

## Winning Newspaper Dollars In the Boston Market



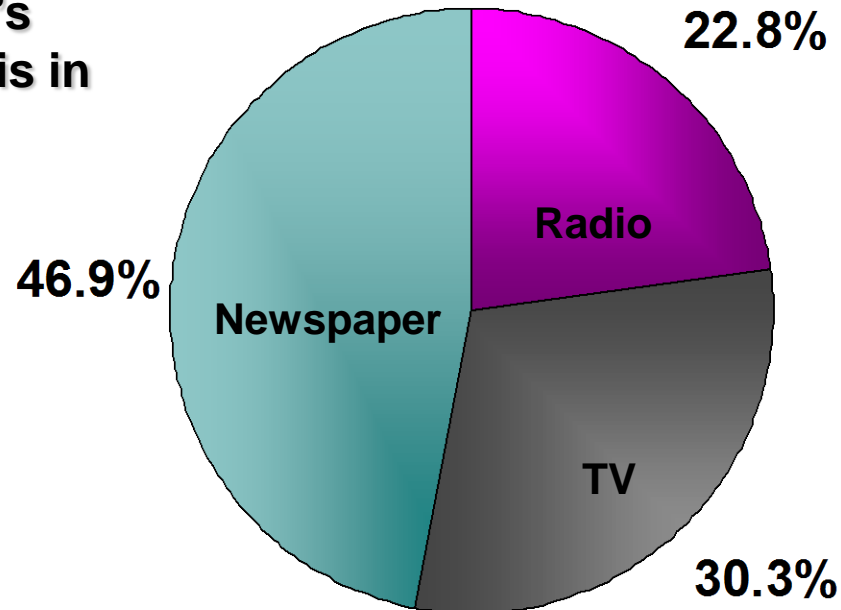
## Market Revenue Shares

In a comparison of major media, Boston Market newspapers carve out the lions share at nearly 47%.

This means INFINITY BOSTON's  
Greatest Revenue Opportunity is in

**WINNING  
NEWSPAPER  
DOLLARS.**

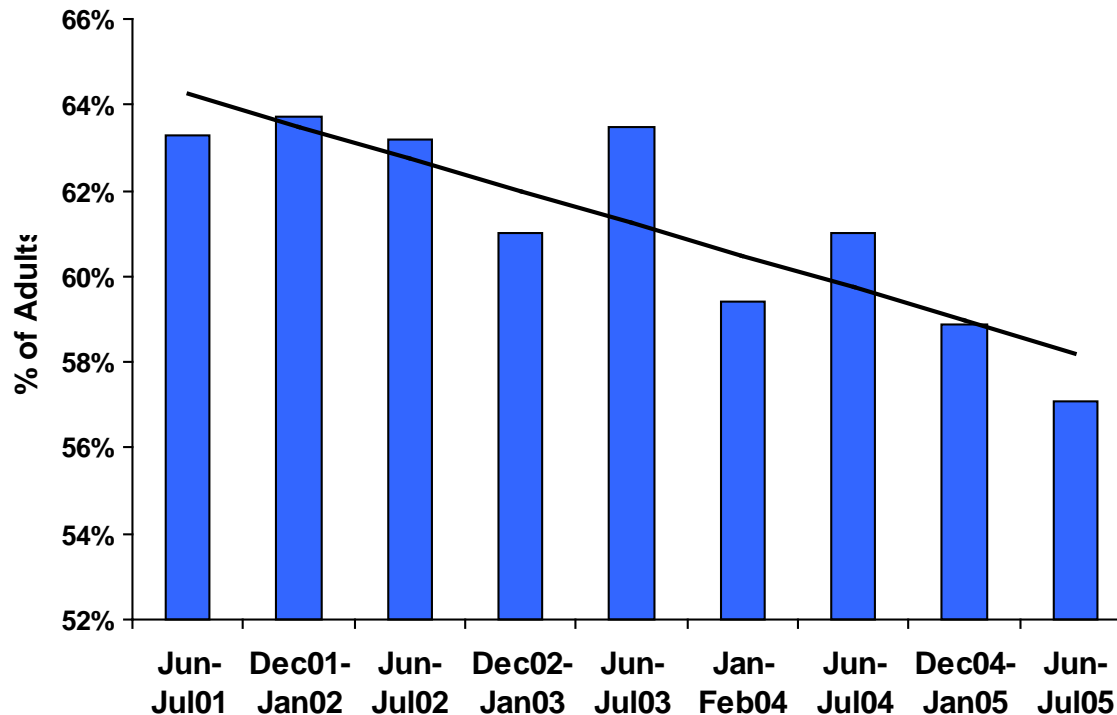
Boston Advertising Revenue



## Newspaper Readership in Boston 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.

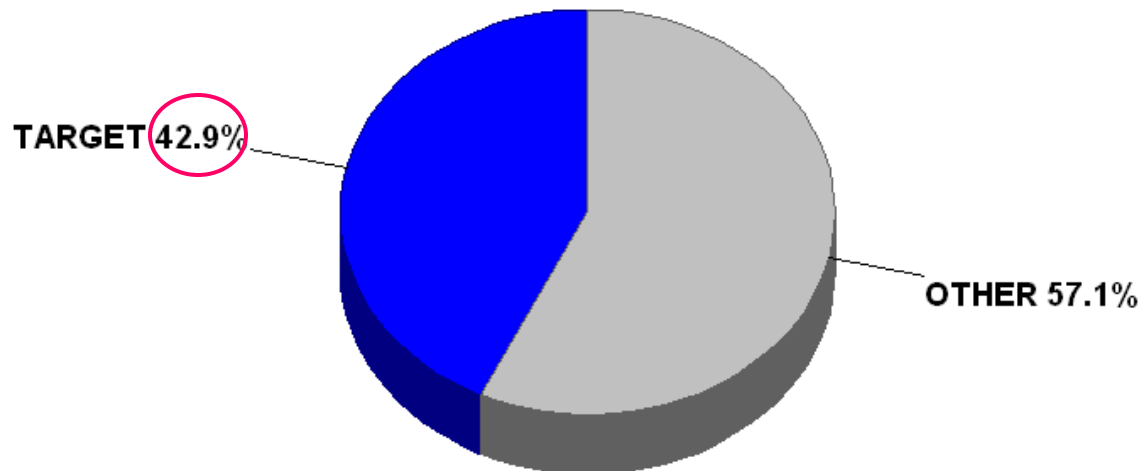


## The Media Audit Research shows...

**Nearly 43% of Boston Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.**

**That's 1,730,500 ADULTS!**

Target Analysis - Not Exposed to Daily Newspaper on Average Weekday

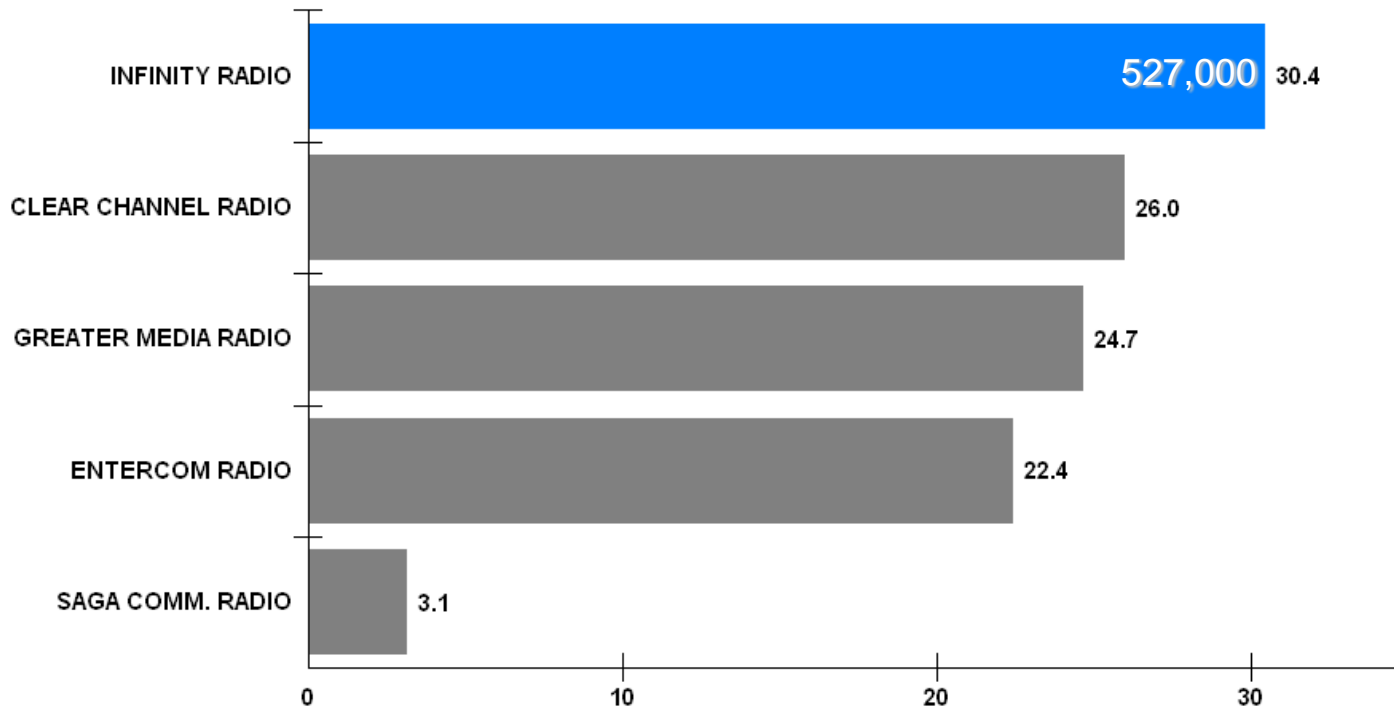


## The Media Audit Research shows...

**INFINITY RADIO is the leader, reaching OVER 30% of Boston Market adults each week who are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.**

**INFINITY reaches 527,000 Adults who are not reached by newspaper!**

### NOT EXPOSED TO DAILY NEWSPAPER ON AVG. WEEKDAY



The Media Audit Boston, MA June-July 2005



## 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 BOSTON**

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

**INFINITY**



**INFINITY BOSTON**

**VS.**

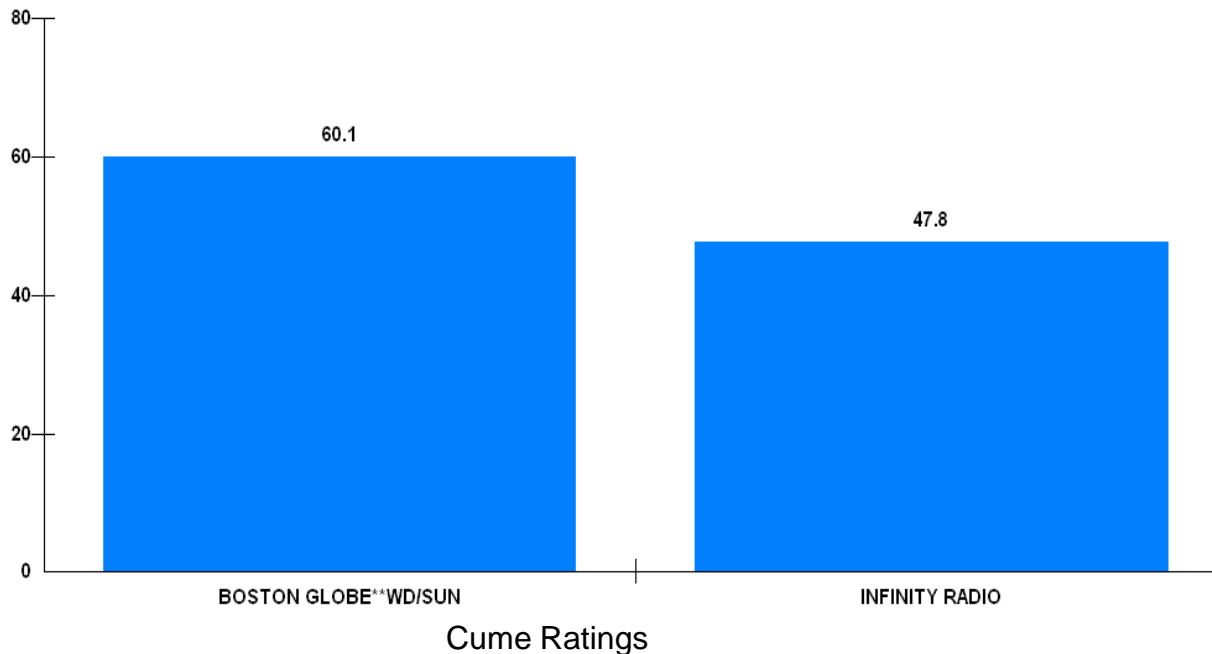
**The Boston Globe**

## The Media Audit Research shows...

The Boston Globe reaches 60% of those Boston Market adults planning to purchase a new vehicle this year.

INFINITY reaches nearly 48% of planned new vehicle purchasers.

PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS

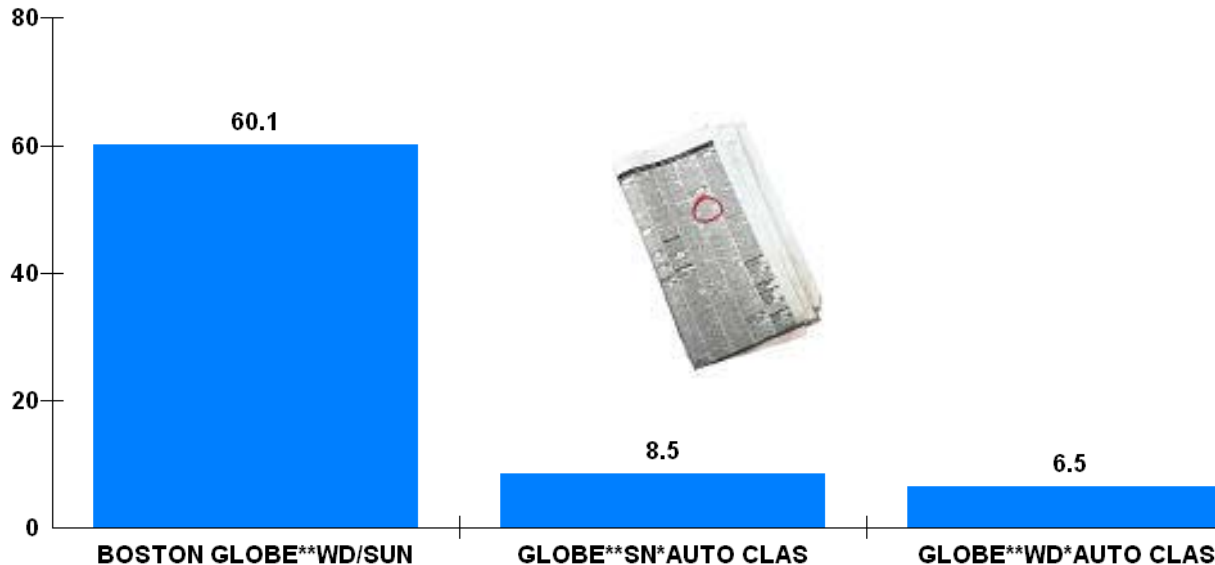


## The Media Audit Research shows...

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

While the Boston Globe does reach 60% of those Boston adults planning to purchase a new vehicle, the Sunday auto section only reaches only 8.5% of planned purchasers and the weekday auto section reaches only 6.5%.

PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS

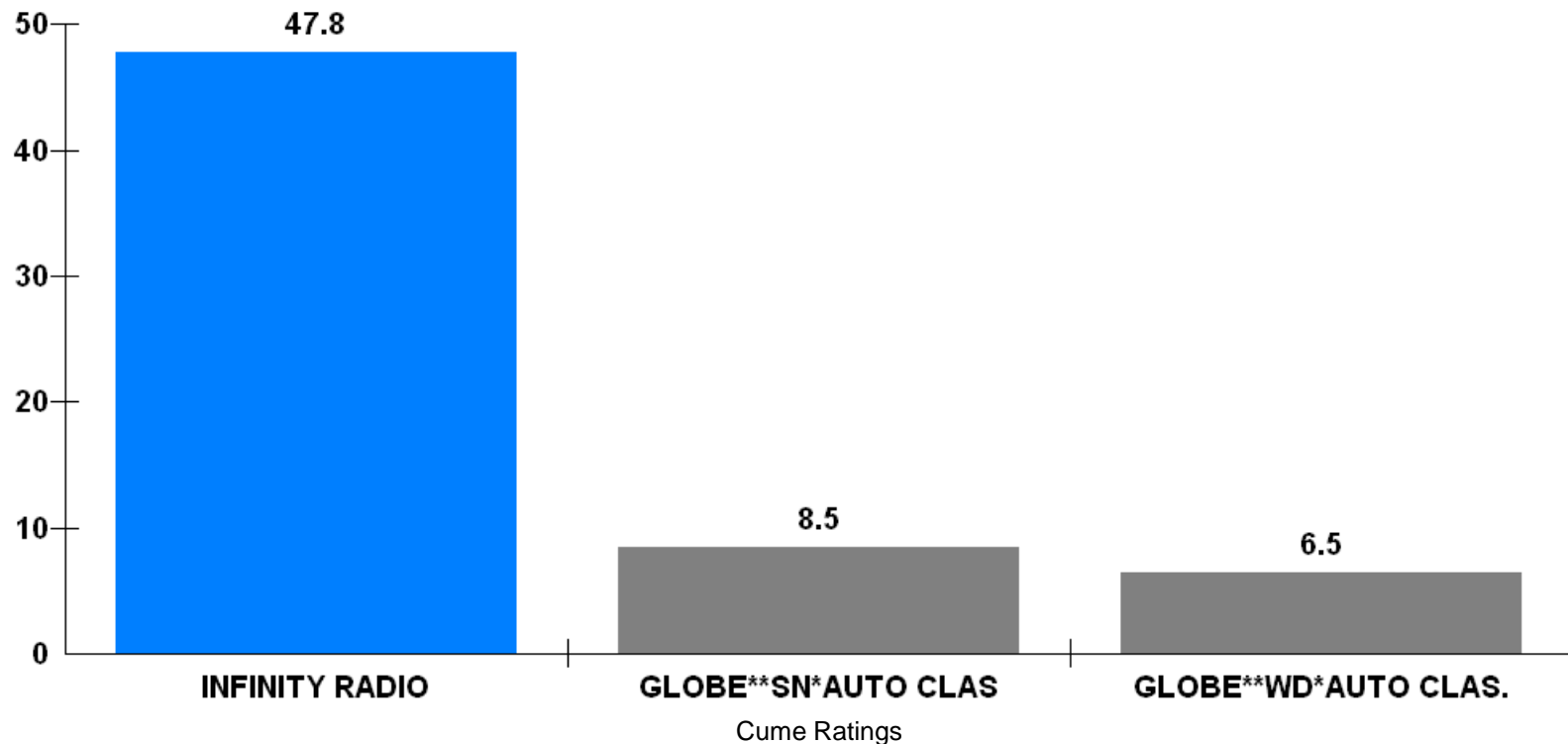


Cume Ratings

## The Media Audit Research shows...

Comparing potential to potential, INFINITY's nearly 48% reach of planned new vehicle purchasers is nearly **6 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 Boston Globe auto sections reach less than 9% of Boston planned new vehicle purchasers.

THE MEDIA AUDIT AD CAMPAIGN PLANNER GENERAL BASE = ADULTS AGE 18+			
Report Market:	BOSTON, MA		
Report Period:	JUN-JUL 2005		
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV		
BASE POPULATION: 4,037,067	% IN TARGET: 7.7%		
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH
GLOBE**SN*AUTO CLAS	26,589	8.5	8.5
GLOBE**WD*AUTO CLAS.	20,286	6.5	8.5
Print	26,590	8.5	8.5
Total Net Cume Reach	26,590	8.5	8.5

## The Media Audit Research shows...

Adding INFINITY'S reach of planned new vehicle purchasers to the Boston Globe auto sections will increase the reach potential of planned new vehicle purchasers by over 6 times to nearly **54%**.

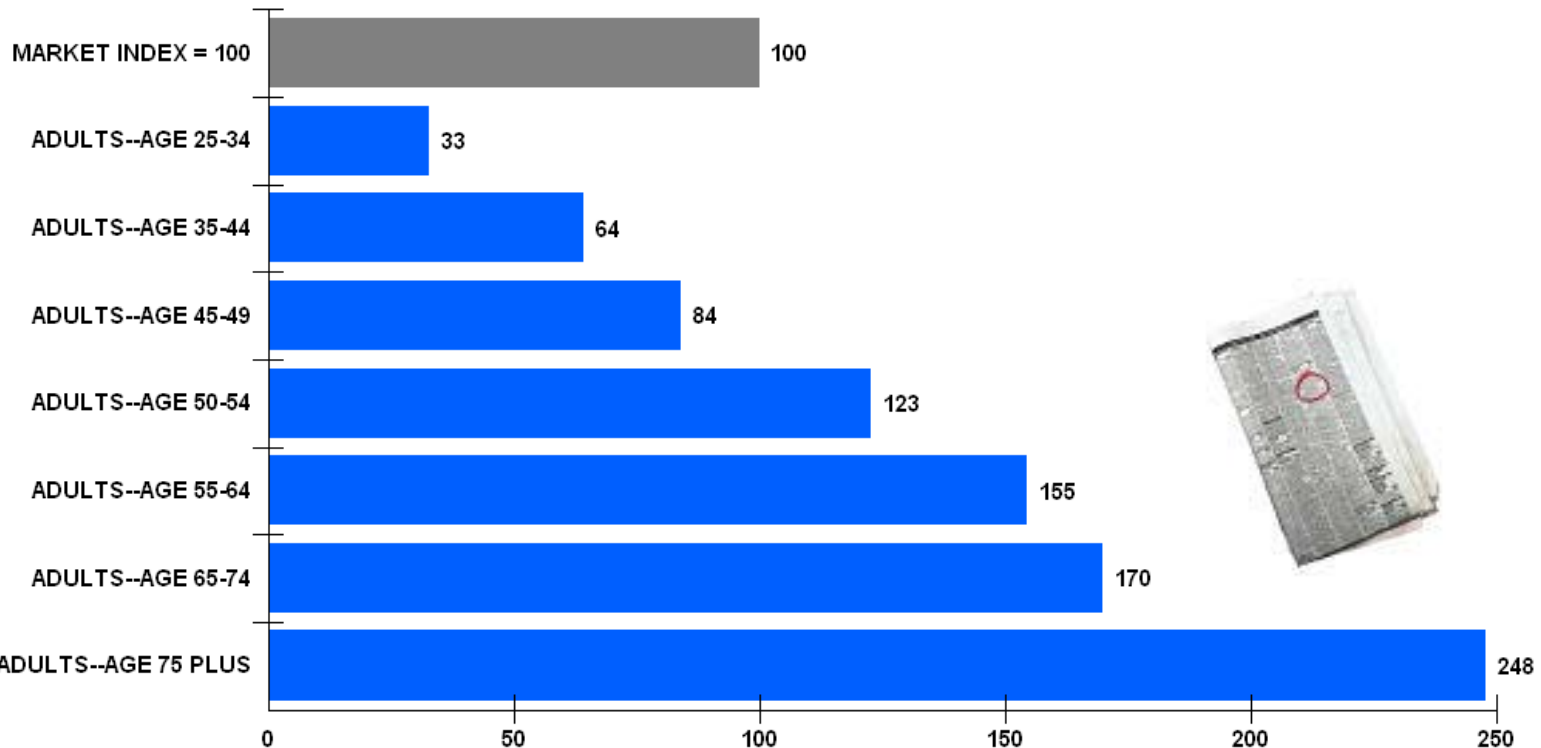
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BASE POPULATION: 4,037,067			% IN TARGET: 7.7%
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH
INFINITY RADIO	148,943	47.8	47.8
GLOBE**SN*AUTO CLAS	26,589	8.5	8.5
GLOBE**WD*AUTO CLAS.	20,286	6.5	8.5
Radio	148,944	47.8	47.8
Print	26,590	8.5	8.5
<b>Total Net Cume Reach</b>	<b>167,184</b>	<b>53.6</b>	<b>53.6</b>

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

## The Media Audit Research shows...

Boston 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.

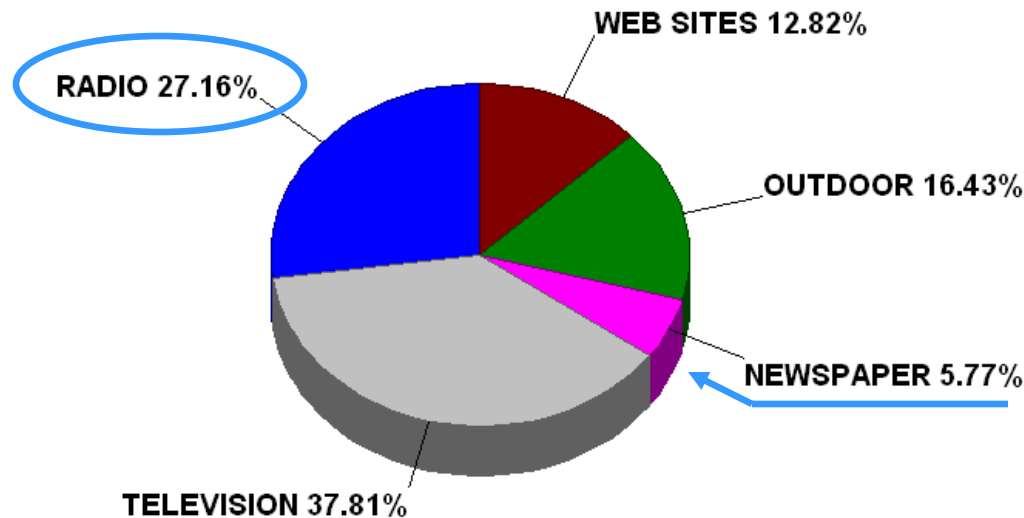
### HEAVY NEWSPAPER READERS



## The Media Audit Research shows...

New Vehicle Buyers spend over **27% of their Media Day with Radio**...compared to less than 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 OF 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 Boston Globe, 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.