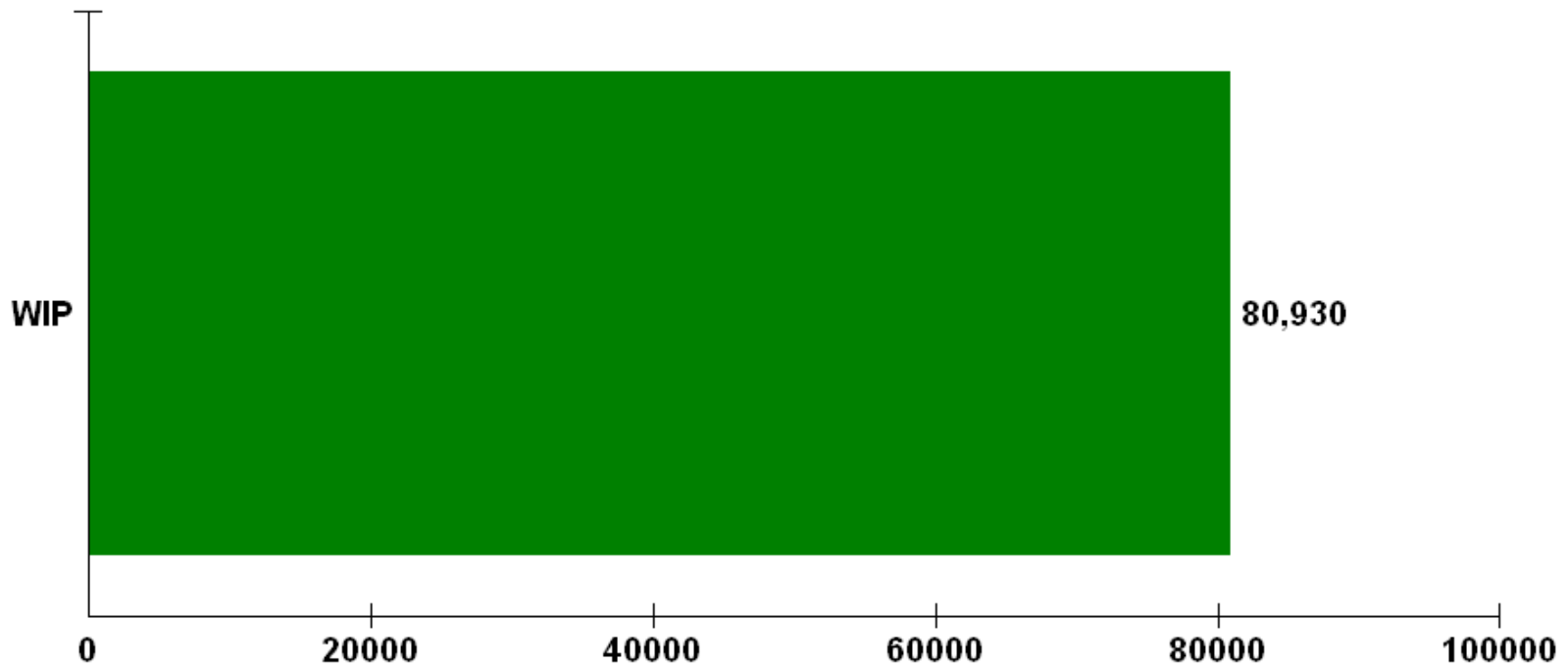
Cume Ratings

Base Population: 1,812,243

% In Target: 27.9%

Target Persons: 506,217

### WIP REACHES NEARLY 81,000 MARRIED ADULTS 35+ WITH \$100,000+ INCOME



## MARRIED ADULTS 35+ WITH \$100,000+ INCOME

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 Bases: ADULTS--AGE 35 PLUS \*AND\* MARITAL STATUS--MARRIED  
 Target: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS

THE MEDIA AUDIT

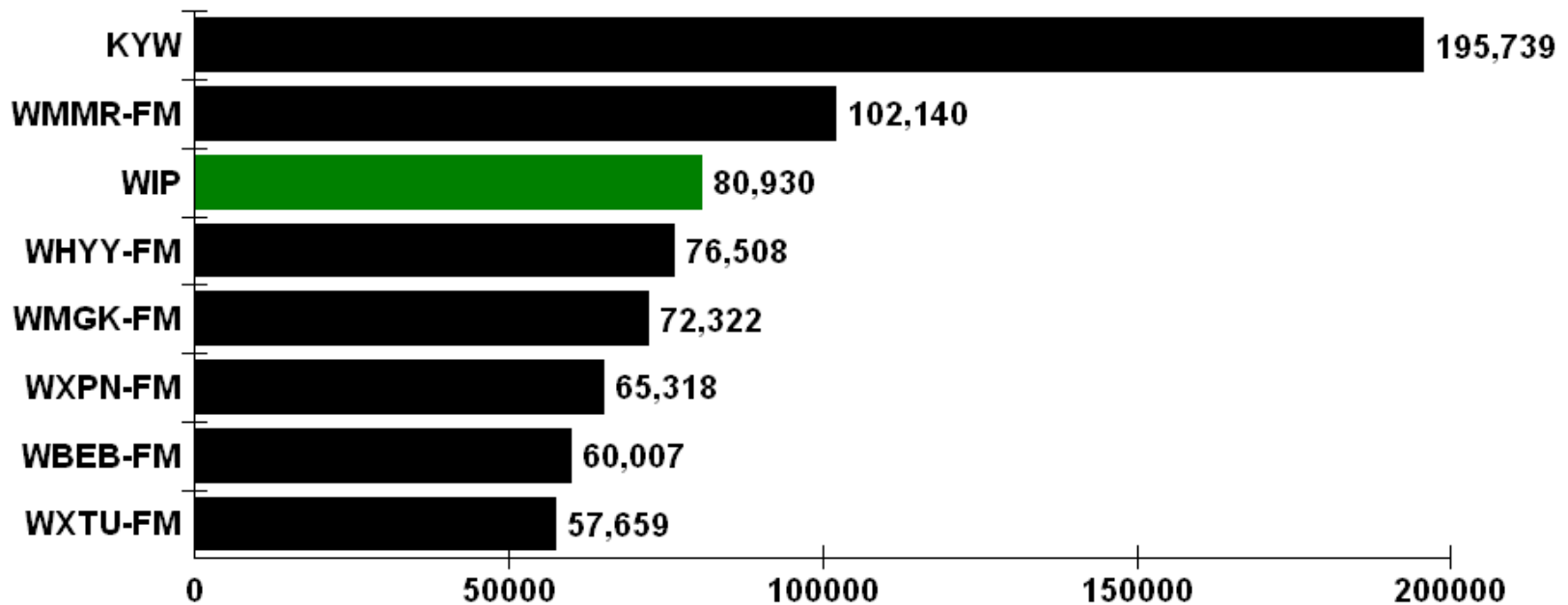
Cume Ratings

Base Population: 1,812,243

% In Target: 27.9%

Target Persons: 506,217

### WIP IS A LEADER IN REACHING LARGE NUMBERS OF MARRIED ADULTS 35+, \$100K+ INCOME



## MARRIED ADULTS 35+ WITH \$100,000+ INCOME

Report:	COMPOSITE AVERAGE REPORTS	THE MEDIA AUDIT	Cume Index
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS AGE 18+		
Target 1:	ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS		
Target 2:	ADULTS--AGE 35 PLUS		
Target 3:	MARITAL STATUS--MARRIED		

**WIP LISTENERS ARE 39% MORE LIKELY THAN MARKET AVERAGE**



## MARRIED ADULTS 45+ WITH \$100,000+ INCOME

Report: RANKER REPORT  
Market: PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008  
Bases: ADULTS--AGE 45 PLUS \*AND\* MARITAL STATUS--MARRIED  
Target: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS

THE MEDIA AUDIT

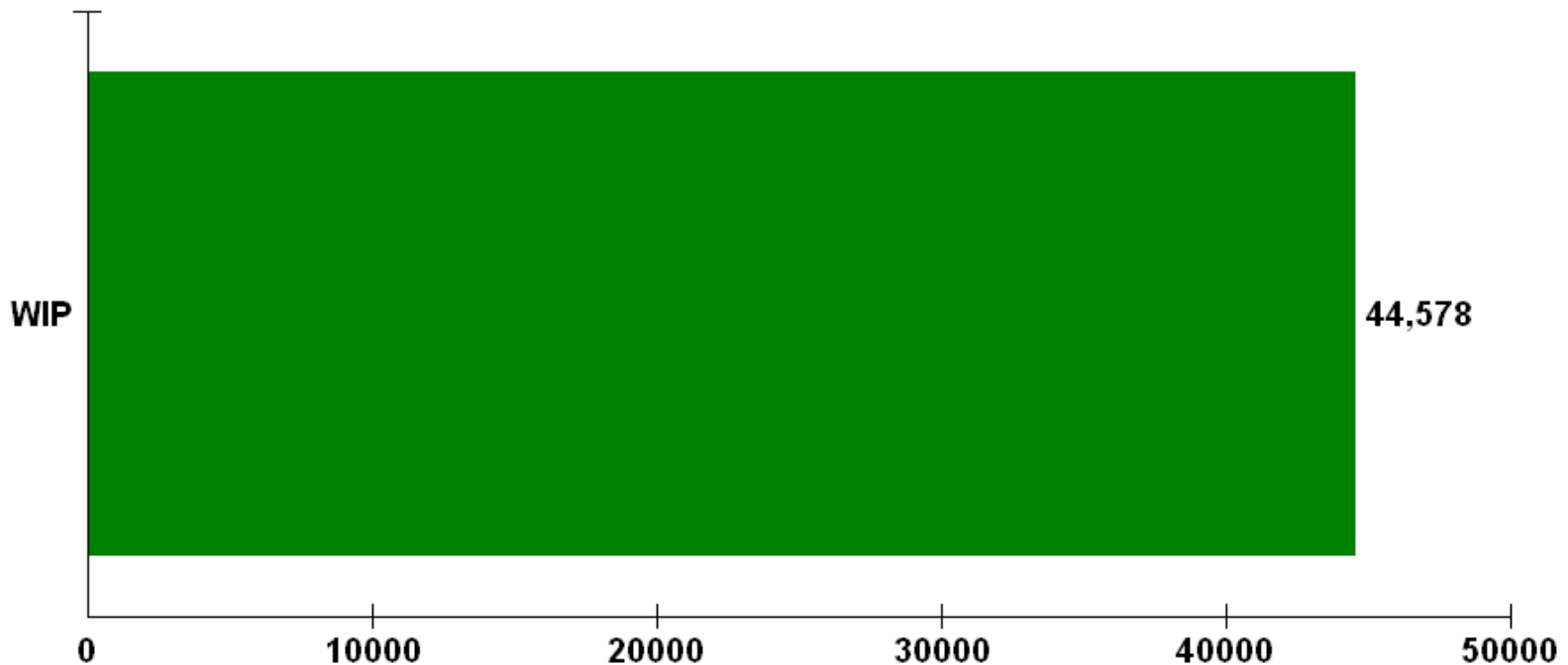
Cume Ratings

Base Population: 1,280,044

% In Target: 22.7%

Target Persons: 290,146

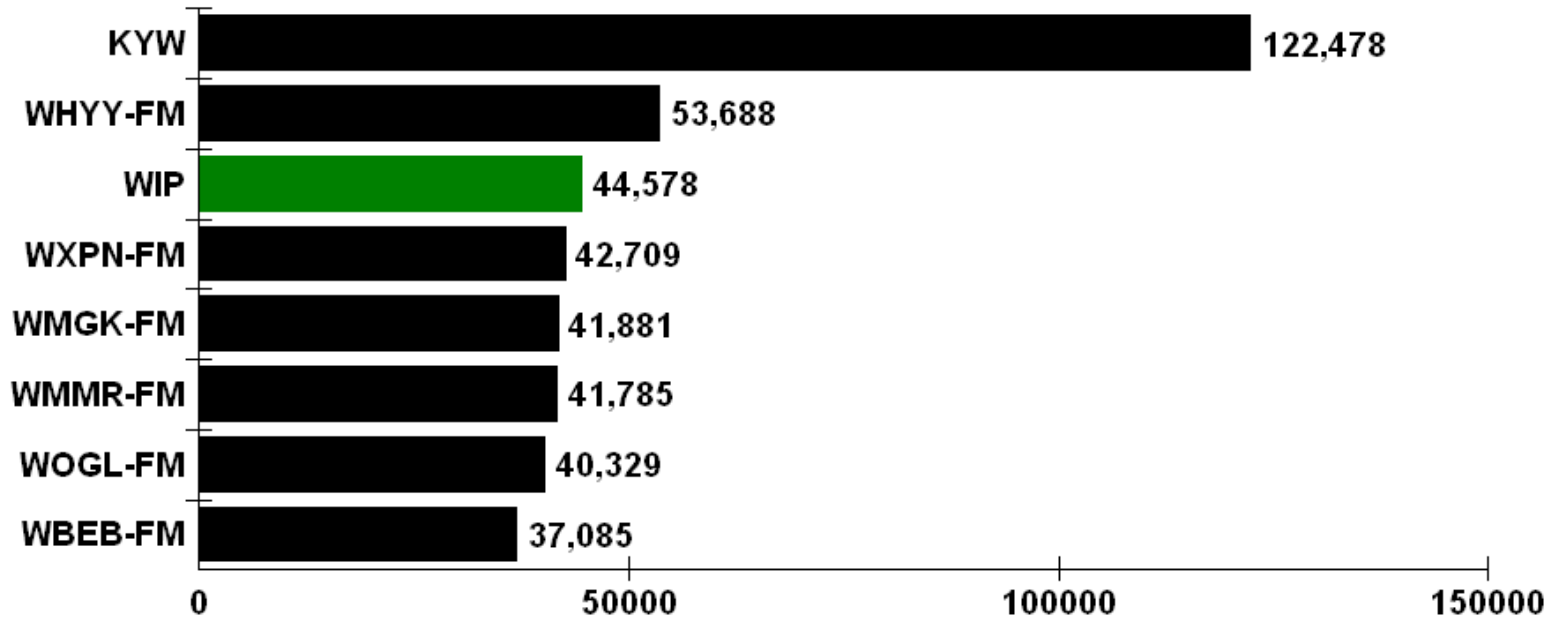
### WIP REACHES 44,578 MARRIED ADULTS AGE 45+ WITH \$100,000+ INCOME



## MARRIED ADULTS 45+ WITH \$100,000+ INCOME

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Ratings
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 45 PLUS *AND* MARITAL STATUS--MARRIED		
Target:	ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS		
Base Population:	1,280,044	% In Target: 22.7%	Target Persons: 290,146

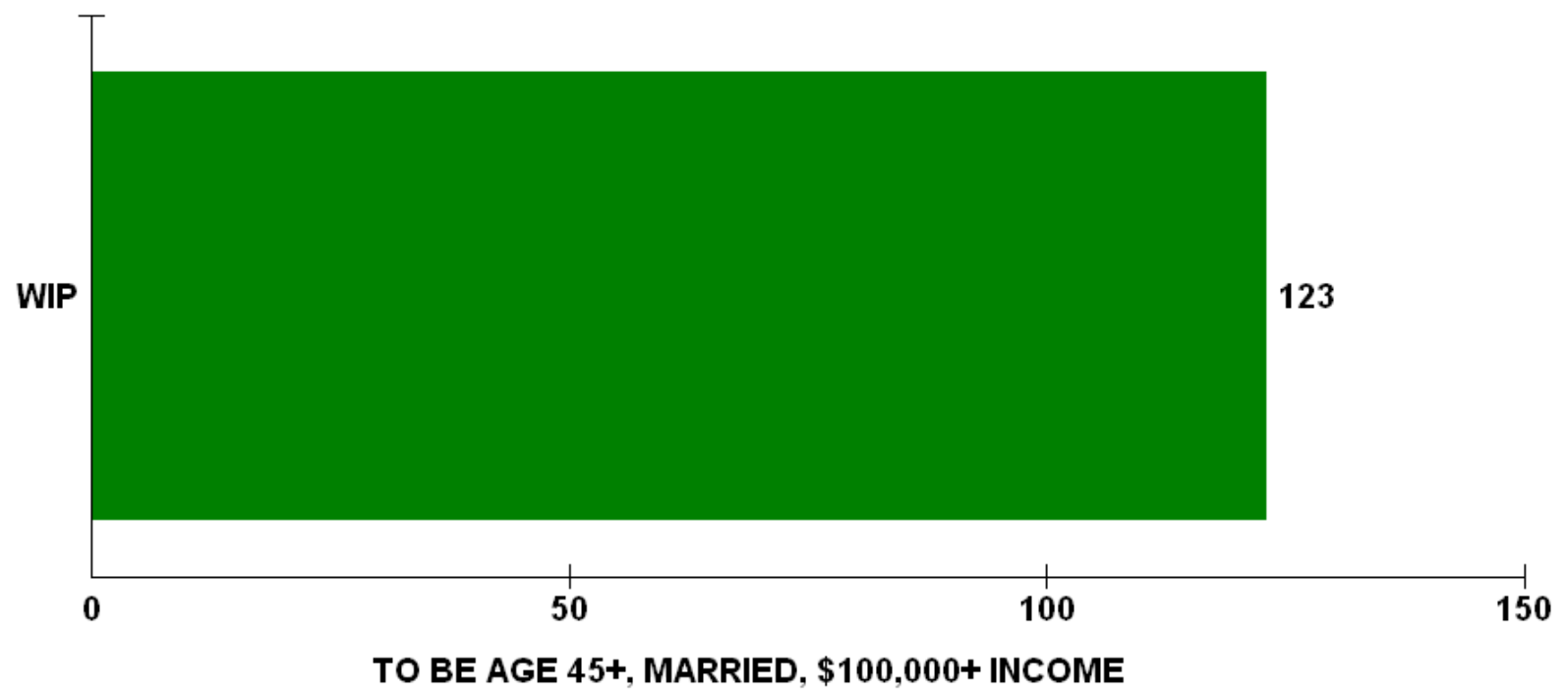
### WIP IS A LEADER IN REACHING LARGE NUMBERS OF MARRIED ADULTS 45+, \$100K+ INCOME



## MARRIED ADULTS 45+ WITH \$100,000+ INCOME

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Index
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 45 PLUS *AND* MARITAL STATUS--MARRIED		
Target:	ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS		
Base Population:	1,280,044	% In Target: 22.7%	Target Persons: 290,146

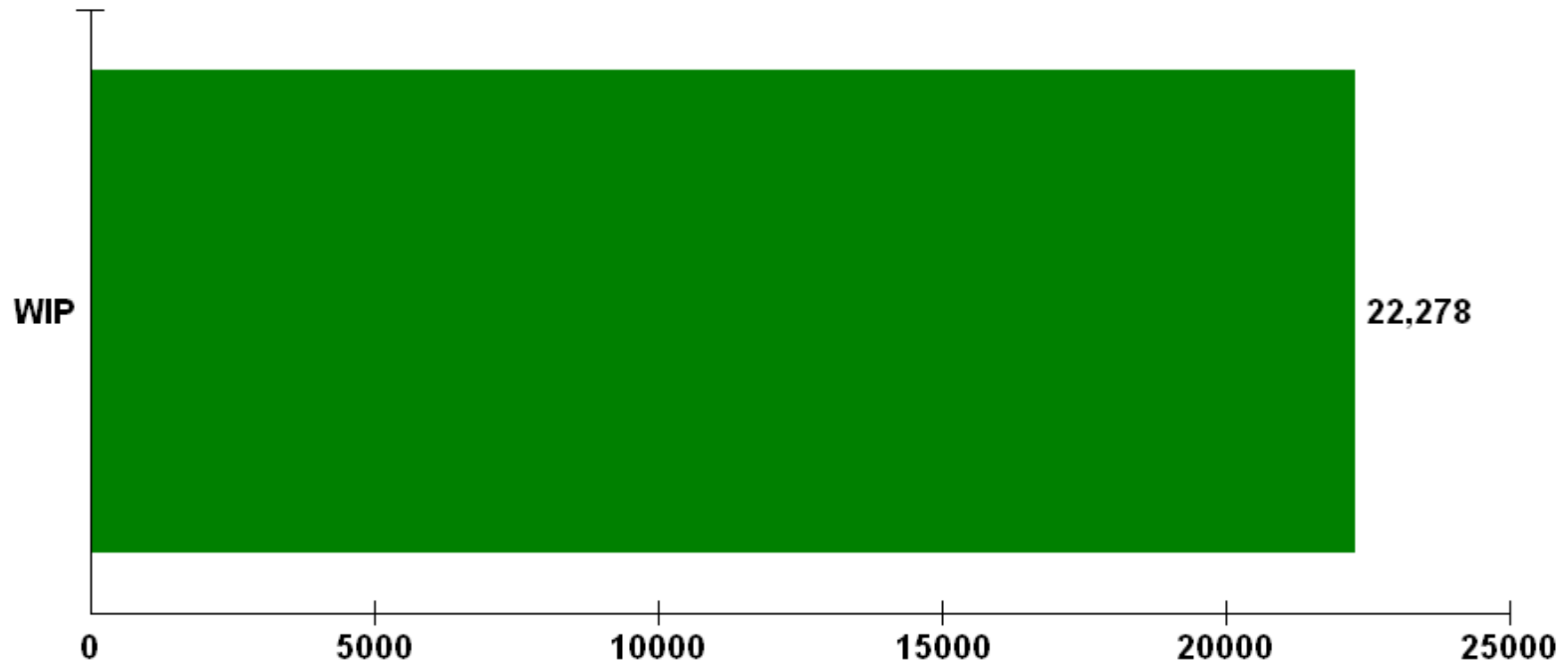
### WIP LISTENERS ARE 23% MORE LIKELY THAN MARKET AVERAGE



## MARRIED ADULTS 45+ WITH \$150,000+ INCOME

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Ratings
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 45 PLUS *AND* MARITAL STATUS--MARRIED		
Target:	ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE		
Base Population:	1,280,044	% In Target: 9.7%	Target Persons: 123,638

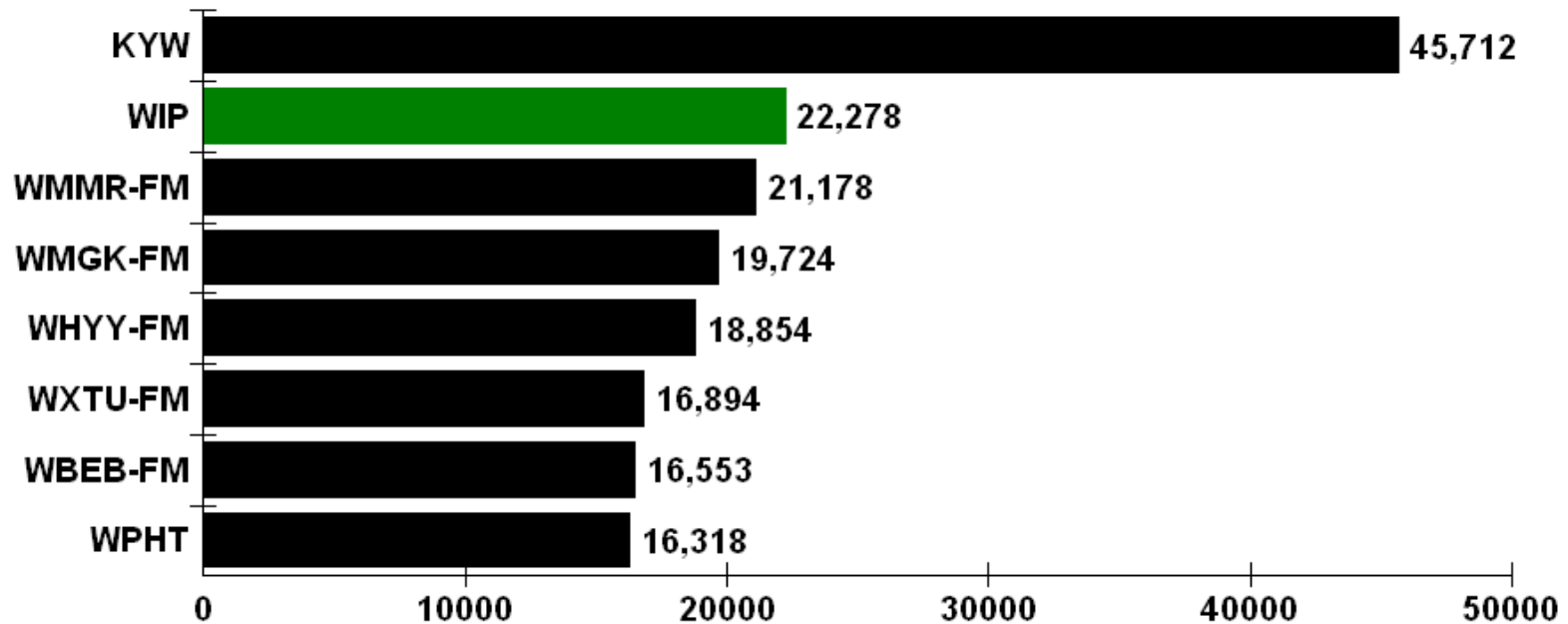
### WIP REACHES 22,278 MARRIED ADULTS 45+ WITH \$150,000+ INCOME



## MARRIED ADULTS 45+ WITH \$150,000+ INCOME

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Ratings
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 45 PLUS *AND* MARITAL STATUS--MARRIED		
Target:	ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE		
Base Population:	1,280,044	% In Target: 9.7%	Target Persons: 123,638

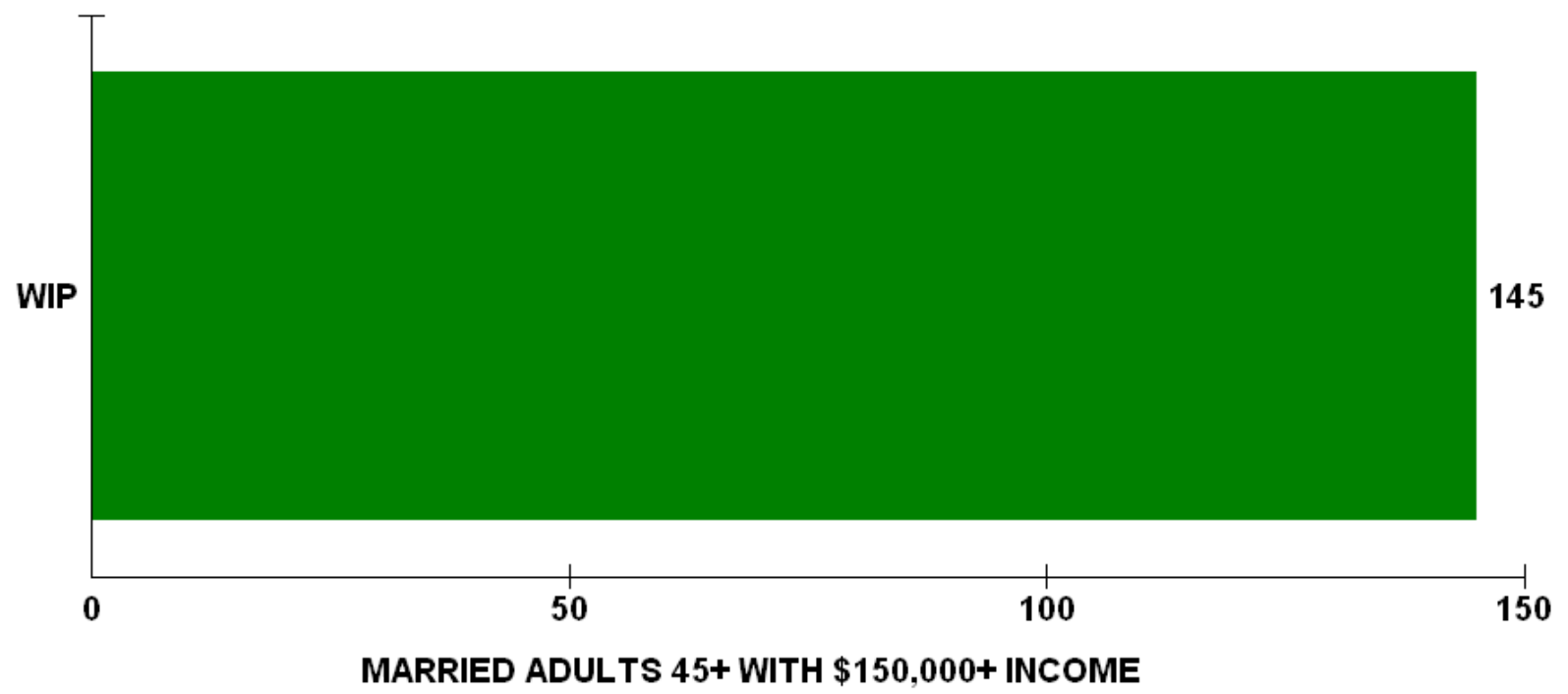
### WIP IS A LEADER IN REACHING LARGE NUMBERS OF MARRIED ADULTS 45+,\$150K+ INCOME



## MARRIED ADULTS 45+ WITH \$150,000+ INCOME

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Index
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 45 PLUS *AND* MARITAL STATUS--MARRIED		
Target:	ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE		
Base Population:	1,280,044	% In Target: 9.7%	Target Persons: 123,638

**WIP LISTENERS ARE 45% MORE LIKELY THAN THE MARKET AVERAGE TO BE**



# FAMILIES

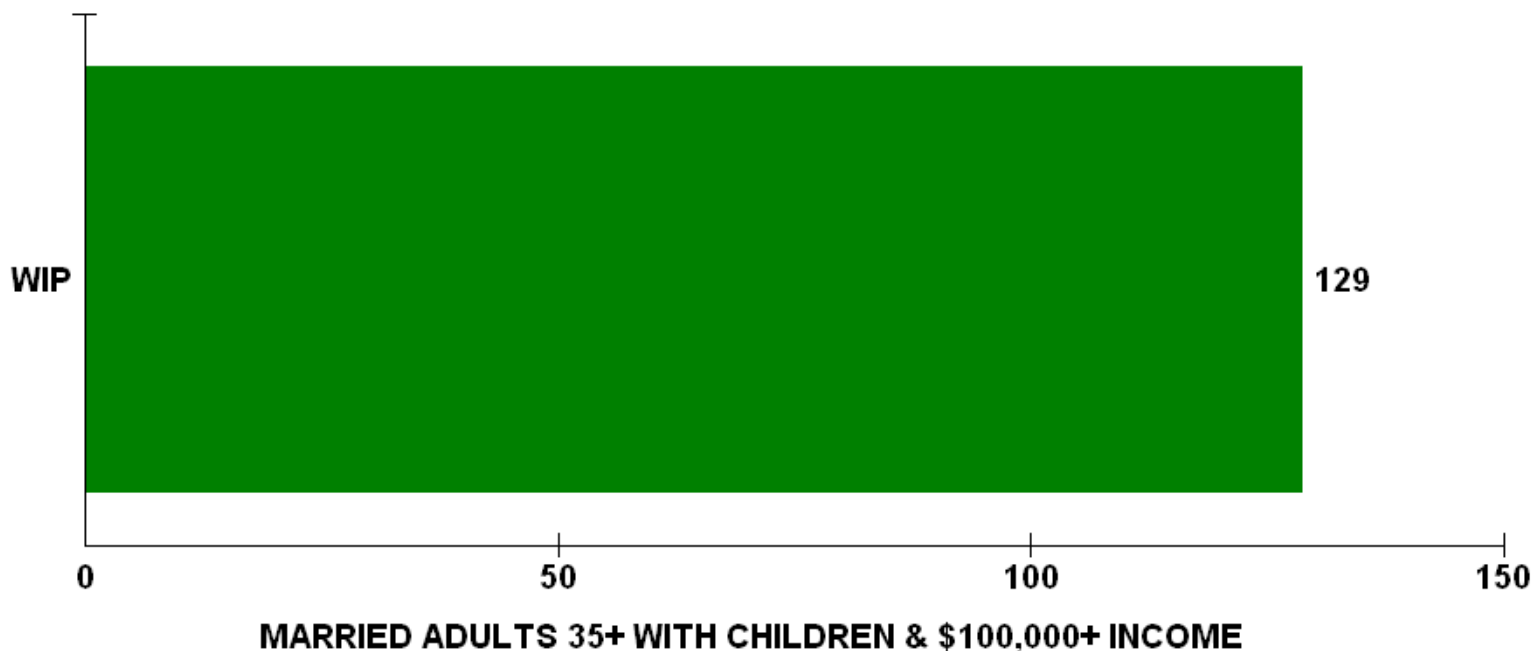




## MARRIED ADULTS 35+ WITH CHILDREN & \$100,000+ INCOME

Report:	COMPOSITE AVERAGE REPORTS	THE MEDIA AUDIT	Cume Index
Market:	PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008		
Bases:	ADULTS--AGE 35 PLUS		
Target 1:	ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS		
Target 2:	MARITAL STATUS--MARRIED		
Target 3:	STAGE IN LIFE CYCLE--CHILDREN AT HOME,ANY AGE		

**WIP LISTENERS ARE 29% MORE LIKELY THAN THE MARKET AVERAGE TO BE**





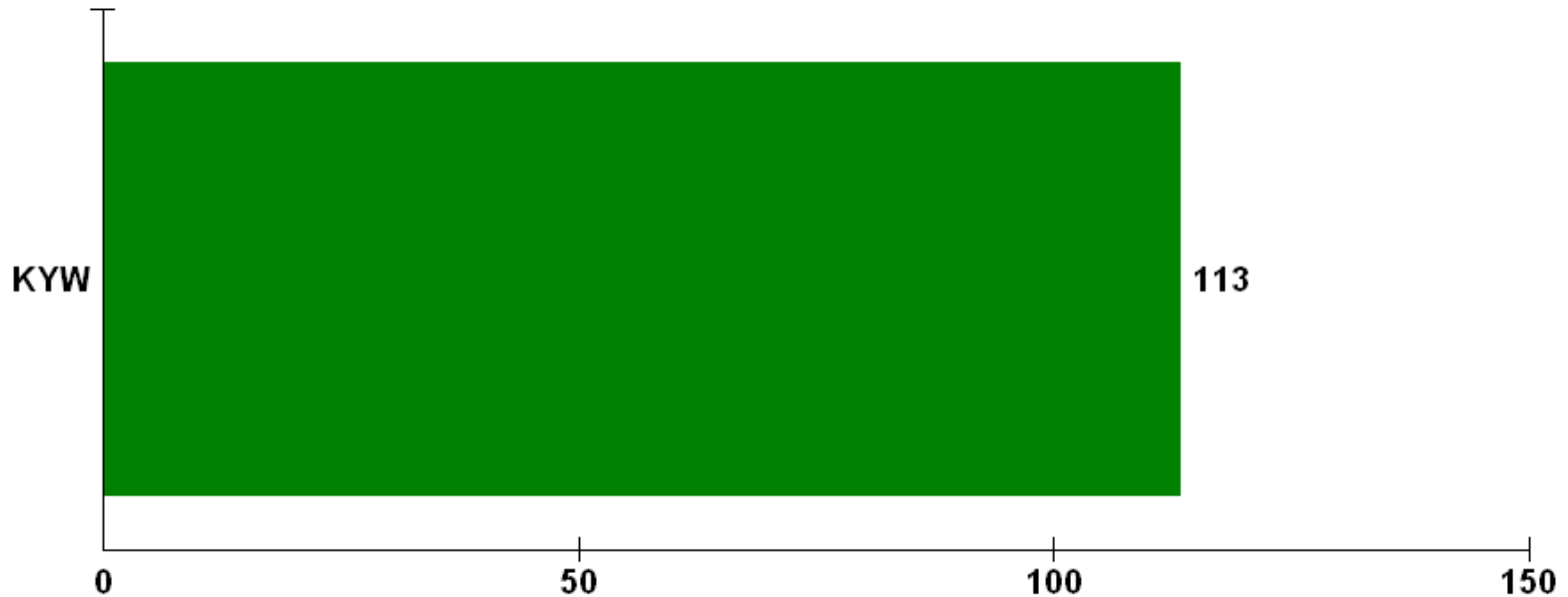
## MARRIED ADULTS 45+ WITH CHILDREN & \$100,000+ INCOME

Report: COMPOSITE AVERAGE REPORTS  
Market: PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008  
Bases: ADULTS--AGE 45 PLUS  
Target 1: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS  
Target 2: MARITAL STATUS--MARRIED  
Target 3: STAGE IN LIFE CYCLE--CHILDREN AT HOME,ANY AGE

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**WIP LISTENERS ARE 13% MORE LIKELY THAN THE MARKET AVERAGE TO BE**



**MARRIED ADULTS 45+ WITH CHILDREN & \$100,000+ INCOME**



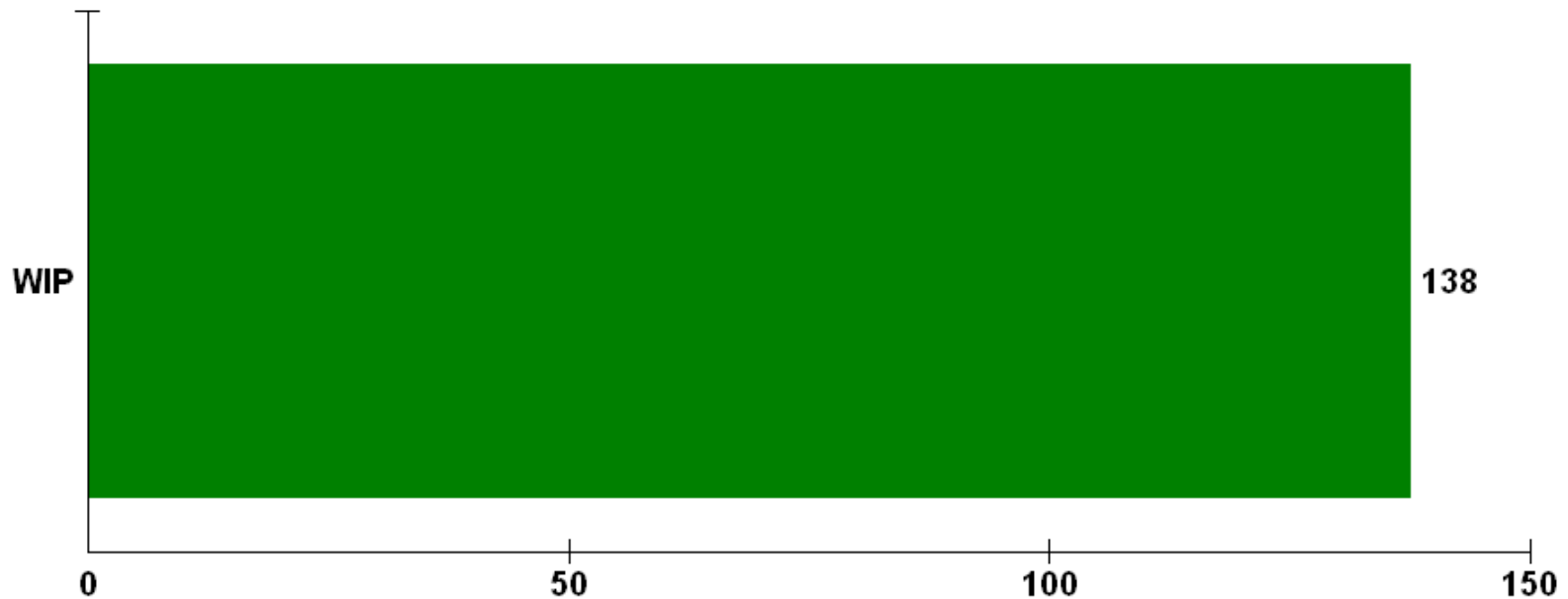
## MARRIED ADULTS 45+ WITH CHILDREN & \$150,000+ INCOME

Report: COMPOSITE AVERAGE REPORTS  
Market: PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008  
Bases: ADULTS--AGE 45 PLUS  
Target 1: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE  
Target 2: MARITAL STATUS--MARRIED  
Target 3: STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE

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**WIP LISTENERS ARE 38% MORE LIKELY THAN THE MARKET AVERAGE TO BE**



**MARRIED ADULTS 45+ WITH CHILDREN AND \$\$150,000+ INCOME**

# INVESTORS



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008  
 Bases: ADULTS AGE 18+  
 Media: WMP

THE MEDIA AUDIT

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## WIP OUTPERFORMS THE MARKET IN DELIVERING INVESTORS

