

Winning Newspaper Dollars In the New York City Market



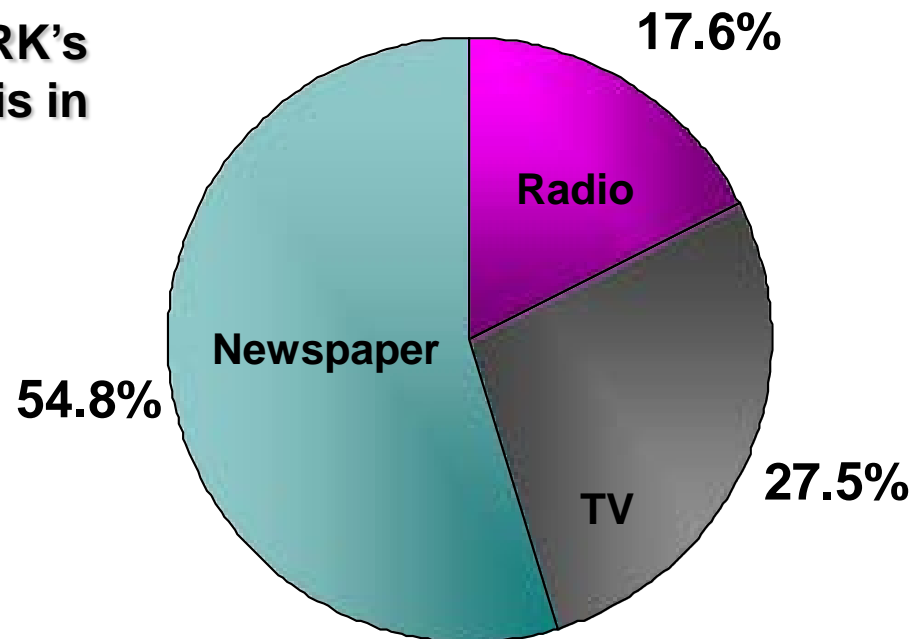
Market Revenue Shares

In a comparison of major media, New York Market newspapers carve out the lions share at nearly 55%.

New York Market Advertising Revenue

This means INFINITY NEW YORK's Greatest Revenue Opportunity is in

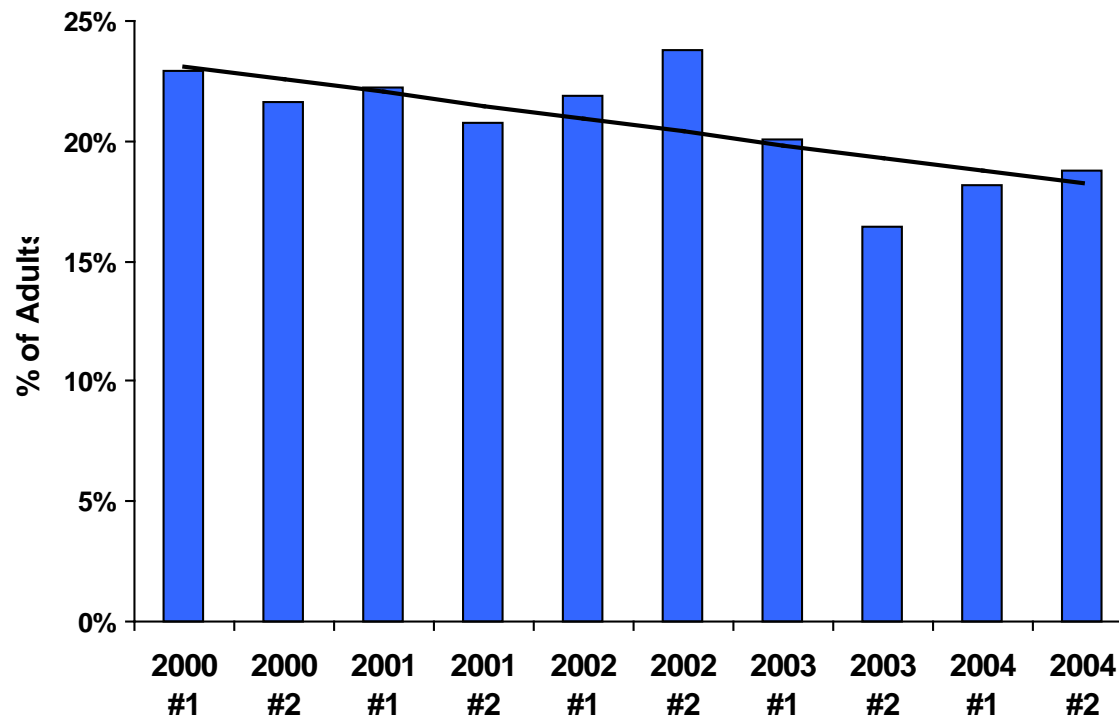
**WINNING
NEWSPAPER
DOLLARS.**



New York Times Readership in New York is on the decline.

The percent of adults exposed to the Weekday NY Times in a week's time is steadily trending down.

Therefore, advertisers need media that deliver their message to those whose busy lifestyles do not lend themselves to newspaper readership.

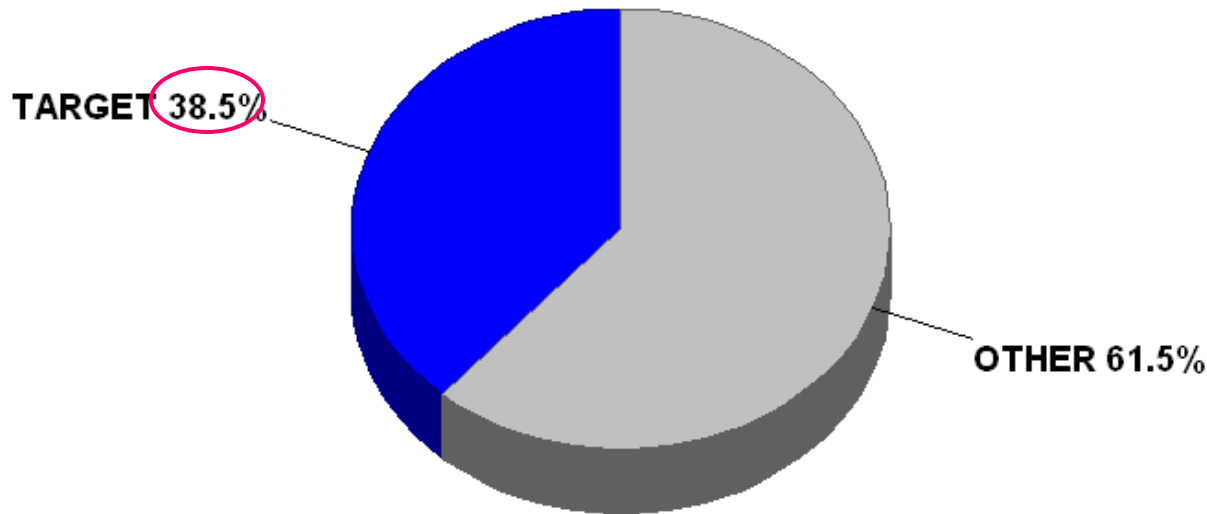


The Media Audit Research shows...

Nearly 39% of New York Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 5,477,300 ADULTS!

TARGET ANALYSIS - NOT EXPOSED TO DAILY NEWSPAPER AVG. WEEKDAY

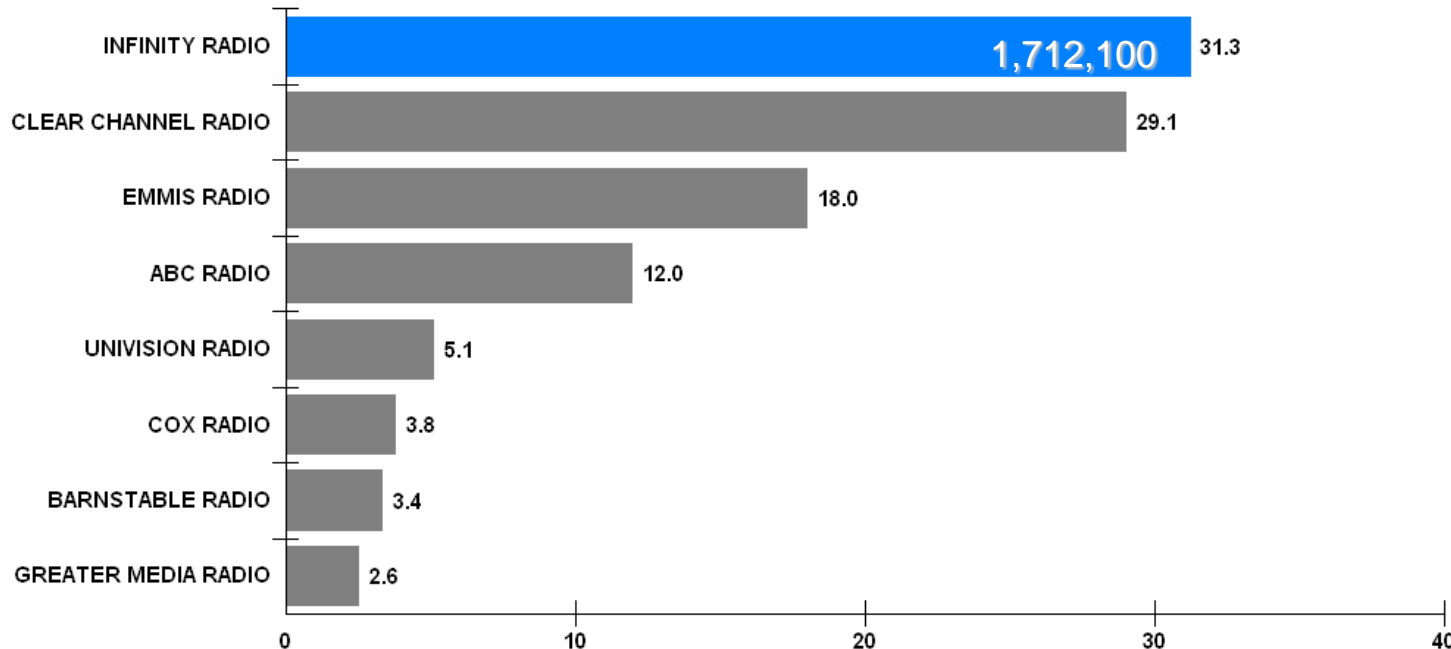


The Media Audit Research shows...

INFINITY RADIO is the leader, reaching **OVER 31%** of New York Market adults each week who are **NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.**

INFINITY reaches 1,712,100 Adults who are not reached by newspaper!

NOT EXPOSED TO DAILY NEWSPAPER AVG. WEEKDAY



INTRODUCTION

THE MEDIA AUDIT

is uniquely suited to help INFINITY go after those newspaper dollars, as **THE MEDIA AUDIT** is the only multi-media qualitative service to cover the readership (or lack of readership) of **15 sections of the newspaper.**

The following brief presentation shows a powerful application of this data.

INFINITY NEW YORK

**The Best Way
to Reach the
New York Market
Auto Purchasers**

INFINITY



INFINITY NEW YORK

VS.

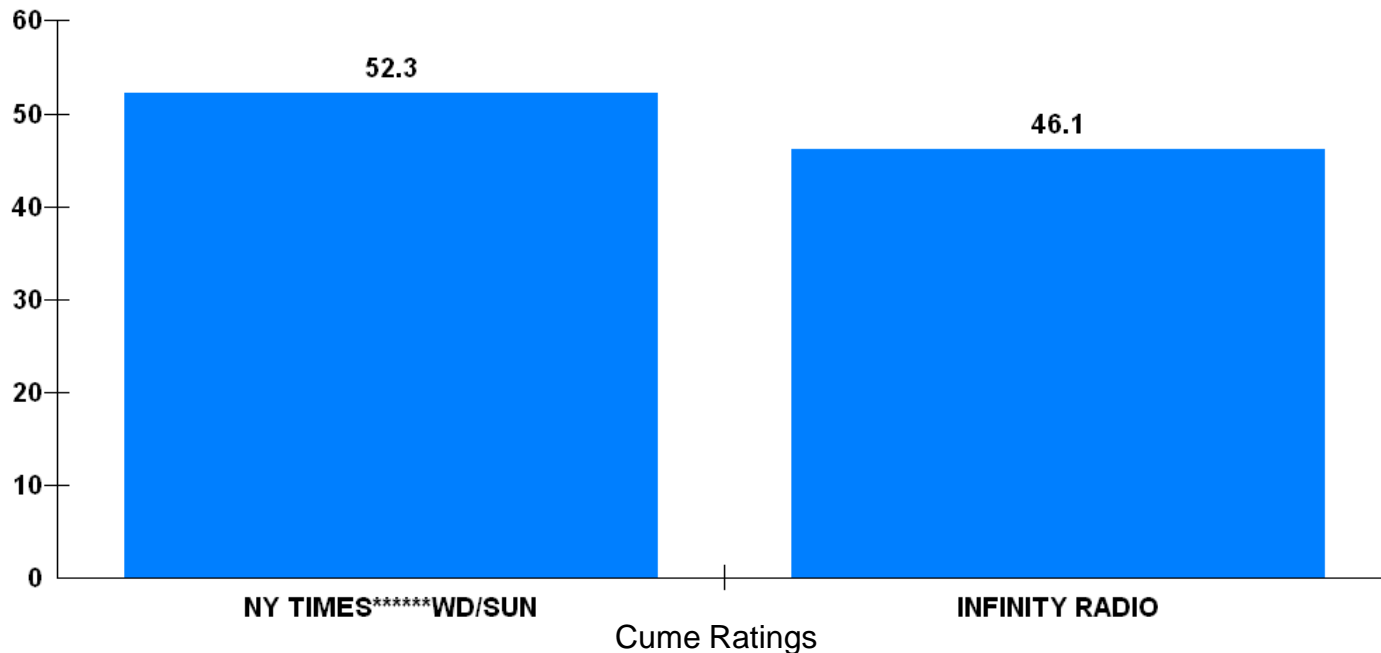
The New York Times

The Media Audit Research shows...

The New York Times reaches more than 52% of those New York Market adults planning to purchase a luxury vehicle this year.

INFINITY reaches 46% of planned luxury vehicle purchasers.

PLAN TO BUY LUXURY VEHICLE DURING THE NEXT 12 MONTHS

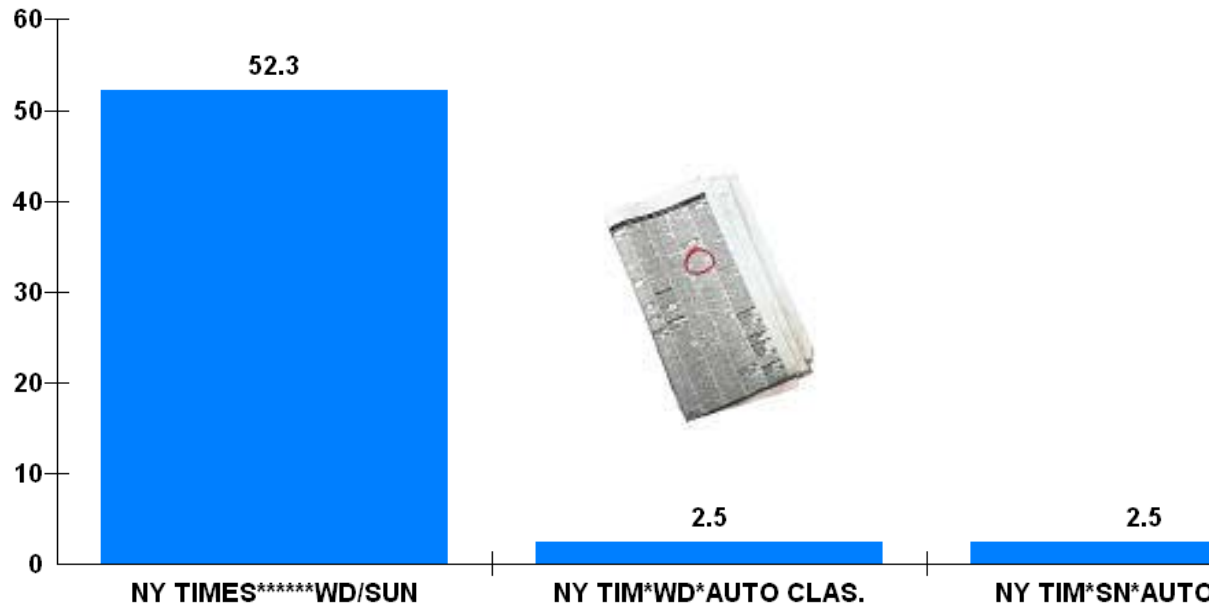


The Media Audit Research shows...

People read specific sections of the newspaper that are of interest to them. Few read the newspaper cover to cover.

While the NY Times does reach over 52% of those New York adults planning to purchase a luxury vehicle, the Sunday and Weekday auto sections reach only 2.5% of planned purchasers.

PLAN TO BUY LUXURY VEHICLE DURING NEXT 12 MONTHS

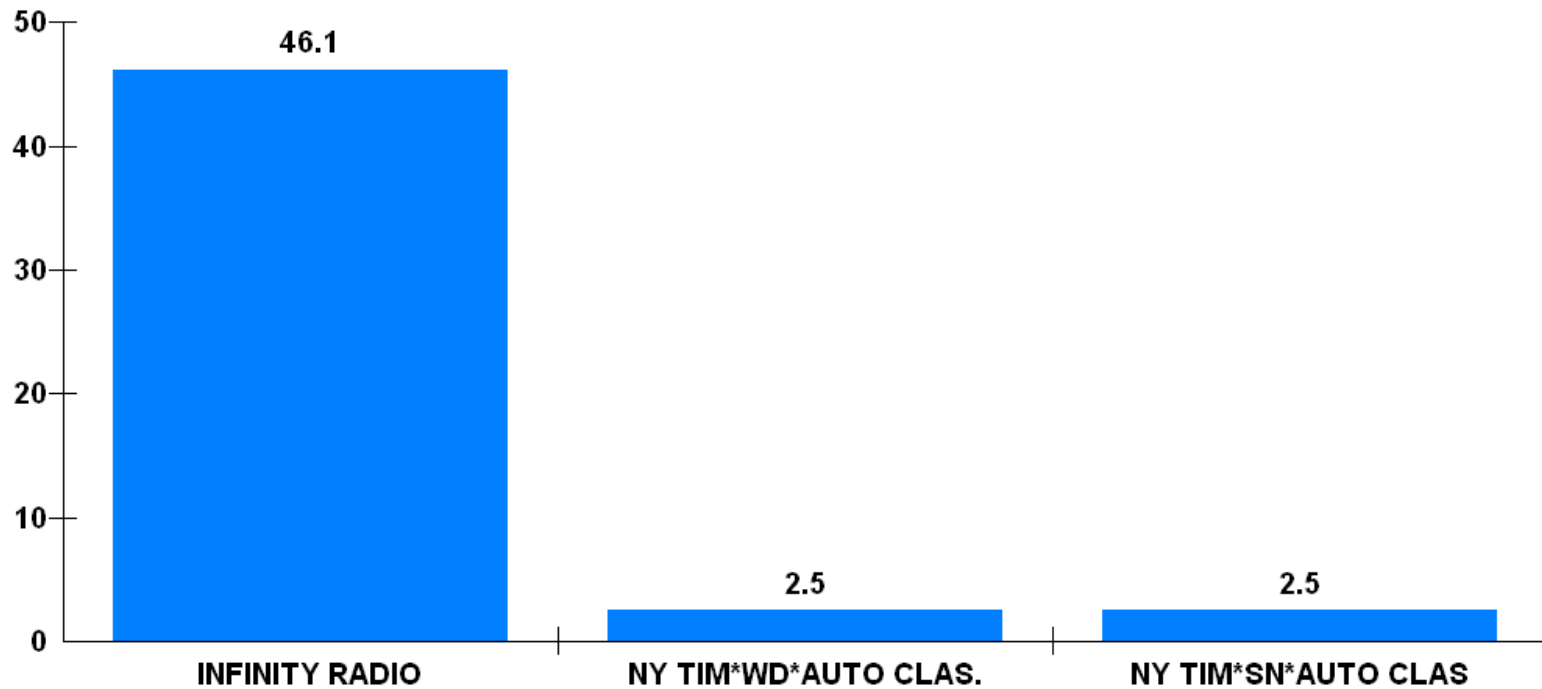


Cume Ratings

The Media Audit Research shows...

Comparing potential to potential, INFINITY's 46.1% reach of planned luxury vehicle purchasers is over **18 times** the potential reach of the NY Times auto sections!

PLAN TO BUY LUXURY VEHICLE DURING NEXT 12 MONTHS



Cume Ratings

The Media Audit Research shows...

Together, the NY Times auto sections reach less than 5% of New York planned luxury vehicle purchasers.

THE MEDIA AUDIT			
AD CAMPAIGN PLANNER			
ADULTS			
Report Market:	NEW YORK, NY		
Report Period:	JUN-AUG 2005		
TARGET:	PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE		
BASE POPULATION:	14,230,900		% IN TARGET: 4.0%
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH
NY TIM*WD*AUTO CLAS.	14,300	2.5	2.5
NY TIM*SN*AUTO CLAS	14,300	2.5	4.9
Print	28,600	5	4.9
Total Net Cume Reach	28,600	5	4.9

The Media Audit Research shows...

Adding INFINITY'S reach of planned luxury vehicle purchasers to the NY Times auto sections will increase the reach potential of planned new vehicle purchasers by 10 times to nearly **49%**.

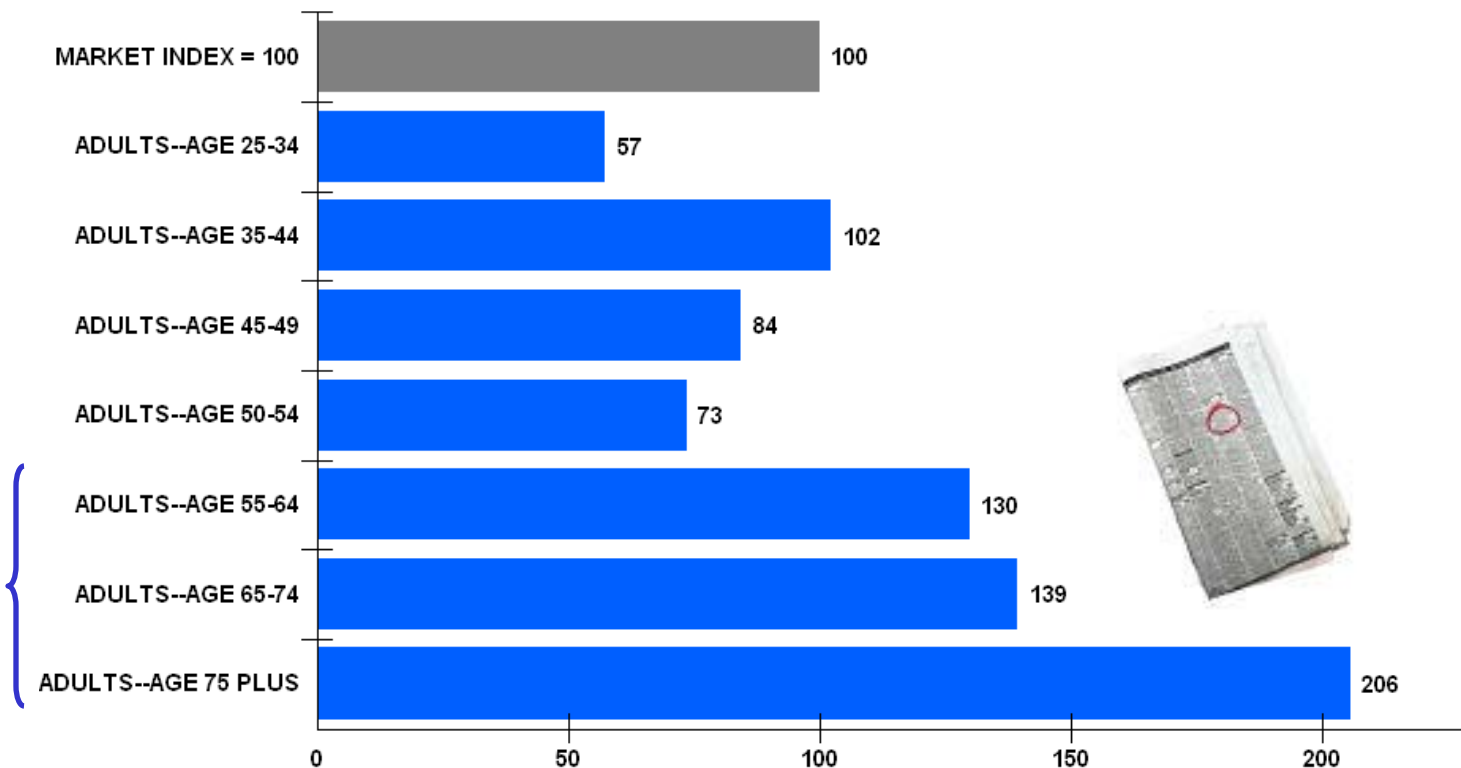
THE MEDIA AUDIT AD CAMPAIGN PLANNER ADULTS			
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INFINITY RADIO	264,500	46.1	46.1
Radio	264,500	46	46.1
Print	28,600	5	4.9
Total Net Cume Reach	293,100	51	48.8

Why
does
INFINITY NEW YORK
add so dramatically to the
reach of newspaper?

The Media Audit Research shows...

New York Market adults who are heavily exposed to newspaper are the 55+ Crowd, who have fewer consumer needs and wants, and are very likely already brand loyal.

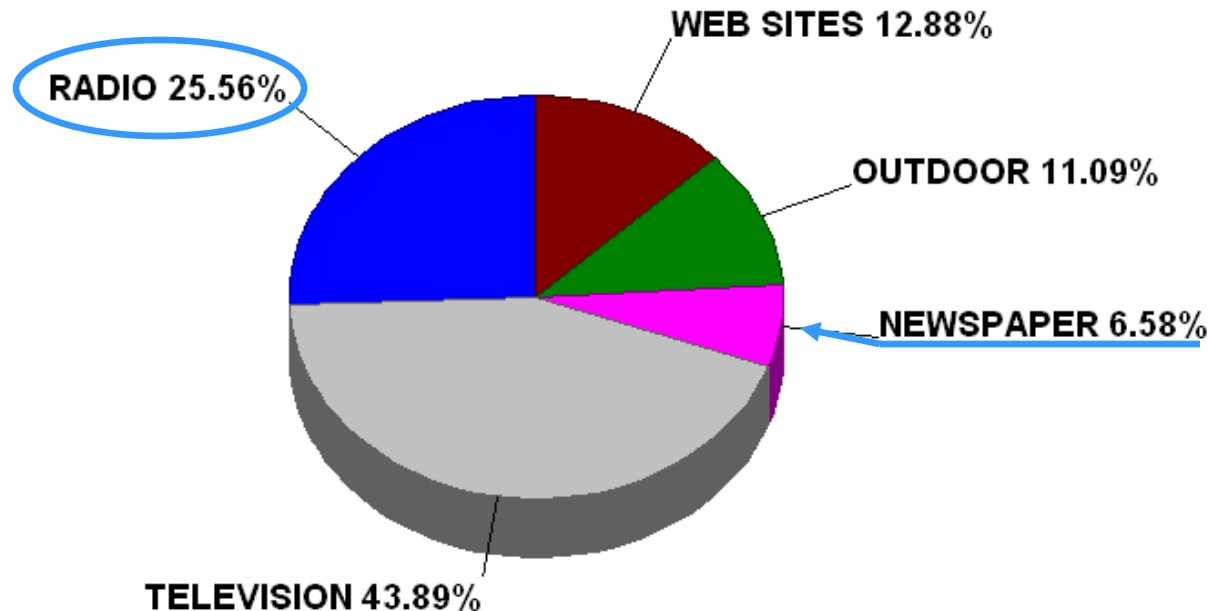
HEAVY NEWSPAPER READERS



The Media Audit Research shows...

New York Vehicle Buyers spend nearly **26% of their Media Day with Radio**...compared to less than 7% of their Media Day with Newspaper. Radio is a medium that advertisers can depend on to reach today's consumers with busy lifestyles.

MEDIA DAY ANALYSIS OF VEHICLE PURCHASERS



Auto Sections Exclusive to The Media Audit

THE MEDIA AUDIT offers INFINITY a unique opportunity to be more effective in going after the substantial automotive dollars in the NY Times, as **THE MEDIA AUDIT** is the ONLY local market qualitative service to have auto section readership.

Newspaper section information cuts readership to realistic levels and offers INFINITY a level playing field to pursue the lucrative auto ad market.