

# Winning Newspaper Dollars In the Chicago Market



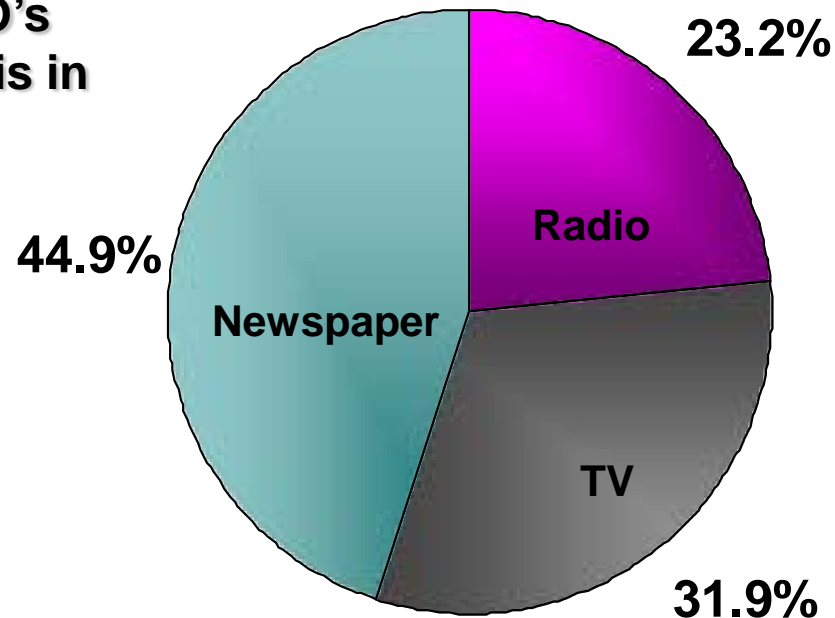
## Market Revenue Shares

In a comparison of major media, Chicago Market newspapers carve out the lions share at nearly 45%.

Chicago Advertising Revenue

This means INFINITY CHICAGO's  
Greatest Revenue Opportunity is in

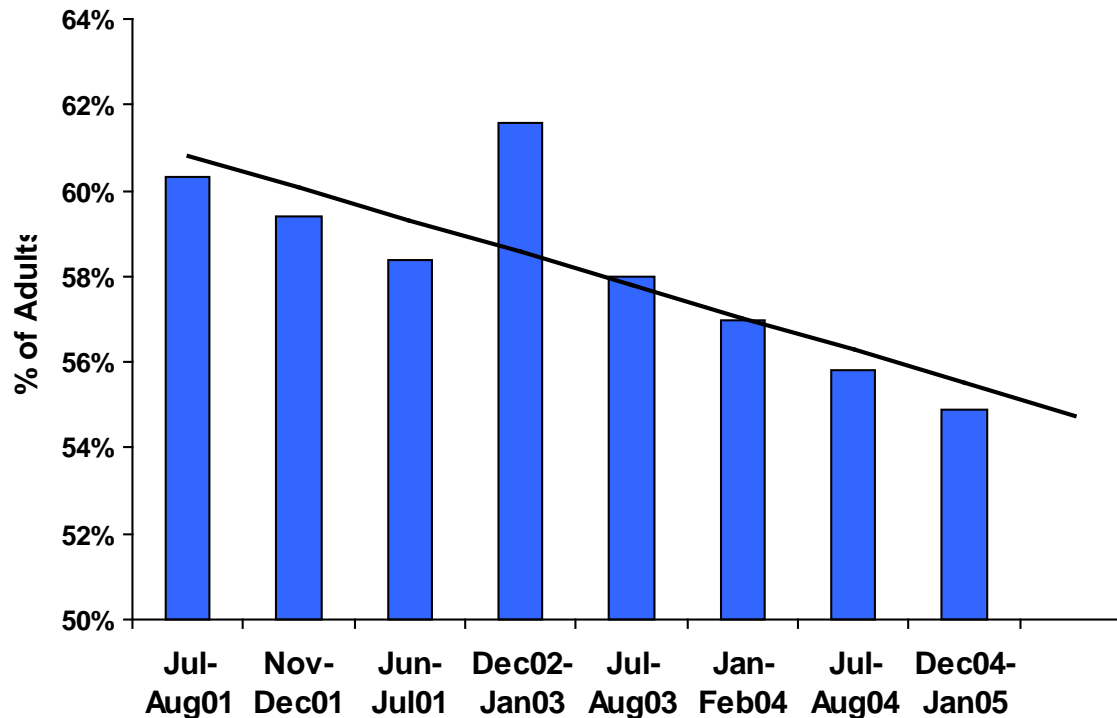
**WINNING  
NEWSPAPER  
DOLLARS.**



## Newspaper Readership in Chicago is on the decline.

The percent of adults exposed to newspaper on an average weekday is steadily trending down.

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

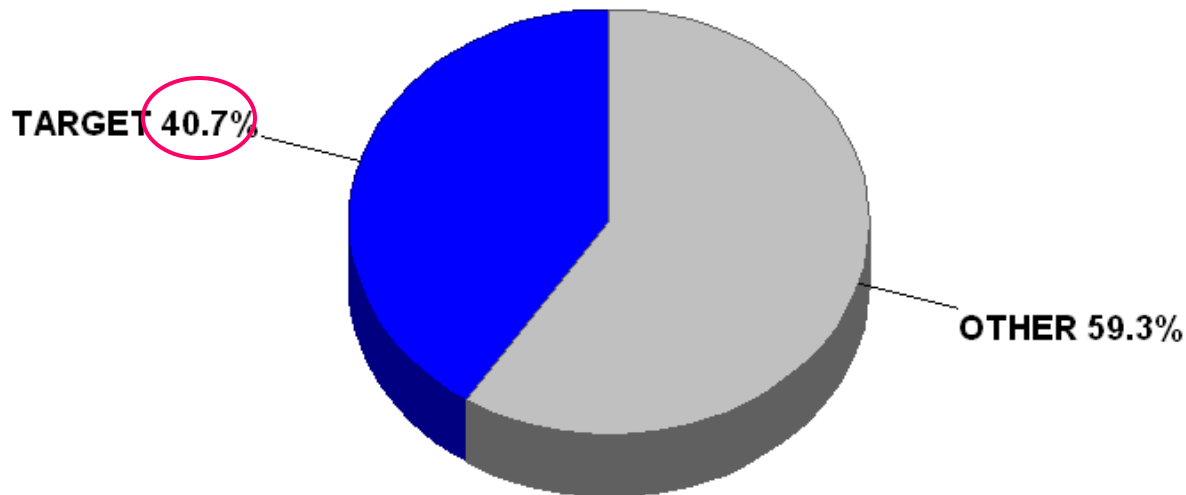


## The Media Audit Research shows...

Nearly 41% of Chicago Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 2,784,400 ADULTS!

Target Analysis - Not Exposed to Daily Newspaper Avg. Weekday

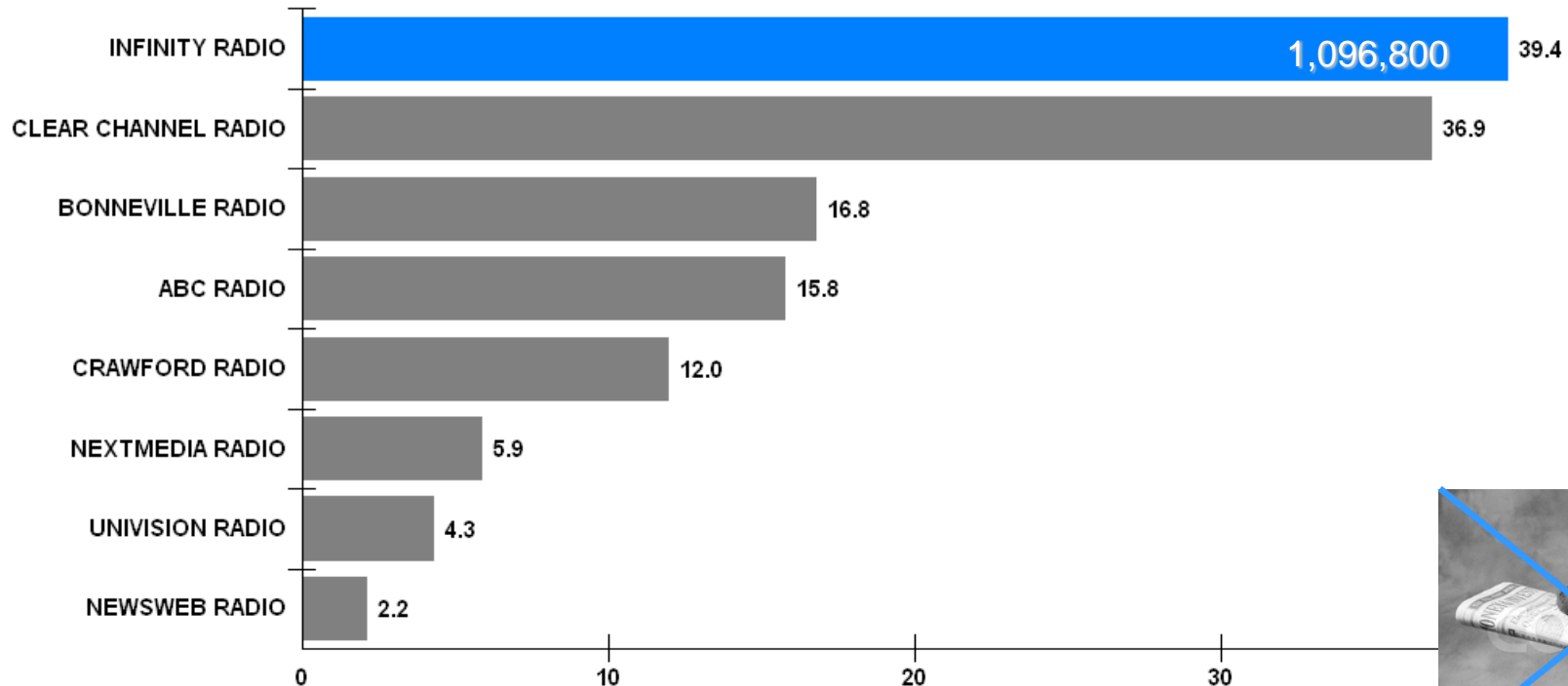


## The Media Audit Research shows...

**INFINITY RADIO** is the leader, reaching nearly 40% of Boston Market adults each week who are **NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.**

**INFINITY** reaches nearly 1.1 Million 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 CHICAGO**

**The Best Way  
to Reach the  
Chicago Market  
Auto Purchasers**

**INFINITY**



**INFINITY CHICAGO**

**VS.**

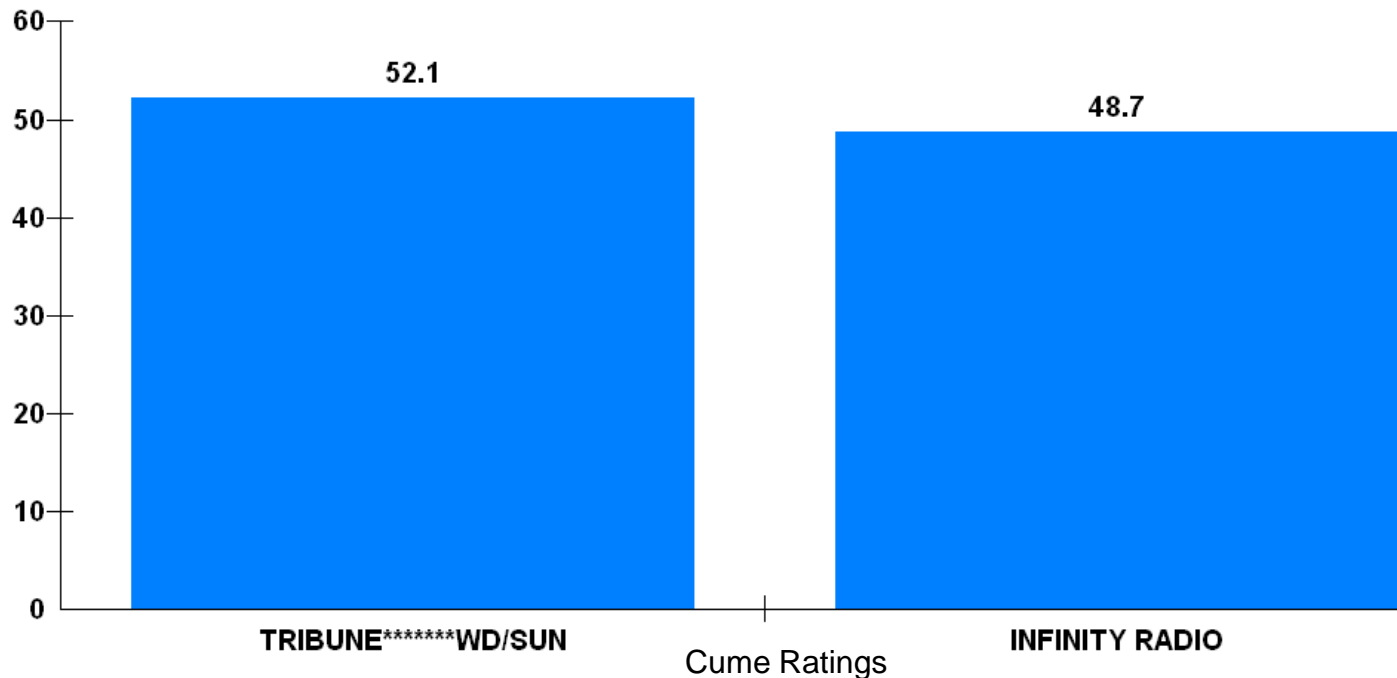
**Chicago Tribune**

## The Media Audit Research shows...

The Chicago Tribune reaches 52% of those Chicago Market adults planning to purchase a new vehicle this year.

INFINITY reaches nearly 49% of planned new vehicle purchasers.

PLAN TO BUY NEW VEHICLE DURING NEXT 12 MOS.

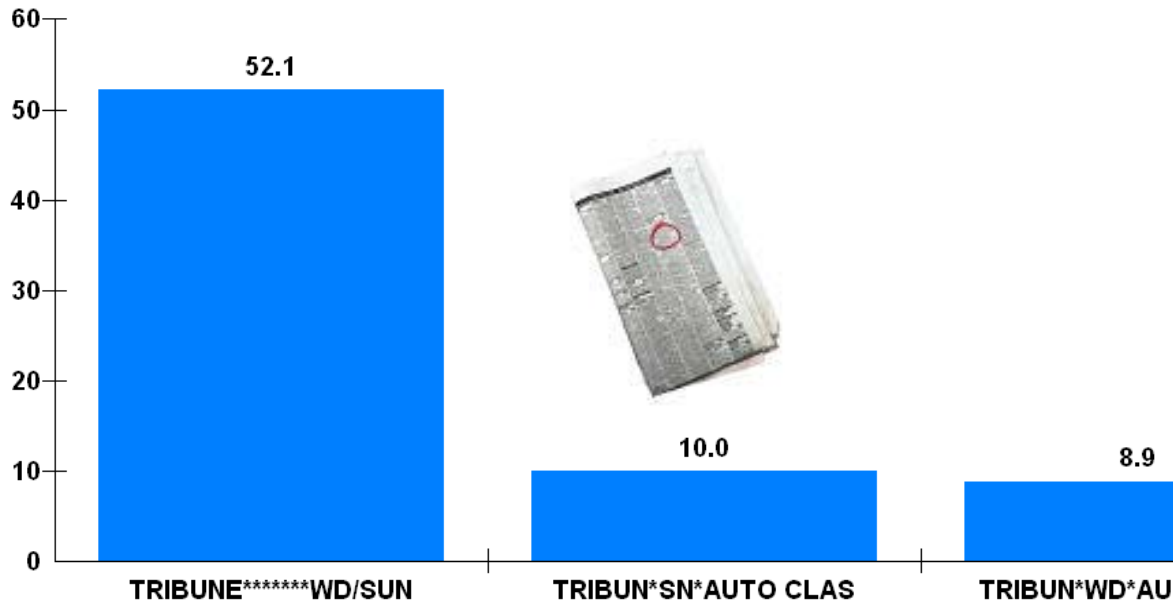


## The Media Audit Research shows...

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

While the Chicago Tribune does reach 52% of those Chicago adults planning to purchase a new vehicle, the Sunday auto section only reaches only 10% of planned purchasers and the weekday auto section reaches less than 9%.

PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS

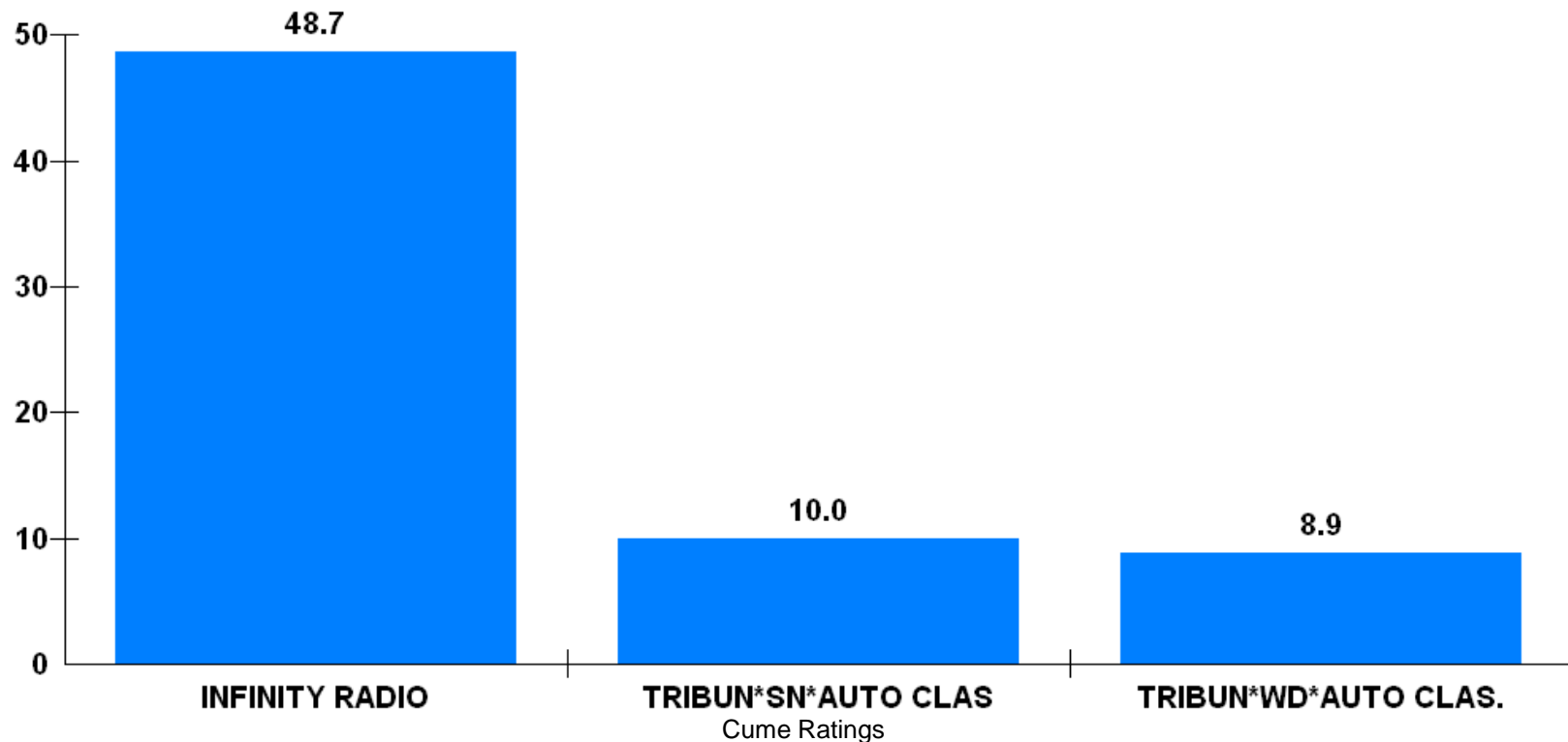


Cume Ratings

## The Media Audit Research shows...

Comparing potential to potential, INFINITY's nearly 49% reach of planned new vehicle purchasers is nearly **5 Times** the potential reach of the Boston Globe's auto sections!

PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS



## The Media Audit Research shows...

Together, the Chicago Tribune auto sections reach less than 18% of Chicago planned new vehicle purchasers.

<b>THE MEDIA AUDIT</b>			
<b>AD CAMPAIGN PLANNER</b>			
<b>ADULTS</b>			
Report Market:	CHICAGO, IL		
Report Period:	MAY-JUL 2005		
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV		
BASE POPULATION: 6,840,400			% IN TARGET: 11.5%
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH
TRIBUN*SN*AUTO CLAS	78,300	10.0	10.0
TRIBUN*WD*AUTO CLAS.	69,500	8.9	18.0
Print	147,800	19	18.0
<b>Total Net Cume Reach</b>	<b>147,800</b>	<b>19</b>	<b>18.0</b>

## The Media Audit Research shows...

Adding INFINITY'S reach of planned new vehicle purchasers to the Chicago Tribune auto sections will increase the reach potential of planned new vehicle purchasers by over 3 times to **58%**.

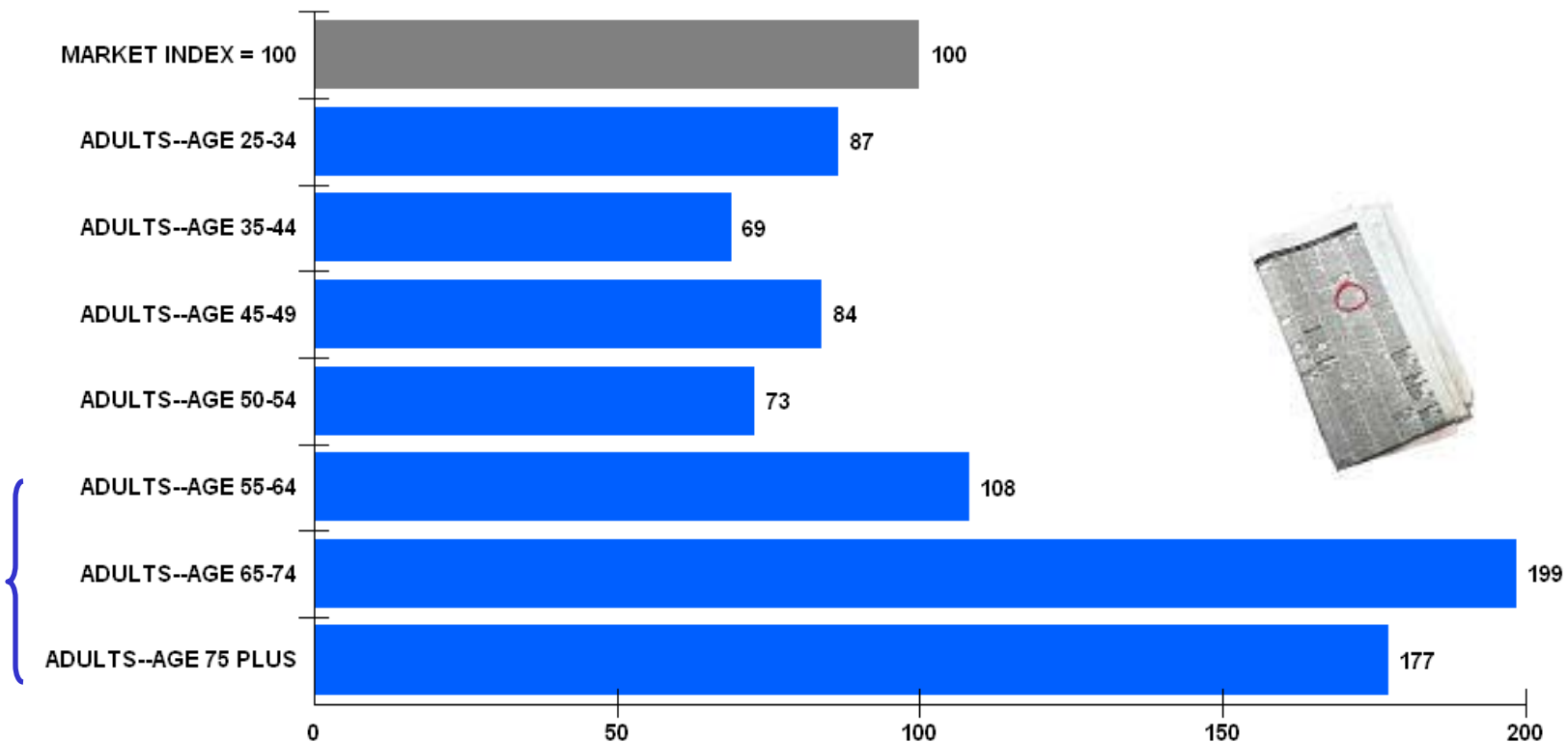
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INFINITY RADIO	381,800	48.7	48.7
Radio	381,800	49	48.7
Print	147,800	19	18.0
Total Net Cume Reach	529,600	68	57.9

**Why**  
**does**  
**INFINITY CHICAGO**  
**add so dramatically to the**  
**reach of newspaper?**

## The Media Audit Research shows...

Chicago 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.

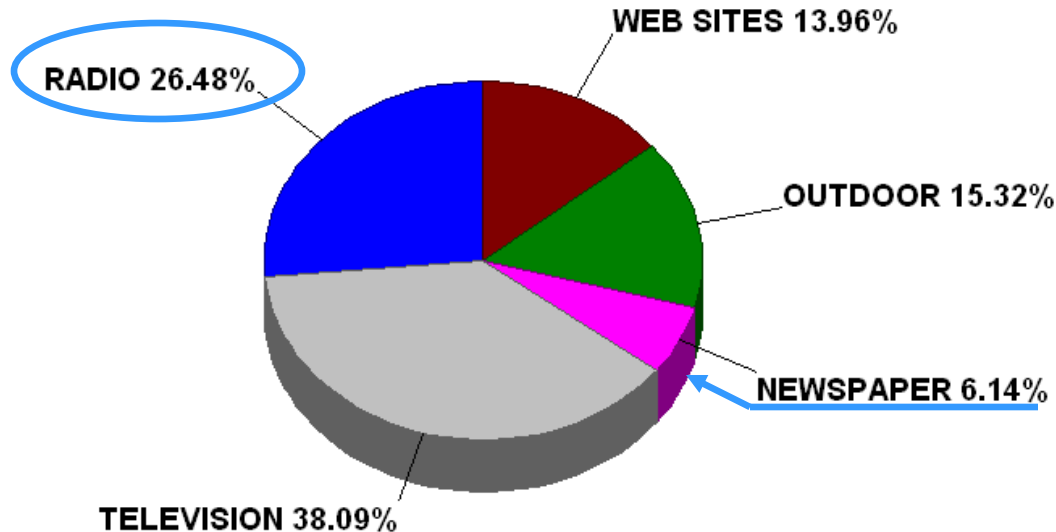
### HEAVY NEWSPAPER READERS



## The Media Audit Research shows...

New Vehicle Buyers spend over **26% of their Media Day with Radio**...compared to only 6% 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 FOR NEW VEHICLE BUYERS



## 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 Chicago Tribune, 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.