

# The Media Audit



**Taking Boston's  
Newspaper Dollars**



# The Media Audit

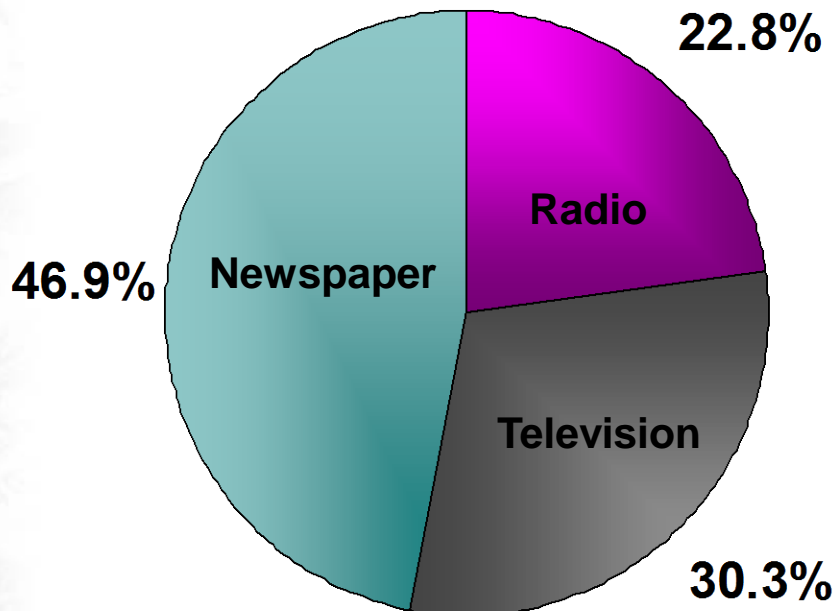
In a comparison of major media (radio, TV, newspaper)  
Boston newspapers carve out the lions share at 47%.

This means ENTERCOM BOSTON's Greatest Revenue  
Opportunity

is in

**TAKING NEWSPAPER DOLLARS.**

Boston Advertising Revenue



The background of the slide features a stack of US dollar bills, including a \$100 bill at the top, a \$20 bill in the middle, and a \$10 bill at the bottom. The bills are slightly offset and faded, creating a sense of depth and texture. The text is overlaid on the right side of the image.

# The Media Audit

## 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.

# The Media Audit



The Best Way  
to Reach  
Boston Auto Purchasers



# The Media Audit



&

The Boston Globe



# The Media Audit

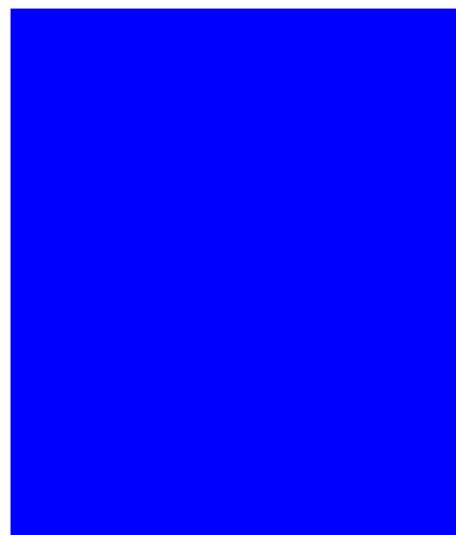
## The Media Audit Research shows...

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

ENTERCOM reaches a little over 36% of planned new vehicle purchasers



PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS  
59.9



36.3



BOSTON GLOBE\*\*WD/SUN

ENTERCOM RADIO

Cume Ratings

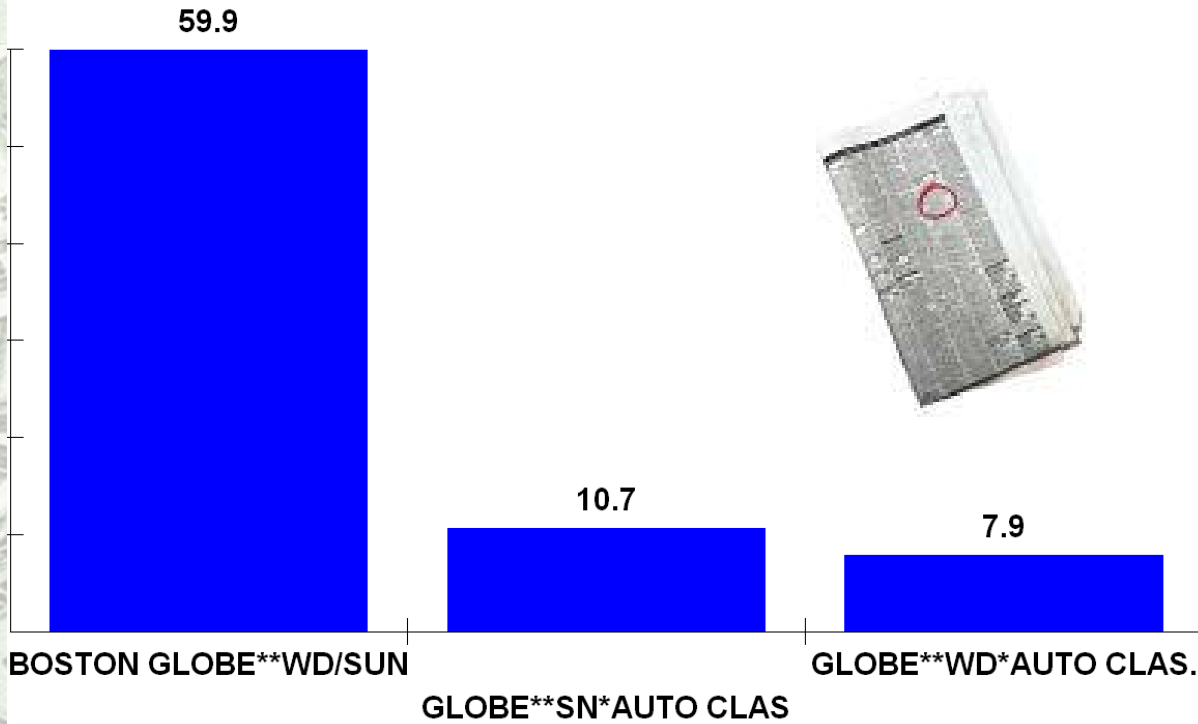
# The Media Audit

However consider this...

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 nearly 60% of those Boston adults planning to purchase a new vehicle, the Sunday auto section reaches less than 11% of planned purchasers and the weekday auto section reaches less than 8%.

PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS

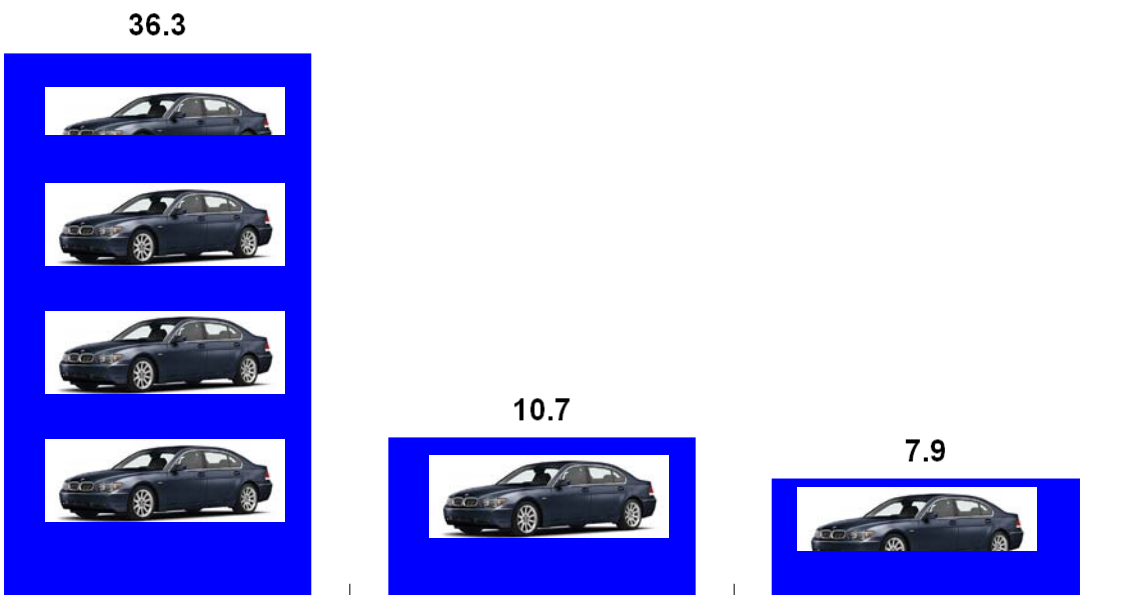


# The Media Audit

Did you know ...

Comparing potential to potential, ENTERCOM's more than 36% reach of planned new vehicle purchasers, is **more than triple** the potential reach of the Boston Globe's auto sections!

## PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS



GLOBE\*\*SN\* AUTO CLAS

GLOBE\*\*WD\* AUTO CLAS.

# The Media Audit

Did you know ...

Together the Boston Globe auto sections reach less than 18% of Boston planned new vehicle purchasers.

Report: AD CAMPAIGN PLANNING REPORT      ADULTS AGE 18 +  
 Target: PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
 Market: BOSTON, MA for JUN-JUL 2003

MEDIA TYPE	CUME PERSONS	CUME RATING	NET CUME REACH	NET CUME REACH	
				0%	50%
GLOBE**SN*AUTO CLAS	32,000	10.7	10.7		
GLOBE**WD*AUTO CLAS.	23,700	7.9	17.7		
<b>MEDIA SUMMARY</b>					
PRINT MEDIA	55,700	19	17.7		
TOTAL	55,700	19	17.7		

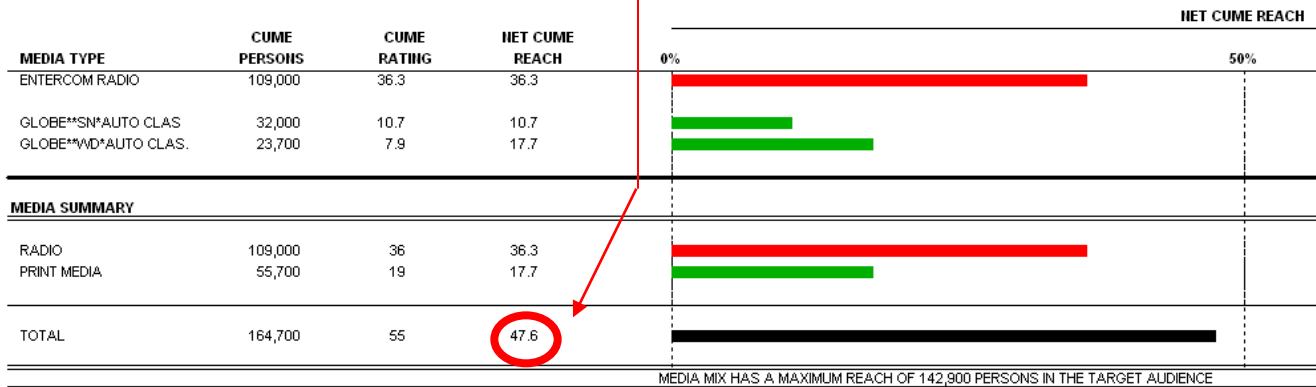
MEDIA MIX HAS A MAXIMUM REACH OF 53,200 PERSONS IN THE TARGET AUDIENCE

# The Media Audit

Did you know that...

Adding ENTERCOM'S reach of planned new vehicle purchasers with the Boston Globe's auto sections will NEARLY TRIPLE the reach potential of planned new vehicle purchasers to 48%.

Report: AD CAMPAIGN PLANNER REPORT      ADULTS AGE 18 +  
 Target: PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
 Market: BOSTON, MA for JUN-JUL 2003



# The Media Audit



&



# The Media Audit

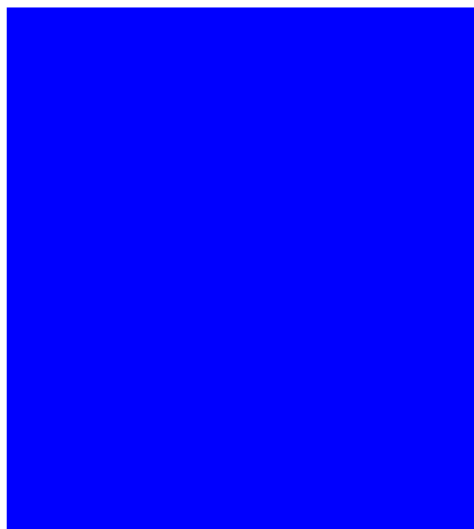
The Media Audit Research shows...

ENTERCOM RADIO reaches 60% more New Vehicle Buyers than even a whole week's worth of ALL sections of the Boston Herald.



PLAN TO BUY NEW VEHICLE NEXT 12 MONTHS

36.3



22.7

BOST. HERALD\*\*WD/SUN

Cume Ratings

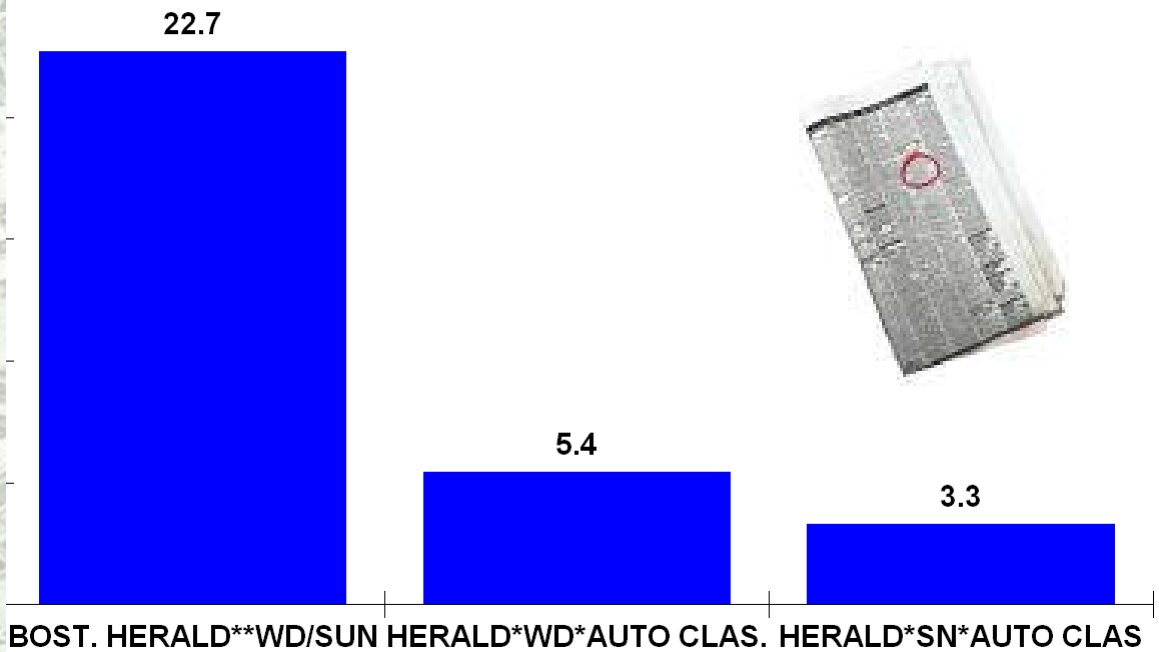
# The Media Audit

## Consider this...

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

While the Boston Herald reaches nearly 23% of those Boston adults planning to purchase a new vehicle, the weekday auto section reaches less than 6% of planned purchasers and the Sunday auto section reaches only 3%.

### PLAN TO BUY NEW VEHICLE NEXT 12 MONTHS



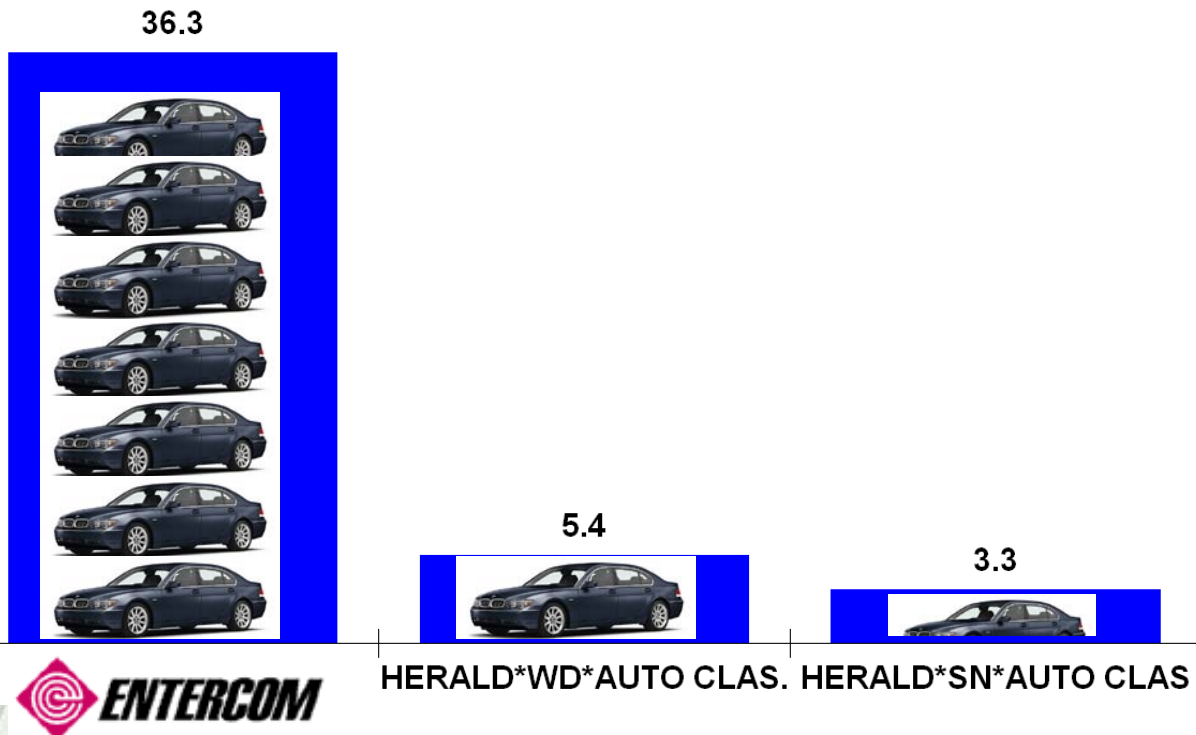
# The Media Audit

The Media Audit Research shows...

ENTERCOM RADIO's lead over the Boston Herald is even more pronounced when comparing to the Herald's auto sections. ENTERCOM reaches nearly **7 times the new vehicle purchasers!**



PLAN TO BUY NEW VEHICLE NEXT 12 MONTHS



# The Media Audit

Did you know ...

Together, the Boston Herald auto sections reach less than 9% of Boston planned new vehicle purchasers.

Report: AD CAMPAIGN PLANNER REPORT      ADULTS AGE 18 +  
 Target: PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
 Market: BOSTON, MA for JUN-JUL 2003

MEDIA TYPE	CUME PERSONS	CUME RATING	NET CUME REACH	NET
HERALD*VD*AUTO CLAS.	16,300	5.4	5.4	
HERALD*SN*AUTO CLAS	9,900	3.3	8.5	
<b>MEDIA SUMMARY</b>				
PRINT MEDIA	26,200	9	8.5	
TOTAL	26,200	9	8.5	

MEDIA MIX HAS A MAXIMUM REACH OF 25,700 PERSONS IN THE TARGET AUDIENCE

# The Media Audit

Did you know that...

Adding ENTERCOM'S reach of planned new vehicle purchasers to the Boston Herald's auto sections will NEARLY QUINTUPLE the reach potential of planned new vehicle purchasers to 48%.

Report: AD CAMPAIGN PLANNING REPORT ADULTS AGE 18 +  
 Target: PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
 Market: BOSTON, MA for JUN-JUL 2003

MEDIA TYPE	CUME PERSONS	CUME RATING	NET CUME REACH	NET CUME REACH
ENTERCOM RADIO	109,000	36.3	36.3	0%
HERALD*WD*AUTO CLAS.	16,300	5.4	5.4	
HERALD*SN*AUTO CLAS	9,900	3.3	8.5	
<b>MEDIA SUMMARY</b>				
RADIO	109,000	36	36.3	
PRINT MEDIA	26,200	9	8.5	
TOTAL	135,200	45	41.7	

MEDIA MIX HAS A MAXIMUM REACH OF 125,400 PERSONS IN THE TARGET AUDIENCE



# **The Media Audit**

**Here's a thought:**

What would be gained  
by taking the Boston  
Herald's budget and  
investing it in  
**ENTERCOM RADIO**  
advertising?

# The Media Audit

**The maximum reach of an all-newspaper auto section buy is less than 25% of New Vehicle Buyers.**

**Report:** AD CAMPAIGN PLANNER REPORT      **ADULTS AGE 18 +**  
**Target:** PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
**Market:** BOSTON, MA for JUN-JUL 2003

<b>MEDIA TYPE</b>	<b>CUME PERSONS</b>	<b>CUME RATING</b>	<b>NET CUME REACH</b>
GLOBE**SN*AUTO CLAS	32,000	10.7	10.7
GLOBE**WD*AUTO CLAS.	23,700	7.9	17.7
HERALD*WD*AUTO CLAS.	16,300	5.4	22.2
HERALD*SN*AUTO CLAS	9,900	3.3	24.7

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**MEDIA SUMMARY**

PRINT MEDIA	81,900	27	24.7
TOTAL	81,900	27	24.7

**Substituting ENTERCOM for the Boston Herald Nearly DOUBLES the reach of New Vehicle Buyers to 48%!**

**Report:** AD CAMPAIGN PLANNER REPORT      **ADULTS AGE 18 +**  
**Target:** PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
**Market:** BOSTON, MA for JUN-JUL 2003

<b>MEDIA TYPE</b>	<b>CUME PERSONS</b>	<b>CUME RATING</b>	<b>NET CUME REACH</b>
ENTERCOM RADIO	109,000	36.3	36.3
GLOBE**SN*AUTO CLAS	32,000	10.7	10.7
GLOBE**WD*AUTO CLAS.	23,700	7.9	17.7

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**MEDIA SUMMARY**

RADIO	109,000	36	36.3
PRINT MEDIA	55,700	19	17.7
TOTAL	164,700	55	47.6



# The Media Audit

Why...  
does



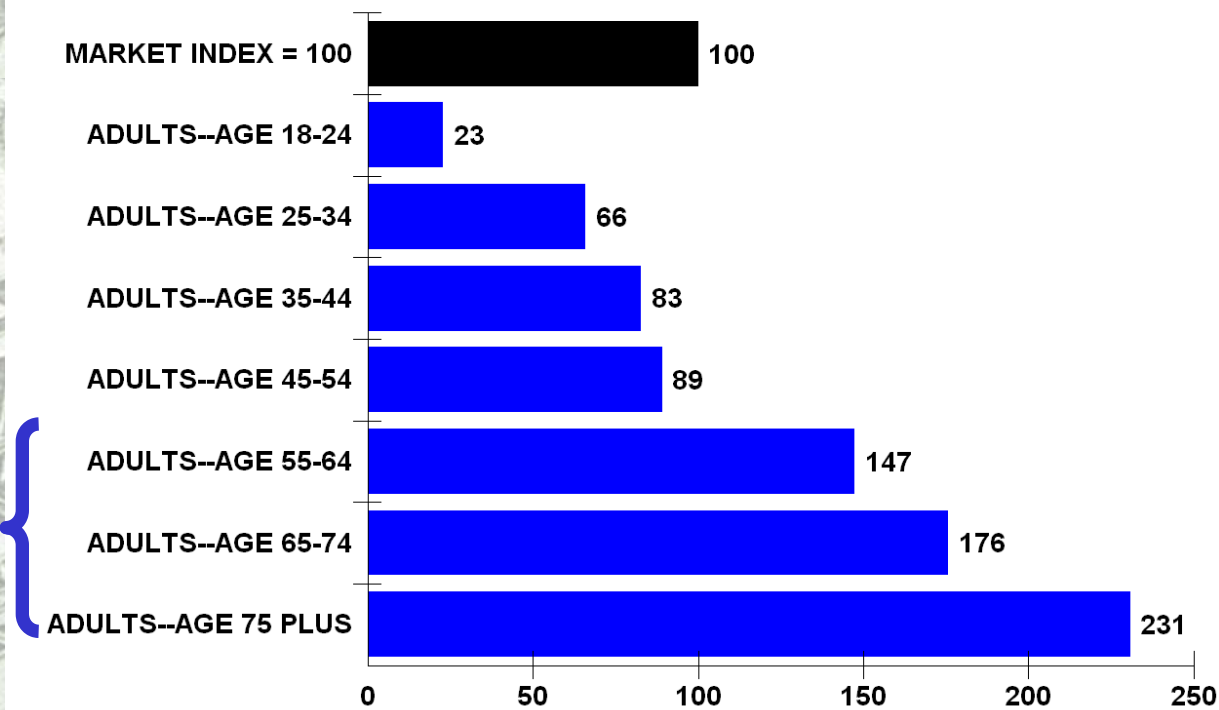
add so dramatically  
to the reach  
of  
Newspaper?

# The Media Audit

Boston 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.

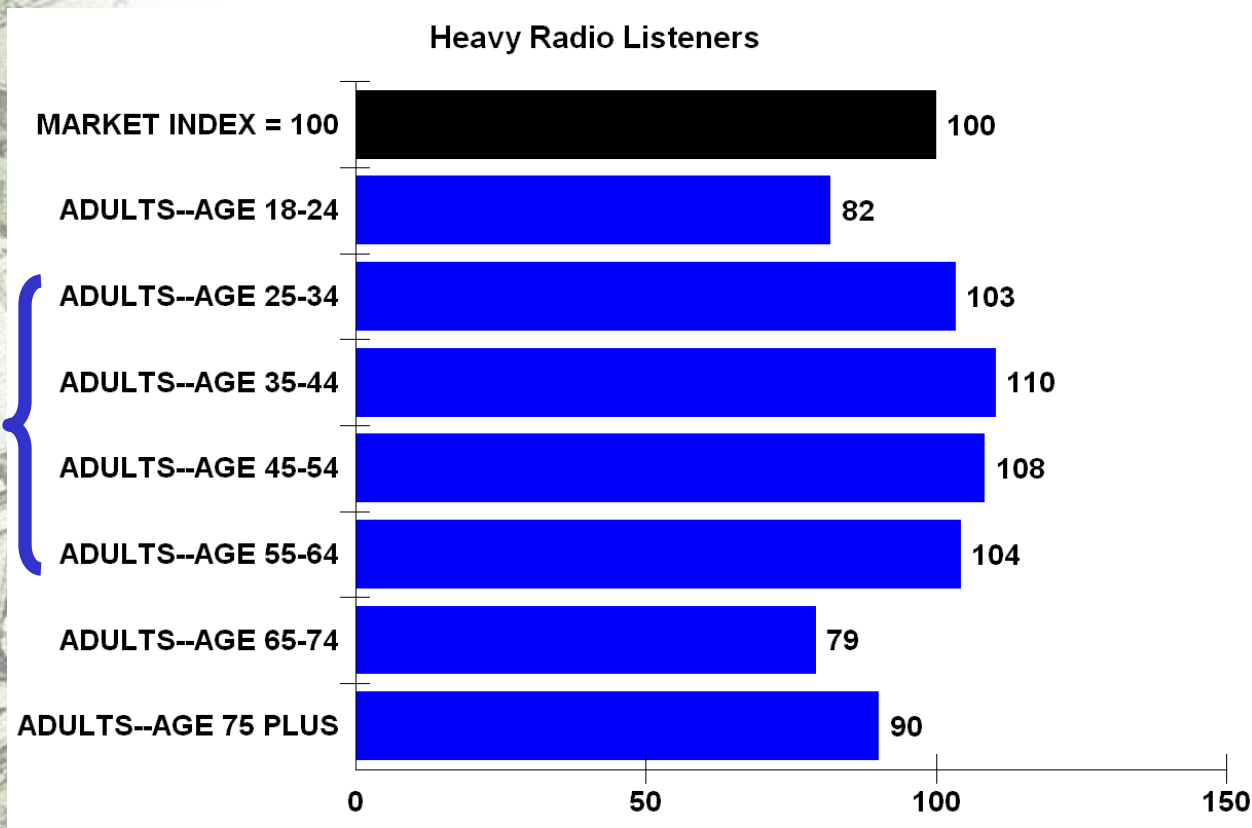


## HEAVY NEWSPAPER READERS



# The Media Audit

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



# The Media Audit

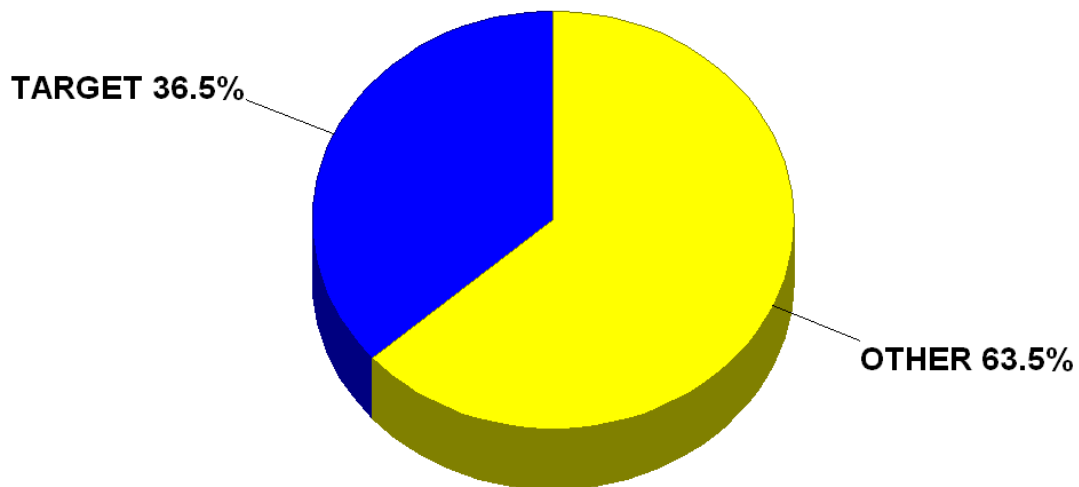
Did you know...

Over One-Third of Boston Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY?

That's nearly 1.5 MILLION ADULTS!

NOT EXPOSED TO DAILY NEWSPAPER ON AVG. WEEKDAY

1,448,400 ADULTS 18+



# The Media Audit

Did you know...

**ENTERCOM RADIO reaches nearly  
360,000 Boston Market adults each week  
who are NOT EXPOSED TO NEWSPAPER  
ON AN AVERAGE WEEKDAY?**

NOT EXPOSED TO NEWSPAPER AVG. WEEKDAY  
24.6

**356,800**



# The Media Audit

## 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 Boston Globe and Boston Herald 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 BOSTON can use this presentation with its auto dealers.

