

## Winning Newspaper Dollars In the Detroit Market



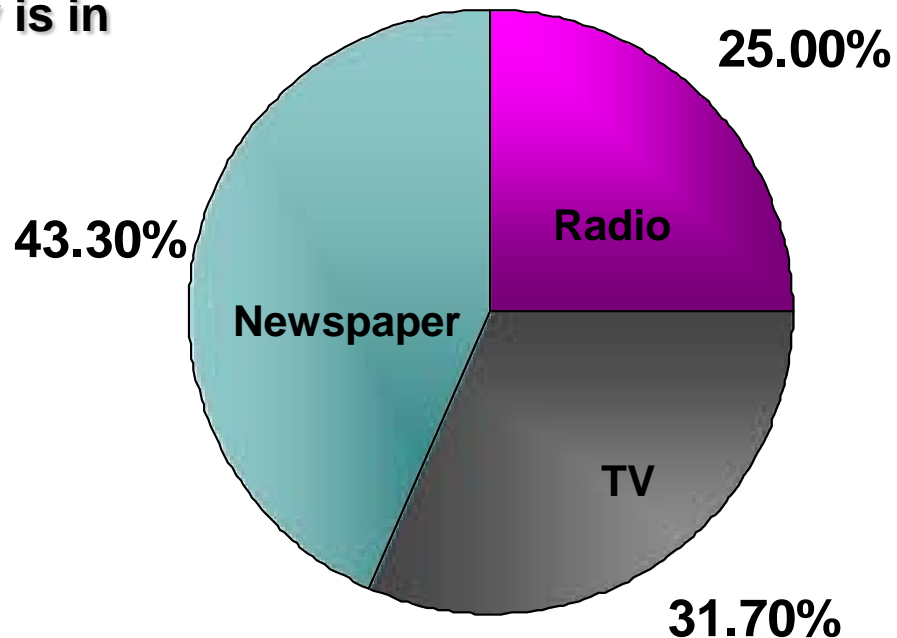
## Market Revenue Shares

In a comparison of major media, Detroit Market newspapers carve out the lions share at nearly 43%.

This means INFINITY Detroit's  
Greatest Revenue Opportunity is in

**WINNING  
NEWSPAPER  
DOLLARS.**

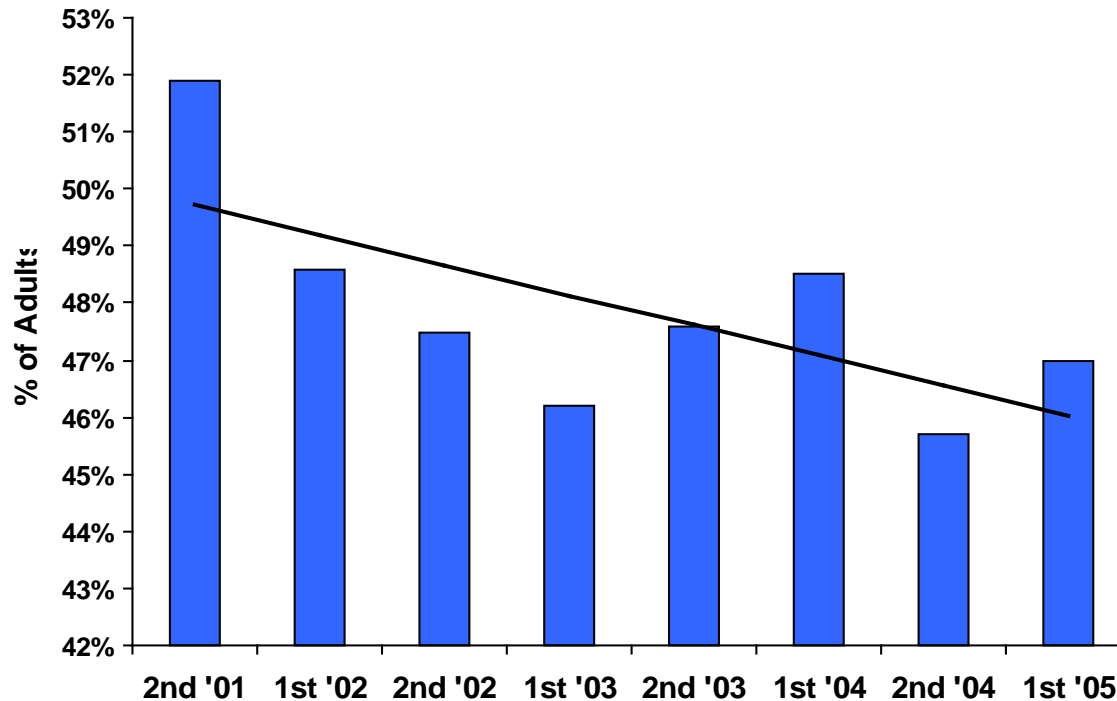
Detroit Advertising Revenue



## Newspaper Readership in Detroit 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.

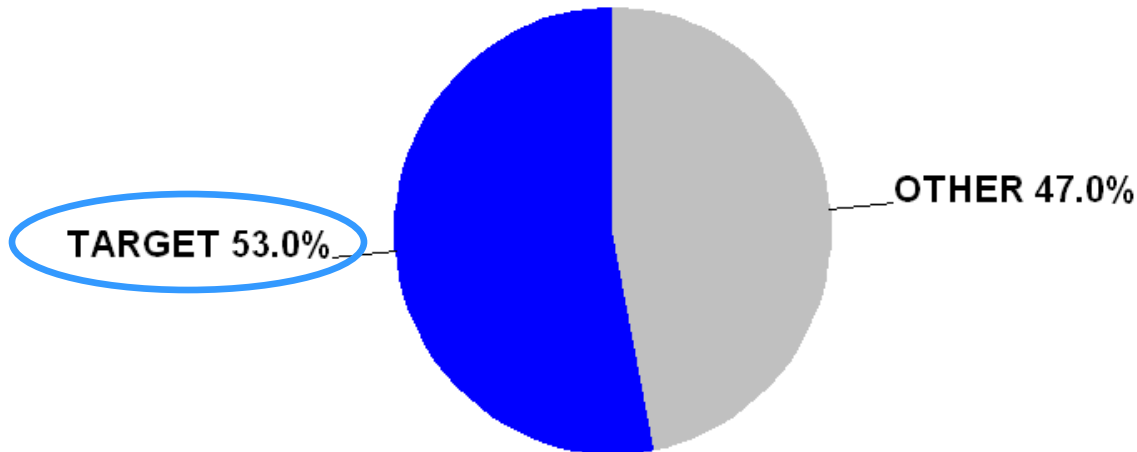


## The Media Audit Research shows...

Over Half of Detroit Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 1, 835,100 Adults

Not Exposed to Daily Newspaper

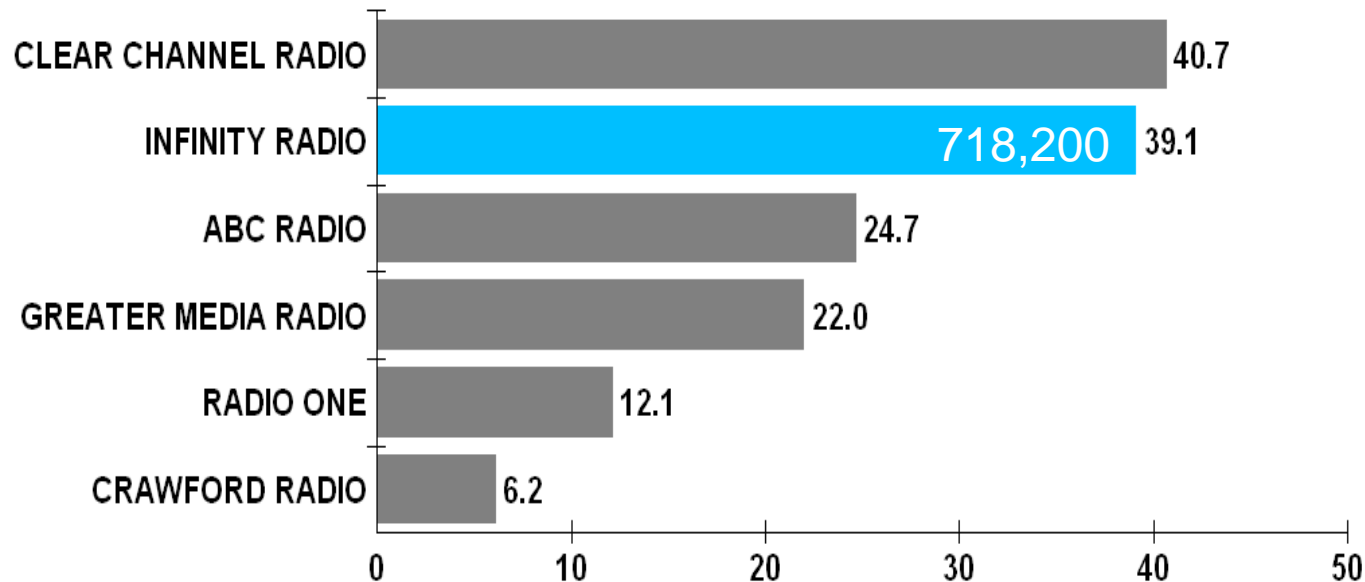


## The Media Audit Research shows...

**INFINITY RADIO is one the leaders, reaching nearly 408% of Detroit Market adults each week who are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.**

**INFINITY reaches nearly 718,200 Adults who are not reached by newspaper!**

### Not Exposed to Daily Newspaper



## 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 DETROIT

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

**INFINITY**



**INFINITY DETROIT**

**VS.**

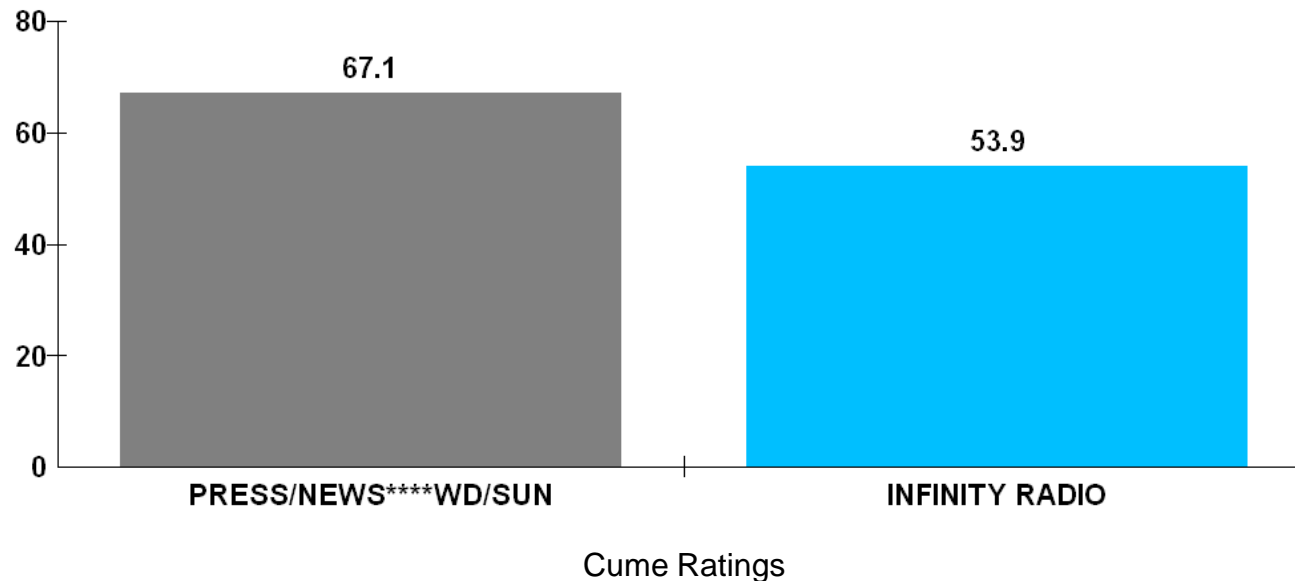
***Detroit Free Press***

## The Media Audit Research shows...

The Free Press reaches 67% of those Detroit Market adults planning to purchase a new vehicle this year.

INFINITY reaches 54% of planned new vehicle purchasers.

### Plan to Buy New Vehicle Next 12 Months

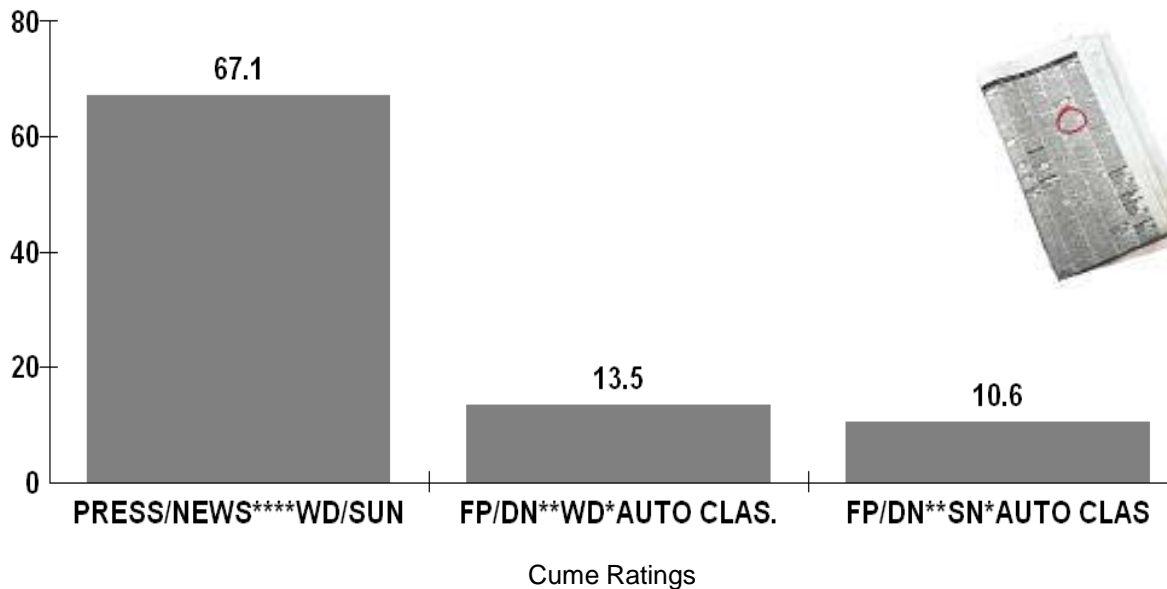


## The Media Audit Research shows...

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

While the Free Press does reach 67% of those Detroit adults planning to purchase a new vehicle, the Sunday auto section only reaches only 13.5% of planned purchasers and the weekday auto section reaches only 10.6%.

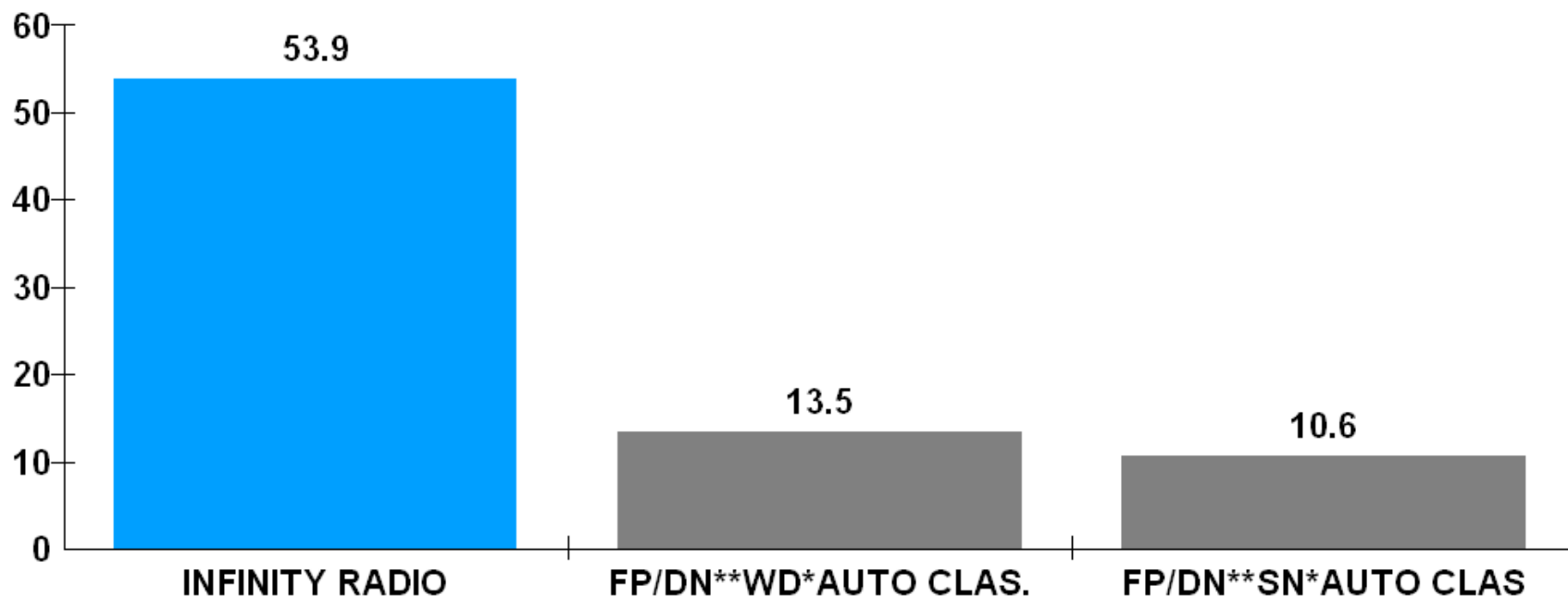
Plan to Buy New Vehicle Next 12 Months



## The Media Audit Research shows...





Comparing potential to potential, INFINITY's nearly 54% reach of planned new vehicle purchasers is over **3 times** the potential reach of the Inquirer's auto sections!

### Plan to Buy New Vehicle Next 12 Months









## The Media Audit Research shows...

Together, the Free Press/Detroit News auto sections reach less than 15% of Detroit planned new vehicle purchasers.

<b>THE MEDIA AUDIT</b> AD CAMPAIGN PLANNER GENERAL BASE = ADULTS AGE 18+				
Report Market:	DETROIT, MI			
Report Period:	MAY-JUL 2005			
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV			
BASE POPULATION: 3,461,547	% IN TARGET: 12.8%			
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH	0
FP/DN**WD*AUTO CLAS.	59,611	13.5	13.5	
FP/DN**SN*AUTO CLAS	46,737	10.6	14.7	
Print	65,138	14.7	14.7	
Total	65,138	14.7	14.7	

## The Media Audit Research shows...

Adding INFINITY'S reach of planned new vehicle purchasers to the Free Press/News' auto sections will increase the reach potential of planned new vehicle purchasers by over 4 times to nearly 60%!

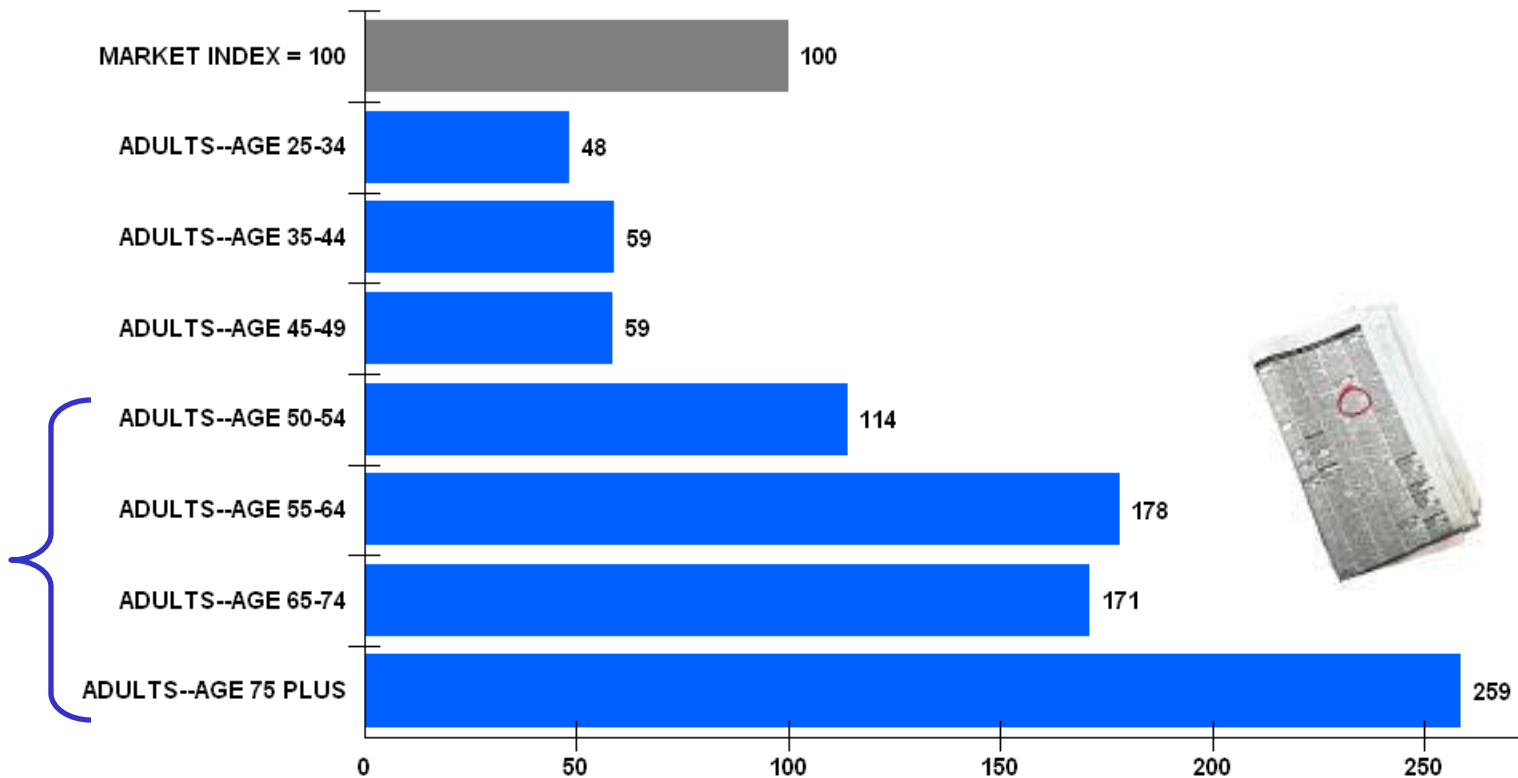
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BASE POPULATION:	3,461,547			% IN TARGET:	12.8%	
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH	0	50	
FP/DN**WD*AUTO CLAS.	59,611	13.5	13.5			
FP/DN**SN*AUTO CLAS	46,737	10.6	14.7			
INFINITY RADIO	238,337	53.9	53.9			
Print	65,138	14.7	14.7			
Radio	238,337	53.9	53.9			
Total	263,510	59.6	59.6			

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

## The Media Audit Research shows...

Detroit Market adults who are heavily exposed to newspaper are the 50+ Crowd, who have fewer consumer needs and wants, and are very likely already brand loyal.

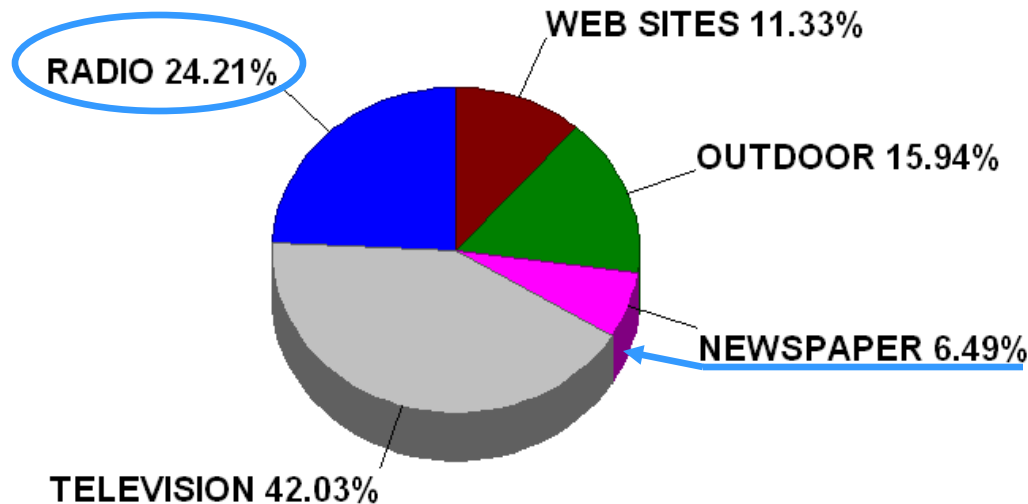
### HEAVY NEWSPAPER READERS



## The Media Audit Research shows...

New Vehicle Buyers spend over **24% of their Media Day with Radio**...compared to 6% of their Media Day with Newspaper. Radio is a medium that advertisers can depend on to reach today's consumers with busy lifestyles.

### Plan to Buy New Vehicle Next 12 Months



## 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 Detroit, 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.