



# Reaching the Boston Market with



October 16, 2008

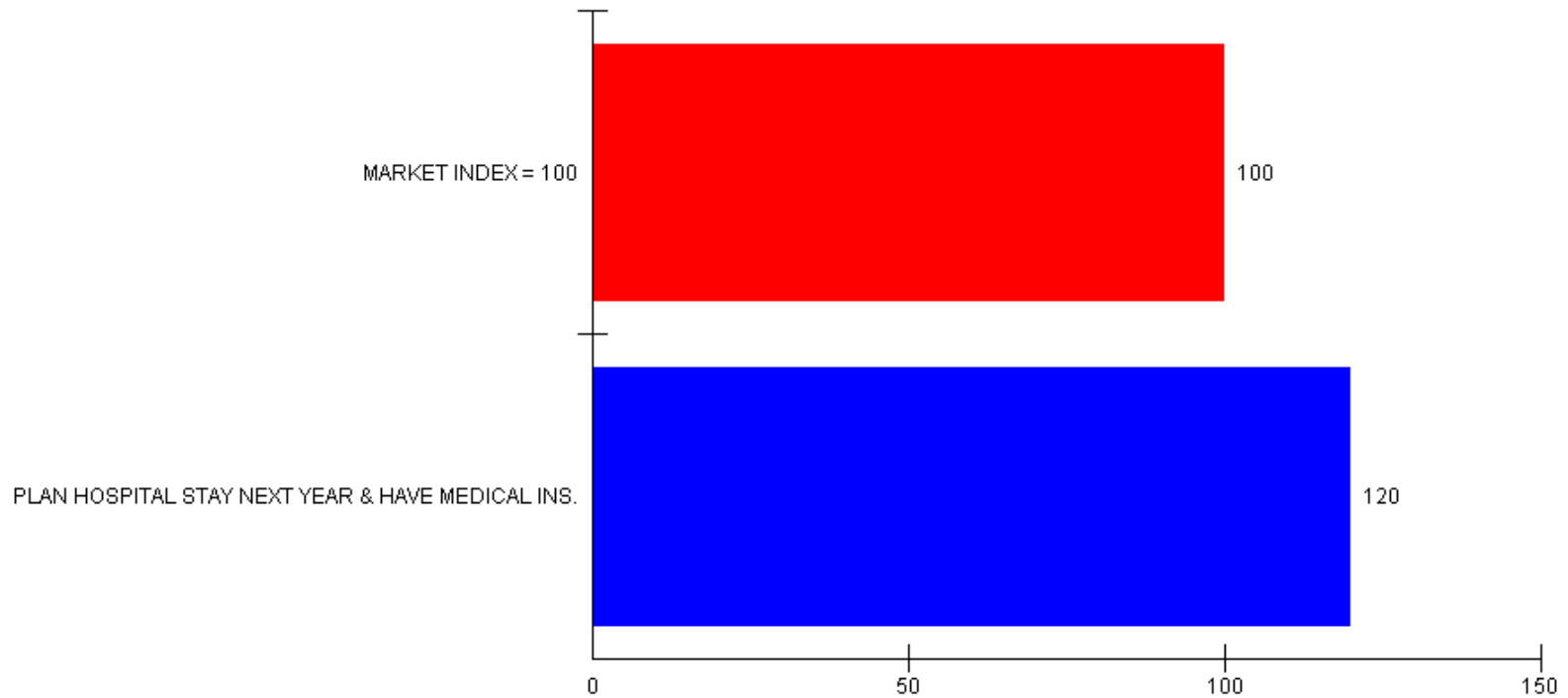


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: BOSTON, MA for MAY-JUL 2008  
Bases: ADULTS AGE 18+  
Media: WBMX-FM

THE MEDIA AUDIT

Cume Index

## MIX 98.5 LISTENERS ARE 20% MORE LIKELY TO PLAN HOSPITAL STAY & HAVE INSURANCE





# MIX 98.5 SUPER-SERVES BOSTON MEDICAL'S PRIMARY AGE DEMOGRAPHIC: 55% of Prospects are Age 25-54 ... 70.2% of WBMX Listeners are Age 25-54

Report: AGE DEMO ANALYSIS  
Market: BOSTON, MA for MAY-JUL 2008  
Bases: ADULTS AGE 18+  
Media: WBMX-FM  
Target: PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.

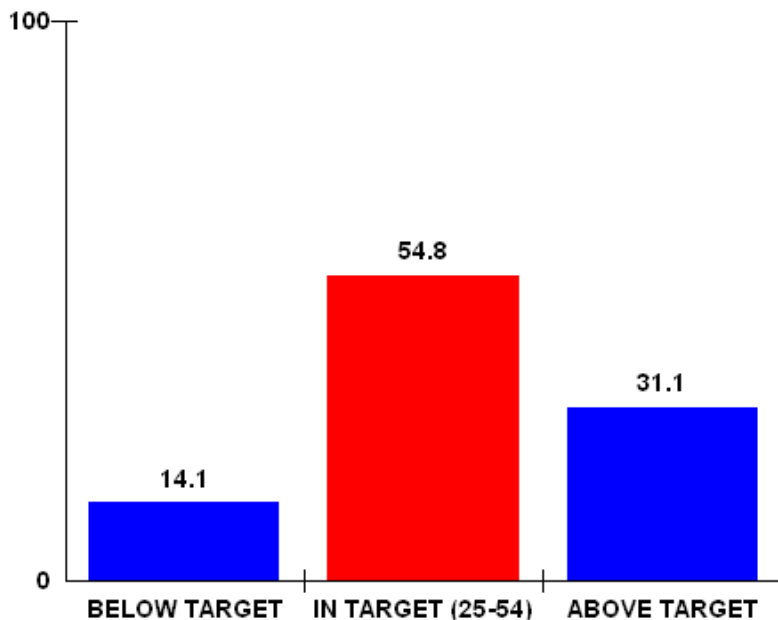
THE MEDIA AUDIT

Total Market Persons: 4,035,523  
Total Market Persons: 4,035,523

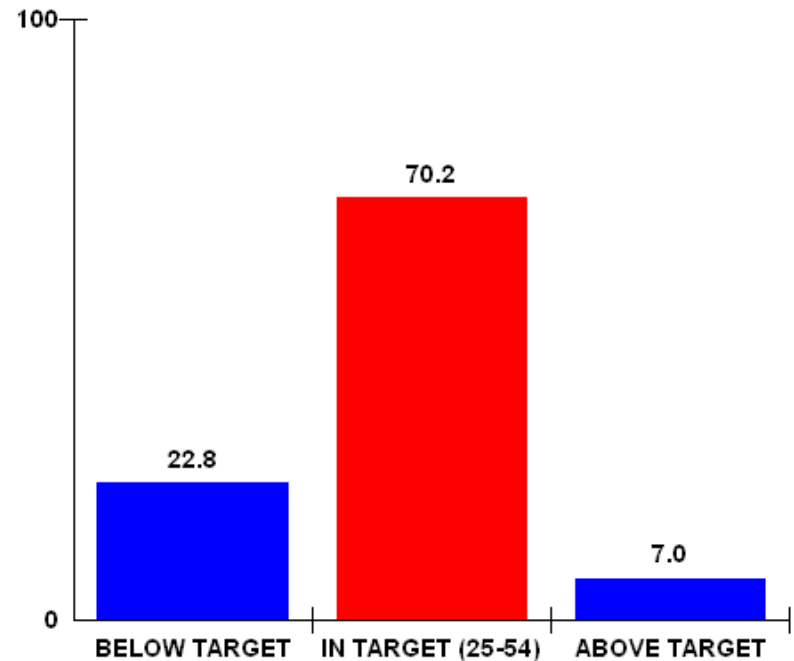
Media Percent: 8.1%  
Target Percent: 7.9%

Media Persons: 328,060  
Target Persons: 318,410

### PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.



### WBMX-FM





# MIX 98.5 SUPER-SERVES BOSTON MEDICAL'S PRIMARY GENDER DEMO: 70% OF MIX 98.5 LISTENERS ARE WOMEN

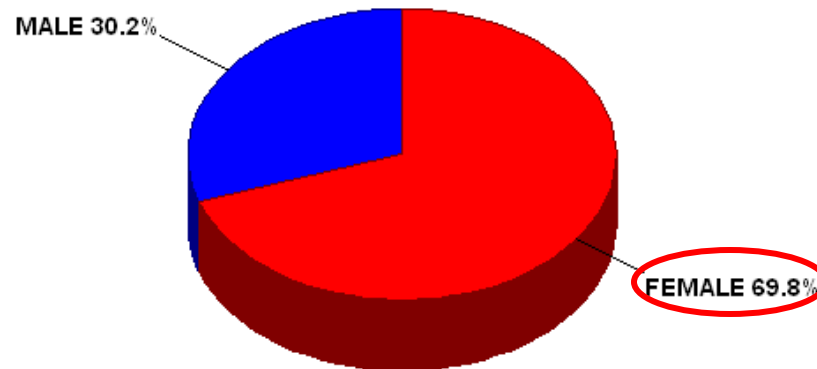
Report: MEDIA PROFILE REPORT  
Market: BOSTON, MA for MAY-JUL 2008  
Bases: ADULTS AGE 18+  
Media: WBMX-FM

THE MEDIA AUDIT

Gender Profile

Media Persons: 328,060

70% OF MIX 98.5 LISTENERS ARE WOMEN





# AFFLUENCE

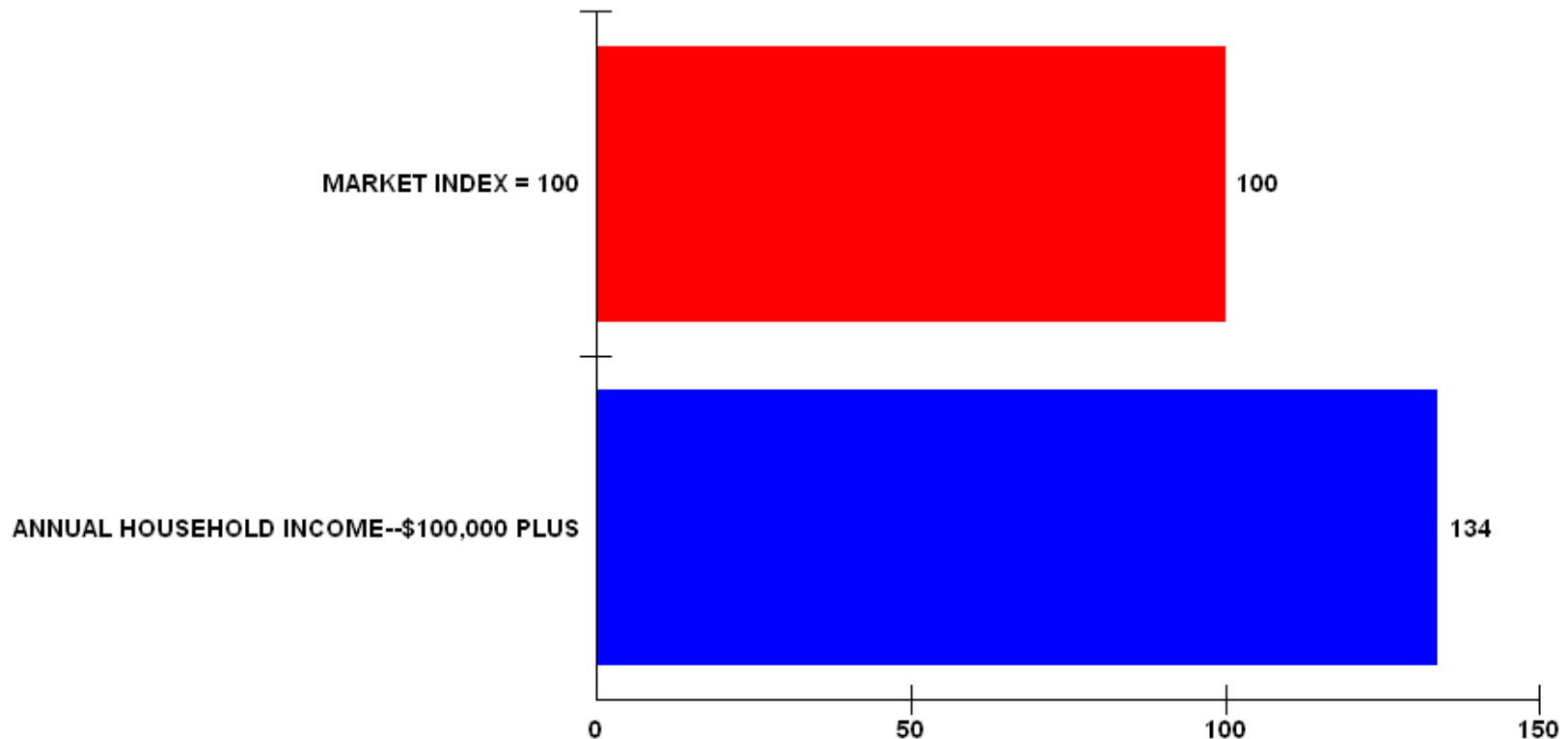
## MIX 98.5 OUTPERFORMS THE MARKET IN WOMEN 25-54 WITH \$100,000+ INCOME

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: BOSTON, MA for MAY-JUL 2008  
Bases: WOMEN--18+ \*AND\* ADULTS--AGE 25-54  
Media: WBMX-FM

THE MEDIA AUDIT

Cume Index

MIX 98.5 WOMEN 25-54 ARE 34% MORE LIKELY TO HAVE \$100,000+ INCOME





# MIX 98.5 IS A MARKET LEADER IN REACHING WOMEN 25-54

Report:		RANKER REPORT		THE MEDIA AUDIT	
Market:		BOSTON, MA for MAY-JUL 2008			
Bases:		WOMEN--18+			
Target:		ADULTS--AGE 25-54			
Base Population: 2,100,484		% In Target: 55.0%			
Rank	Media	Cume Persons	Cume Rating	0 9 17 26	
1	WXKS-FM	293,751	25.4		
2	WBMX-FM	175,209	15.2		
3	WMJX-FM	172,411	14.9		
4	WBUR-FM	171,291	14.8		
5	WBZ	157,746	13.6		
6	WJMN-FM	130,248	11.3		
7	WMKK-FM	124,585	10.8		
8	WODS-FM	98,833	8.5		
9	WTKK-FM	97,643	8.4		
10	WKLB-FM	87,311	7.6		
11	WXLO-FM	75,629	6.5		
12	WROR-FM	73,800	6.4		
13	WXRV-FM	66,534	5.8		
14	WBOS-FM	66,314	5.7		
15	WSRS-FM	64,260	5.6		
16	WRKO	60,493	5.2		
17	WEEI	56,330	4.9		
18	WCRB-FM	47,263	4.1		
19	WZLX-FM	44,116	3.8		
20	WAAF-FM/WKAF-FM	38,859	3.4		
21	WERS-FM	38,474	3.3		
22	WFNX-FM	30,972	2.7		
23	WMLL-FM	23,356	2.0		
24	WBCN-FM	23,284	2.0		
25	WGIR-FM	22,998	2.0		
26	WZID-FM	22,193	1.9		
27	WUMB-FM	21,031	1.8		
28	WGBH-FM	17,582	1.5		



# Pediatrics

## MIX 98.5 IS A LEADER IN REACHING WOMEN 25-54 WITH CHILDREN

Report: RANKER REPORT		THE MEDIA AUDIT		
Market: BOSTON, MA for MAY-JUL 2008				
Bases: WOMEN--18+ *AND* ADULTS--AGE 25-54				
Target: STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE				
Base Population: 1,156,174		% In Target: 62.8%		
Rank	Media	Cume Persons	Cume Rating	
1	WXKS-FM	179,356	24.7	0 8 17 25
2	WBMX-FM	111,284	15.3	
3	WMKK-FM	104,584	14.4	
4	WBUR-FM	101,597	14.0	
5	WBZ	95,188	13.1	
6	WMJX-FM	88,837	12.2	
7	WTKK-FM	70,094	9.7	
8	WJMN-FM	69,027	9.5	
9	WKLB-FM	68,281	9.4	
10	WROR-FM	57,039	7.9	
11	WODS-FM	50,609	7.0	
12	WBOS-FM	44,957	6.2	
13	WXRV-FM	44,799	6.2	
14	WRKO	42,417	5.8	
15	WZLX-FM	36,884	5.1	
16	WXLO-FM	36,828	5.1	
17	WEEI	29,894	4.1	
18	WAAF-FM/WKAF-FM	27,981	3.9	
19	WFNX-FM	23,410	3.2	
20	WZID-FM	22,193	3.1	
21	WCRB-FM	20,748	2.9	
22	WBCN-FM	19,896	2.7	
23	WGIR-FM	18,522	2.6	
24	WVERS-FM	17,716	2.4	
25	WUMB-FM	14,840	2.0	
26	WMLL-FM	12,755	1.8	



# AFFLUENCE

## MIX 98.5 IS A LEADER IN REACHING WOMEN 25-54 WITH \$100,000+ INCOME

Report:		RANKER REPORT		THE MEDIA AUDIT	
Market:		BOSTON, MA for MAY-JUL 2008			
Bases:		WOMEN--18+ *AND* ADULTS--AGE 25-54			
Target:		ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS			
Base Population: 1,156,174		% In Target: 33.2%			
Rank	Media	Cume Persons	Cume Rating	0 9 18 27	
1	WXKS-FM	101,621	26.4		
2	WBMX-FM	77,915	20.3		
3	WBUR-FM	72,279	18.8		
4	WBZ	51,141	13.3		
5	WTKK-FM	42,791	11.1		
6	WRKO	40,810	10.6		
7	WMKK-FM	39,726	10.3		
8	WXRV-FM	37,782	9.8		
9	WJMN-FM	36,968	9.6		
10	WBOS-FM	36,211	9.4		
11	WMJX-FM	35,540	9.2		
12	WROR-FM	33,021	8.6		
13	WODS-FM	30,257	7.9		
14	WKLB-FM	26,652	6.9		
15	WCRB-FM	25,814	6.7		
16	WERS-FM	22,816	5.9		
17	WXLO-FM	21,808	5.7		
18	WEEI	19,291	5.0		
19	WFNX-FM	13,696	3.6		
20	WAAF-FM/WKAF-FM	10,896	2.8		
21	WGBH-FM	10,231	2.7		
22	WEZE	9,750	2.5		
23	WFNQ-FM	8,884	2.3		
24	WZID-FM	7,735	2.0		
25	WICN-FM	5,291	1.4		
26	WBCN-FM	4,616	1.2		