



# Winning Newspaper Dollars In the Kansas City Market

## **The Media Audit**

Kansas City, MO/KS Aug-Sept 2003

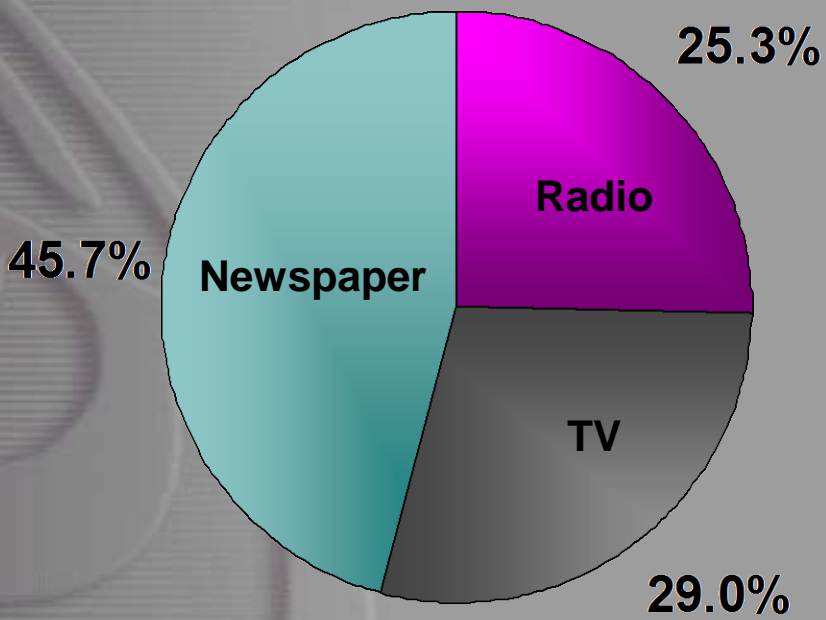
# Market Revenue Shares

In a comparison of major media (radio,TV, newspaper) Kansas City Market newspapers carve out the lions share at nearly 46%.

This means ENTERCOM KANSAS CITY's Greatest Revenue Opportunity is in

**WINNING  
NEWSPAPER  
DOLLARS.**

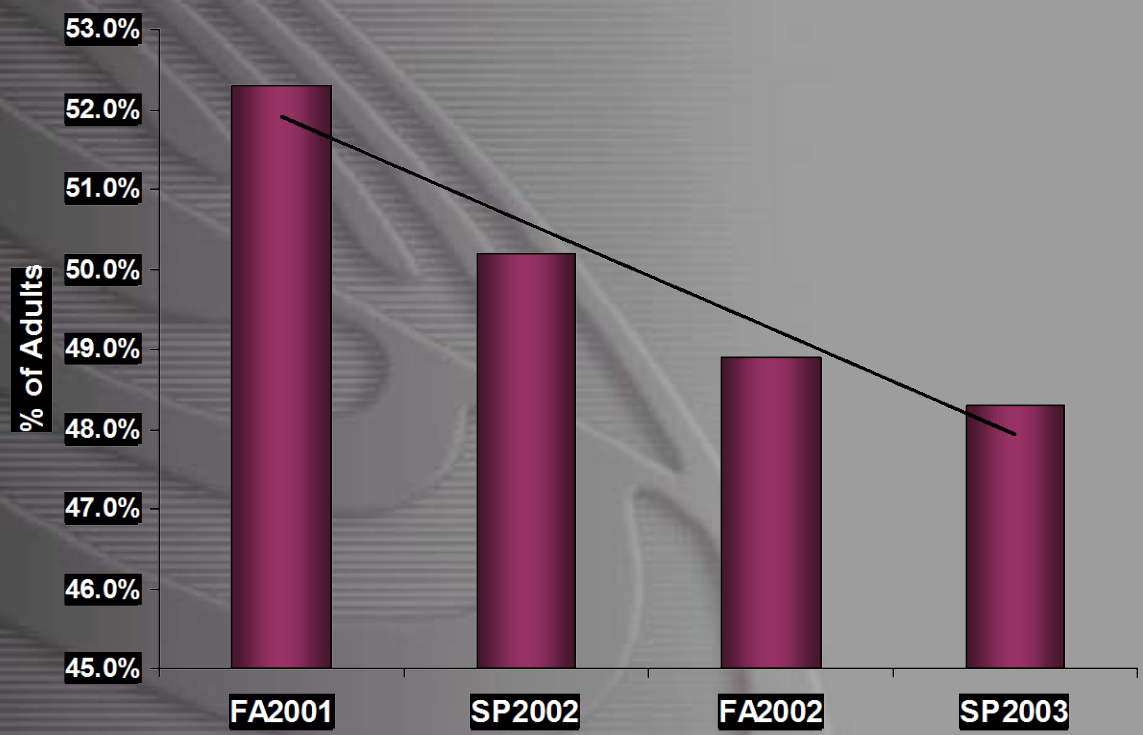
### Kansas City Advertising Revenue



## Newspaper Readership in Kansas City is on the decline.

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

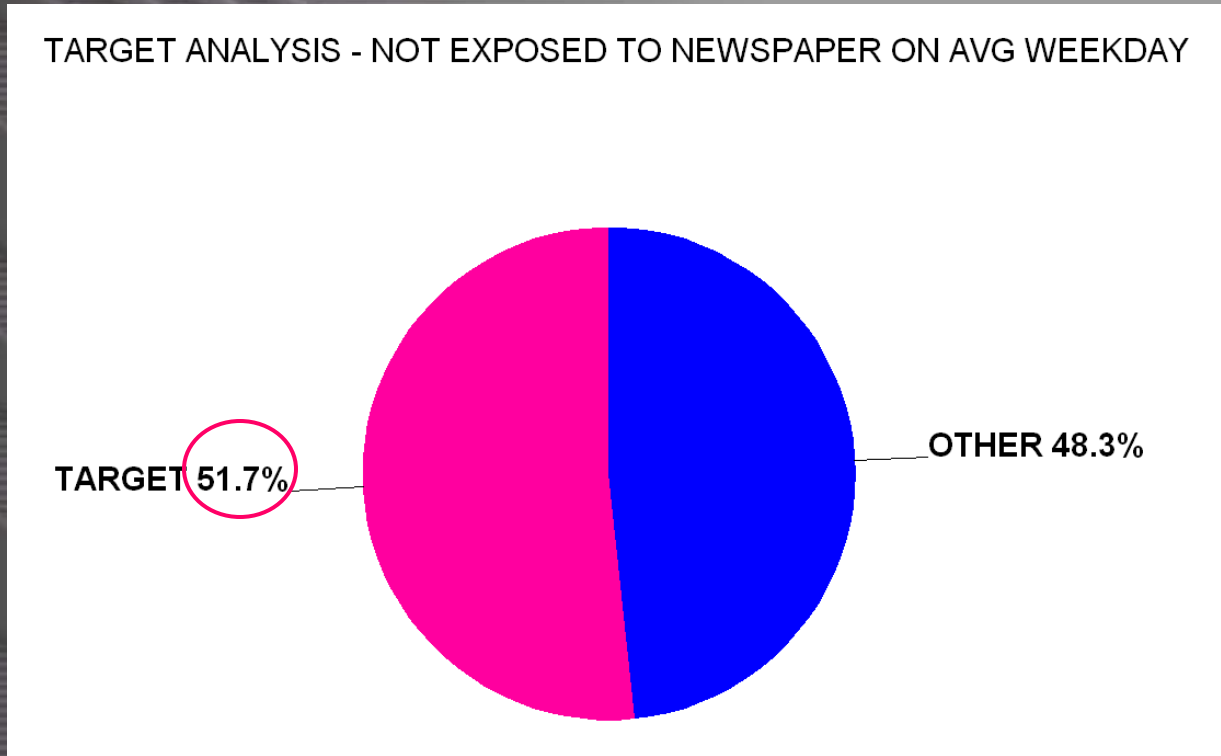
Unique to **The Media Audit** is the ability to trend every six months based on a snapshot of the market taken twice each year. This enables you to quickly take advantage of market changes.



# The Media Audit Research shows...

Over One-Half of Kansas City Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY?

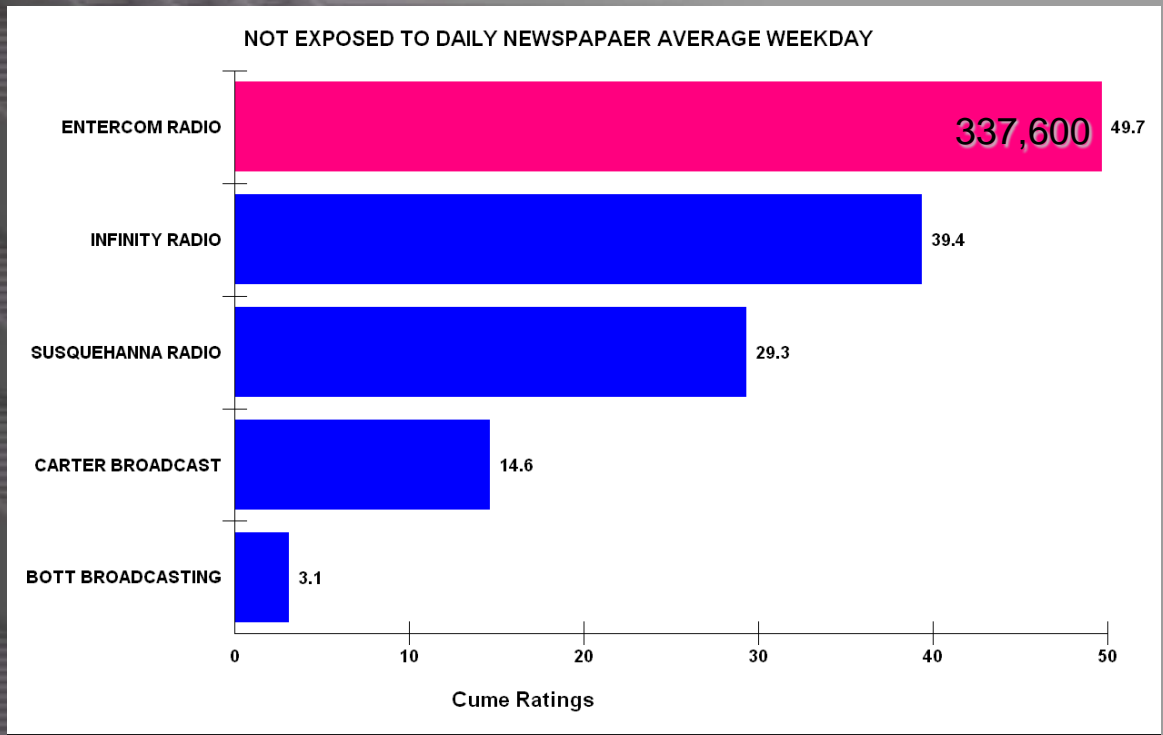
That's 683,000 ADULTS!



# The Media Audit Research shows...

ENTERCOM RADIO reaches nearly HALF of Kansas City Market adults each week who are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY?

ENTERCOM reaches nearly 340,000 Adults who are not reached by newspaper!



# INTRODUCTION

## THE MEDIA AUDIT

is uniquely suited to help *ENTERCOM* 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.



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## *ENTERCOM KANSAS CITY*

The Best Way  
to Reach the  
Kansas City Market  
Auto Purchasers

***ENTERCOM KANSAS CITY***

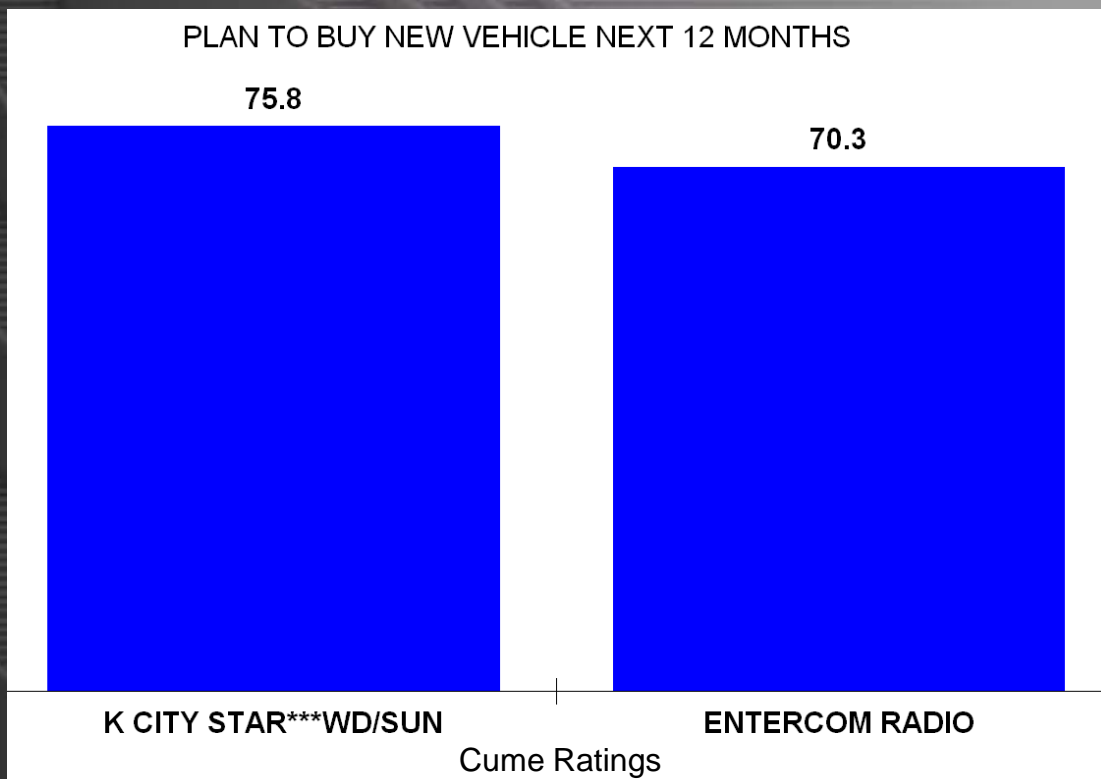
**VS.**

**THE KANSAS CITY STAR**

## The Media Audit Research shows...

The Kansas City Star reaches nearly 76% of those Kansas City Market adults planning to purchase a new vehicle this year.

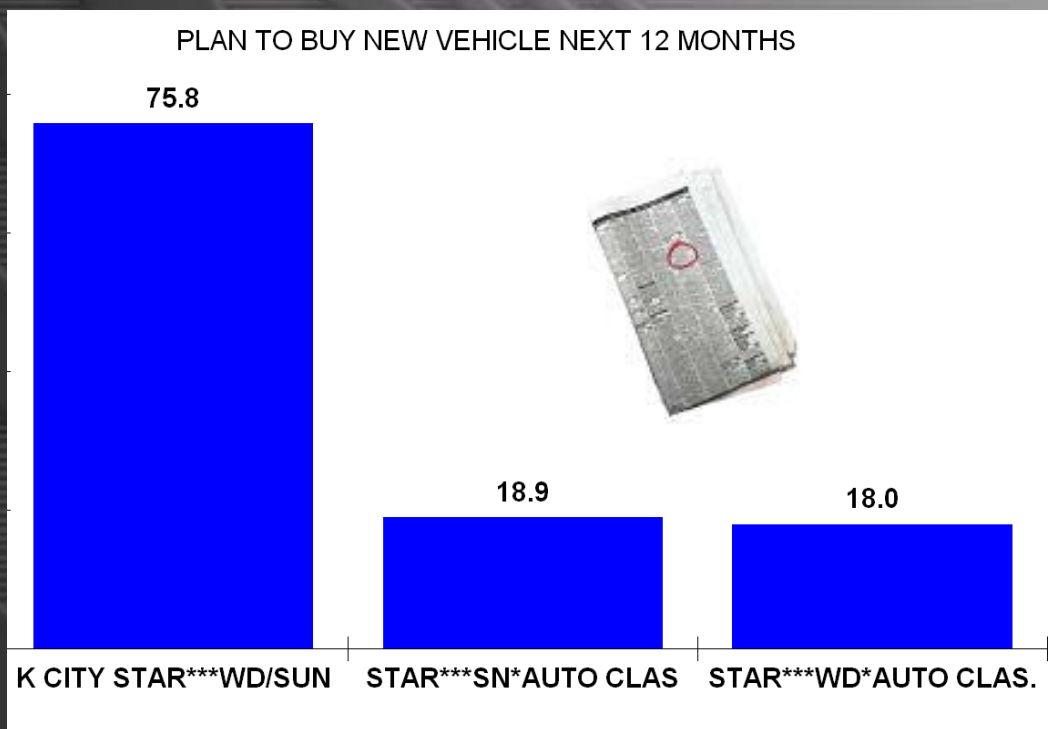
ENTERCOM reaches a little over 70% of planned new vehicle purchasers.



## The Media Audit Research shows...

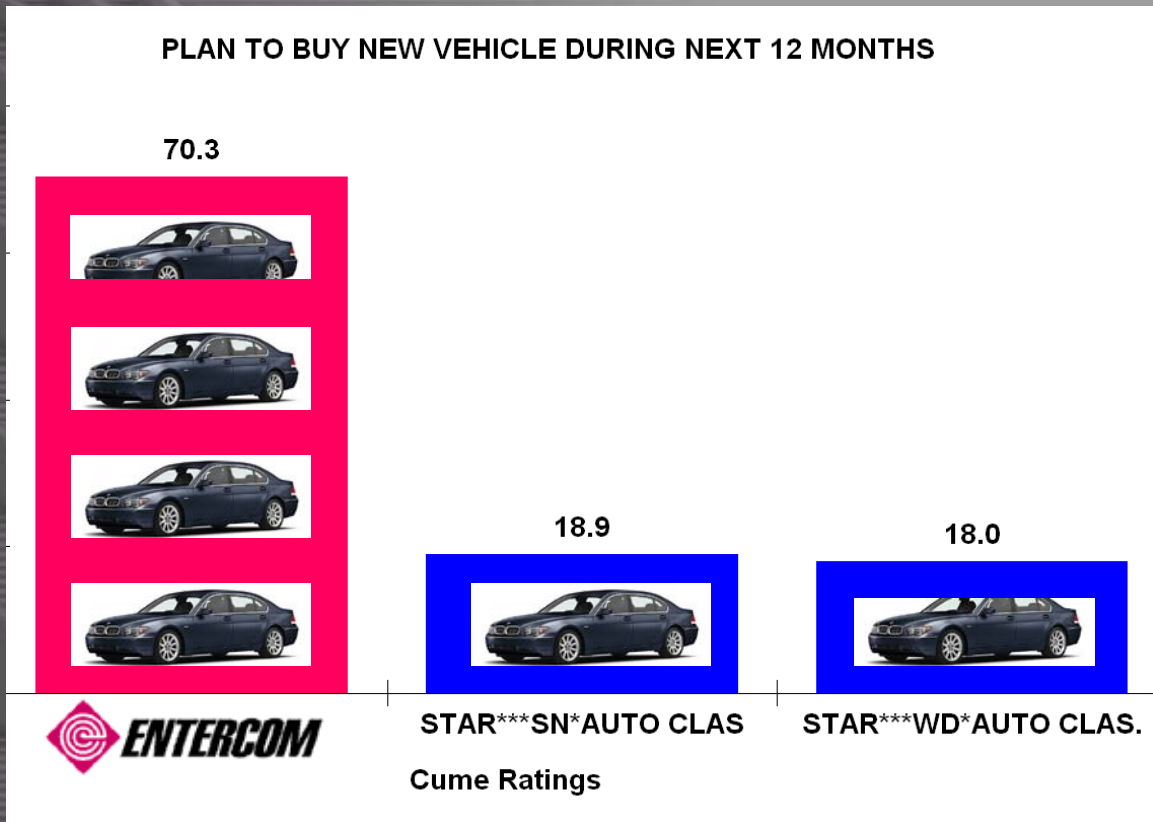
People read specific sections of the newspaper that are of interest to them. Few read the newspaper cover to cover.

While the Kansas City Star does reach nearly 76% of those Kansas City adults planning to purchase a new vehicle, the Sunday auto section reaches less than 19% of planned purchasers and the weekday auto section reaches only 18%.



# The Media Audit Research shows...

Comparing potential to potential, *ENTERCOM*'s more than 70% reach of planned new vehicle purchasers is nearly **400%** the potential reach of the Star's auto sections!



## The Media Audit Research shows...

Together, the Star's auto sections reach less than 34% of Kansas City planned new vehicle purchasers.

<b>Report:</b>	<b>AD CAMPAIGN PLANNING REPORT</b>	<b>ADULTS AGE 18 +</b>	
<b>Target:</b>	<b>PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY</b>		
<b>Market:</b>	<b>KANSAS CITY, MO/KS for AUG-SEP 2003</b>		
<b>MEDIA TYPE</b>	<b>CUME PERSONS</b>	<b>CUME RATING</b>	<b>NET CUME REACH</b>
STAR***SN*AUTO CLAS	19,600	18.9	18.9
STAR***WD*AUTO CLAS.	18,600	18.0	33.5
<b>MEDIA SUMMARY</b>			
PRINT MEDIA	38,200	37	33.5
TOTAL	38,200	37	33.5

## The Media Audit Research shows...

Adding *ENTERCOM'S* reach of planned new vehicle purchasers to the Star's auto sections will MUCH MORE THAN DOUBLE the reach potential of planned new vehicle purchasers to 80.3%.

<b>Report:</b>	AD CAMPAIGN PLANNING REPORT		ADULTS AGE 18 +
<b>Target:</b>	PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY		
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	<b>CUME PERSONS</b>	<b>CUME RATING</b>	<b>NET CUME REACH</b>
<b>MEDIA TYPE</b>			
ENTERCOM RADIO	72,800	70.3	70.3
STAR***SN*AUTO CLAS	19,600	18.9	18.9
STAR***WD*AUTO CLAS.	18,600	18.0	33.5
<b>MEDIA SUMMARY</b>			
RADIO	72,800	70	70.3
PRINT MEDIA	38,200	37	33.5
<b>TOTAL</b>	<b>111,000</b>	<b>107</b>	<b>80.3</b>



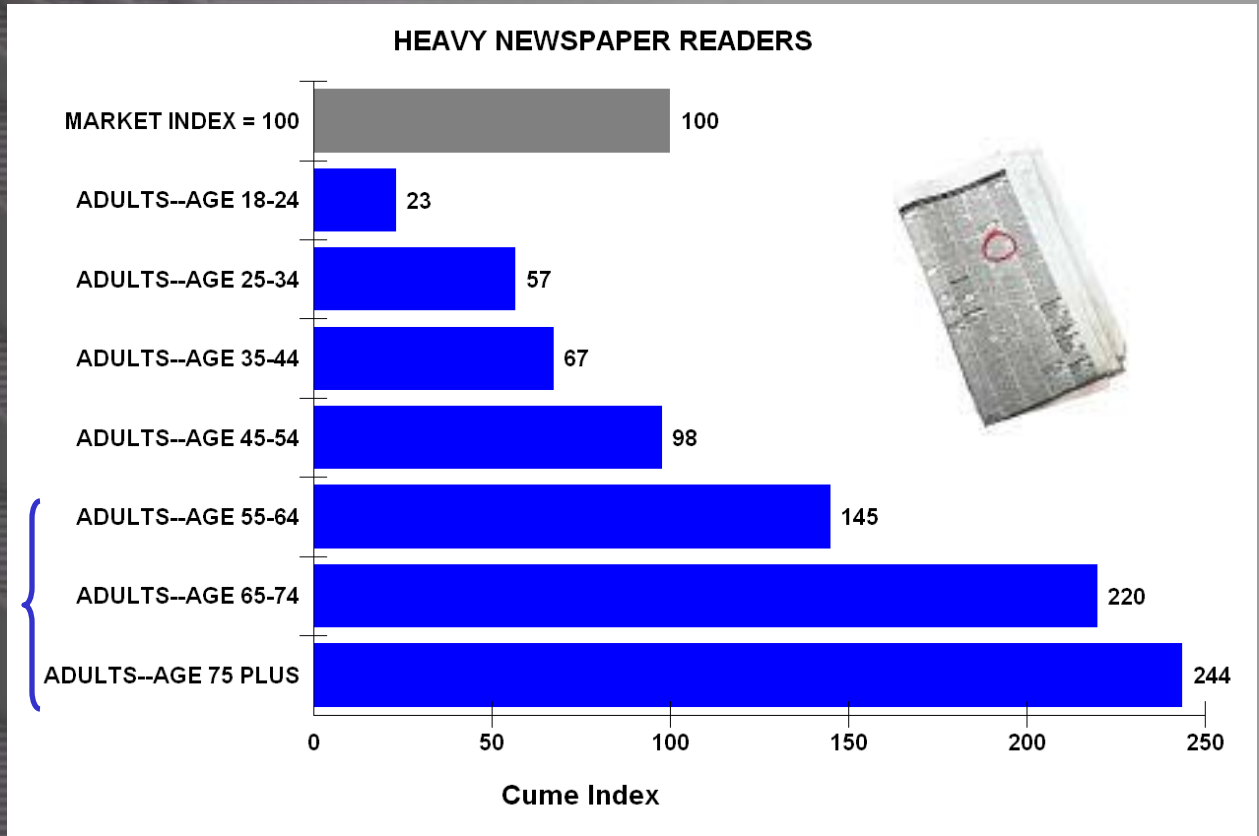
**Why**  
**does**

***ENTERCOM KANSAS CITY***

**add so dramatically to the reach of newspaper?**

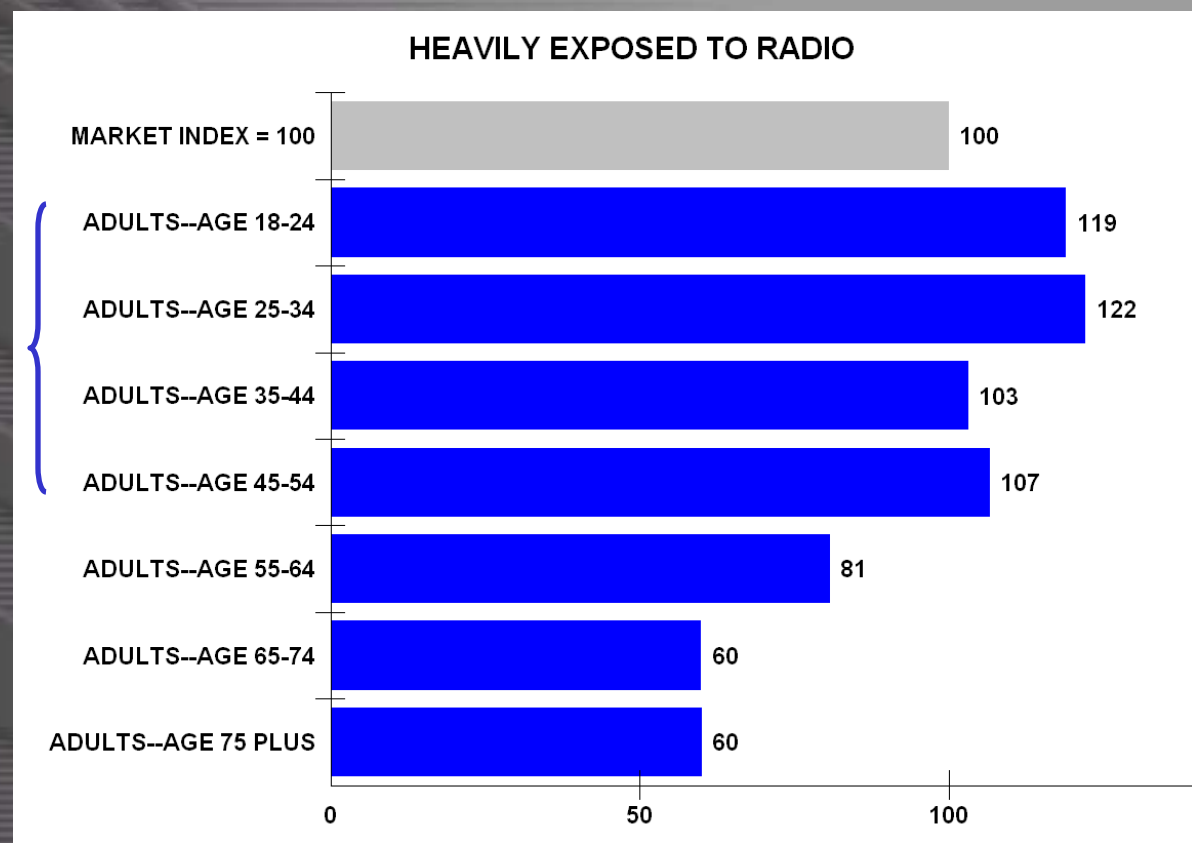
# The Media Audit Research shows...

Kansas City 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.



# The Media Audit Research shows...

Heavy Radio Listeners in Kansas City are younger and in the prime years of consumption. They lead active lifestyles, and depend on radio for information and entertainment.



## Auto Sections Exclusive to The Media Audit

**THE MEDIA AUDIT** offers *ENTERCOM* a unique opportunity to be more effective in going after the substantial automotive dollars in the Kansas City Star, 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 *ENTERCOM* a level playing field to pursue the lucrative auto ad market.

With some minor modifications *ENTERCOM KANSAS CITY* can use this presentation with its auto dealers.