



# Winning Newspaper Dollars In the Norfolk Market

## **The Media Audit**

Norfolk, VA Nov-Dec 2003

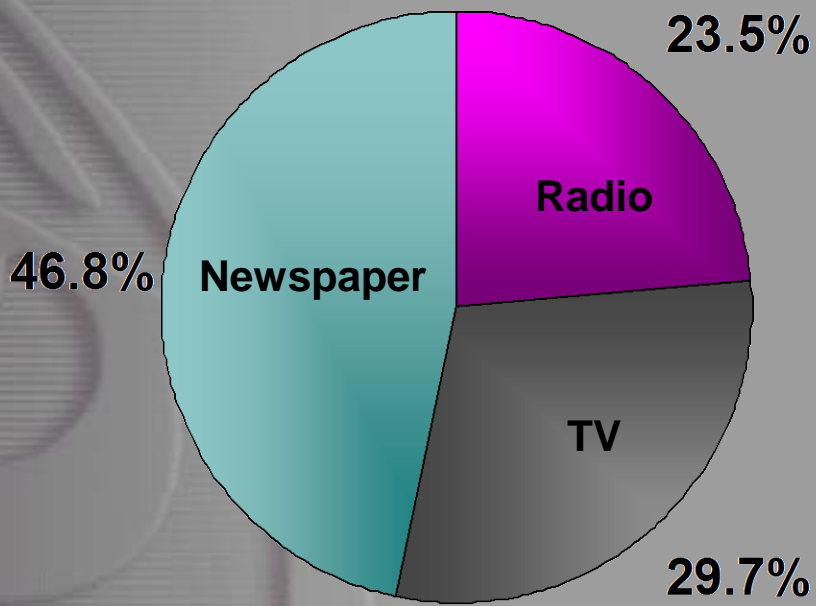
# Market Revenue Shares

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

This means ENTERCOM NORFOLK's Greatest Revenue Opportunity is in

**WINNING  
NEWSPAPER  
DOLLARS.**

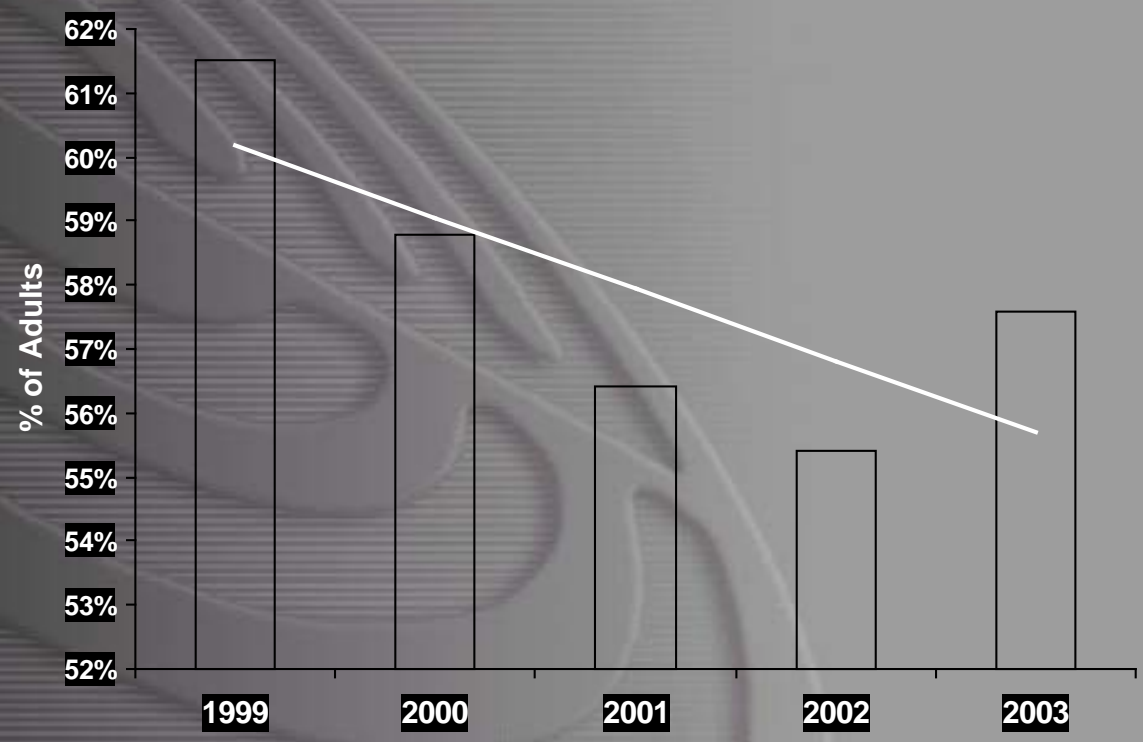
### Norfolk Advertising Revenue



## Newspaper Readership in Norfolk 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.



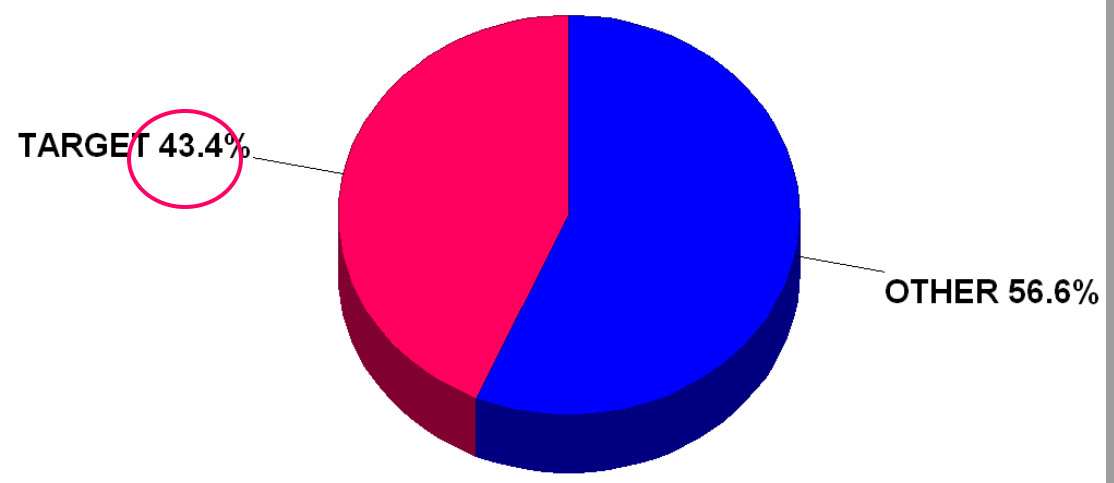
The Media Audit Norfolk, VA 1999-2003

# The Media Audit Research shows...

Over 43% of Norfolk Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 490,200 ADULTS!

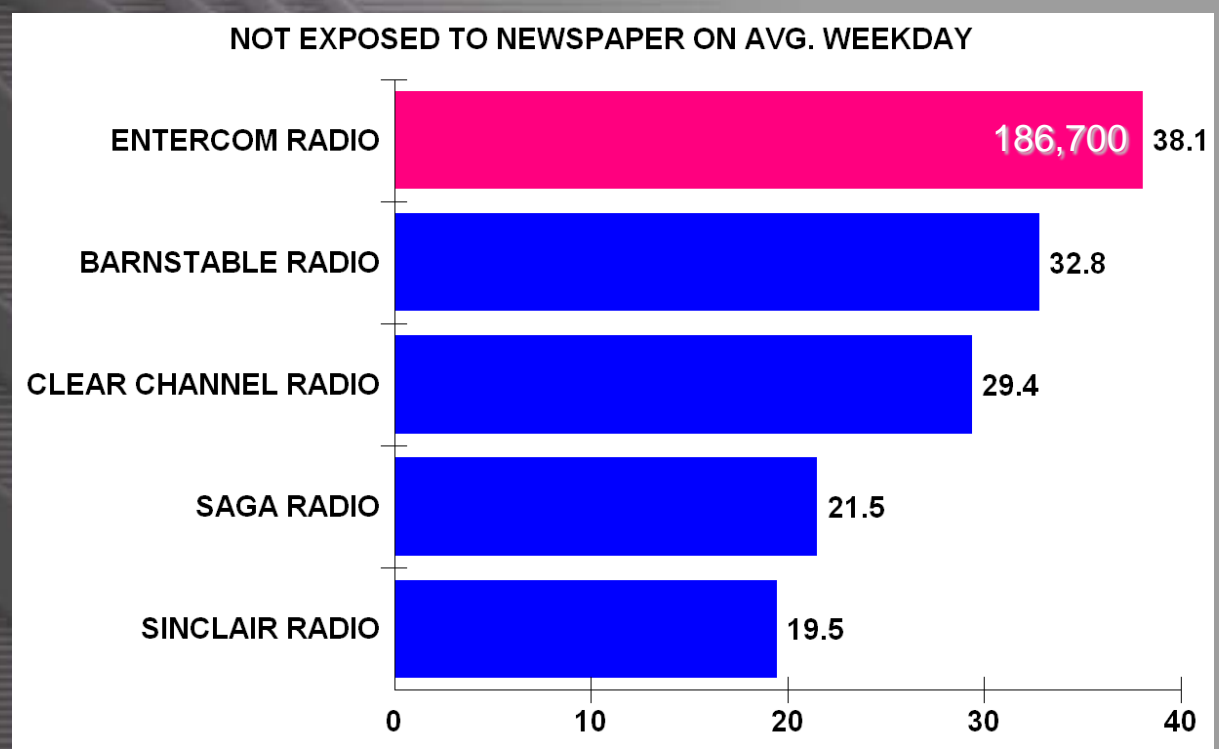
TARGET ANALYSIS - NOT EXPOSED TO NEWSPAPER AVG WEEKDAY



# The Media Audit Research shows...

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

**ENTERCOM** reaches nearly 187,000 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.

## ***ENTERCOM NORFOLK***

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

***ENTERCOM NORFOLK***

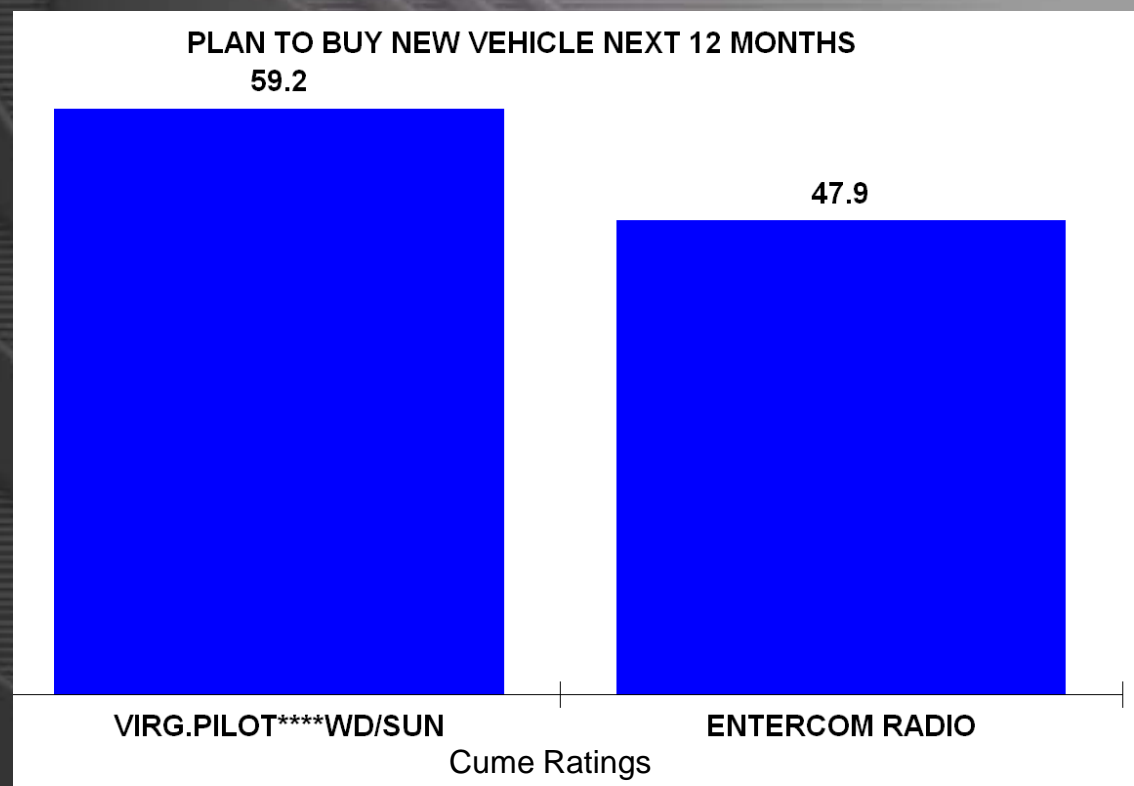
**VS.**

**The Virginian - Pilot**

# The Media Audit Research shows...

The Virginian-Pilot reaches 59% of those Norfolk Market adults planning to purchase a new vehicle this year.

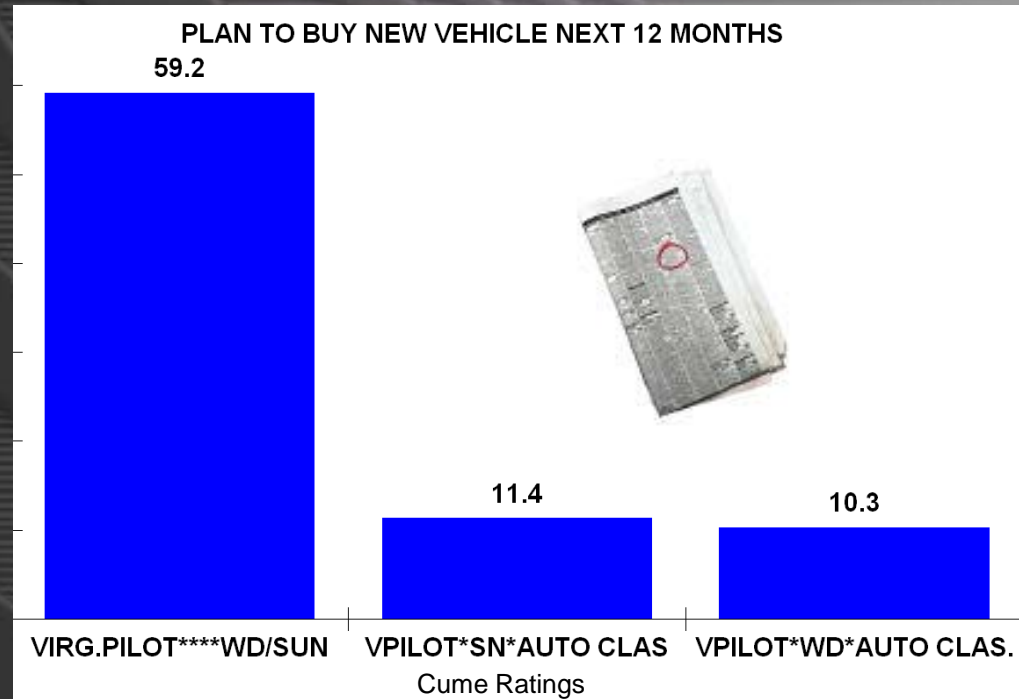
ENTERCOM reaches nearly 48% of planned new vehicle purchasers.



## The Media Audit Research shows...

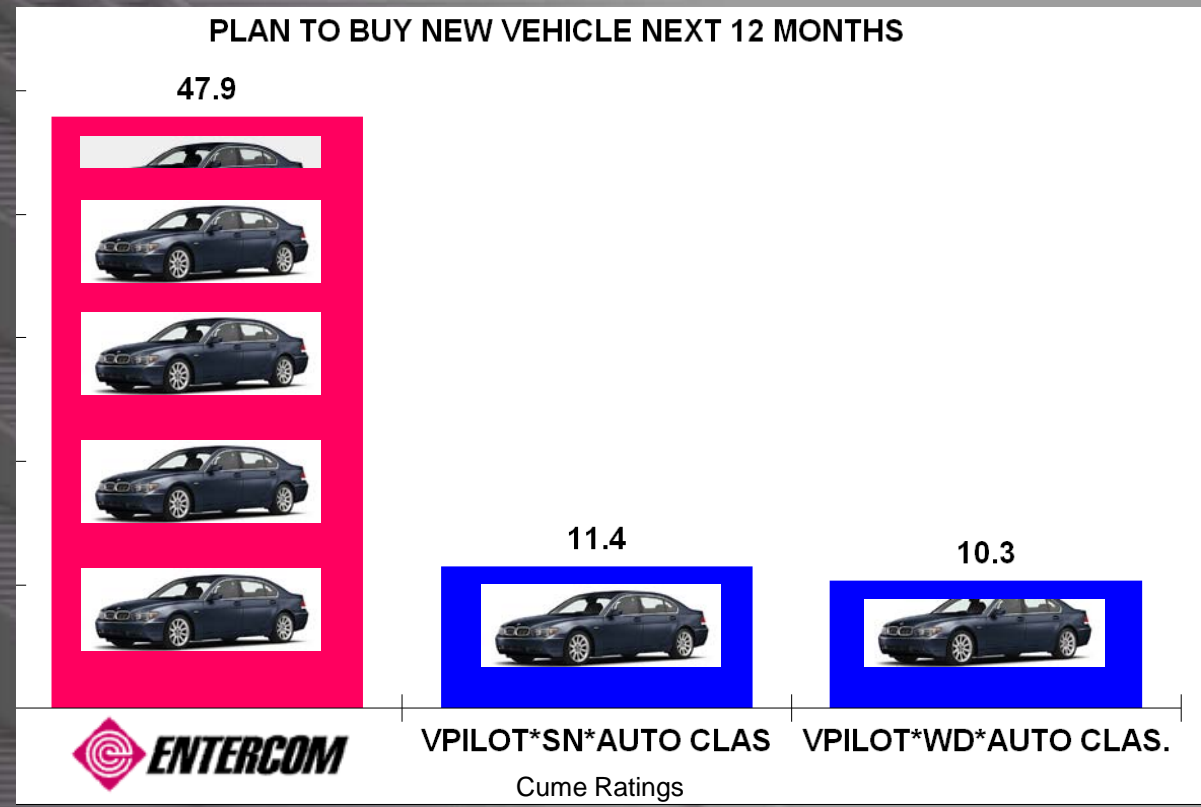
People read specific sections of the newspaper that are of interest to them. Few read the newspaper cover to cover.

While the Virginian-Pilot does reach over 59% of those Norfolk adults planning to purchase a new vehicle, the Sunday auto section only reaches about 11% of planned purchasers and the weekday auto section reaches only 10%.



# The Media Audit Research shows...

Comparing potential to potential, *ENTERCOM's* 48%% reach of planned new vehicle purchasers is over **400%** the potential reach of the Pilot's auto sections!



## The Media Audit Research shows...

Together, the Virginian-Pilot's auto sections reach less than 21% of Norfolk planned new vehicle purchasers.

<b>Report:</b>	<b>AD CAMPAIGN PLANNER REPORT</b>	<b>ADULTS AGE 18 +</b>	
<b>Target:</b>	<b>PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY</b>		
<b>Market:</b>	<b>NORFOLK, VA for NOV-DEC 2003</b>		
	<b>CUME PERSONS</b>	<b>CUME RATING</b>	<b>NET CUME REACH</b>
<b>MEDIA TYPE</b>			
VPILOT*SN*AUTO CLAS	9,400	11.4	11.4
VPILOT*WD*AUTO CLAS.	8,500	10.3	20.6
<b>MEDIA SUMMARY</b>			
PRINT MEDIA	17,900	22	20.6
TOTAL	17,900	22	20.6

## The Media Audit Research shows...

Adding **ENTERCOM'S** reach of planned new vehicle purchasers to the Virginian-Pilot's auto sections will nearly TRIPLE the reach potential of planned new vehicle purchasers to 59%.

<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>		
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	<b>CUME PERSONS</b>	<b>CUME RATING</b>	<b>NET CUME REACH</b>
<b>MEDIA TYPE</b>			
ENTERCOM RADIO	39,400	47.9	47.9
VPILOT*SN*AUTO CLAS	9,400	11.4	11.4
VPILOT*WD*AUTO CLAS.	8,500	10.3	20.6
<b>MEDIA SUMMARY</b>			
RADIO	39,400	48	47.9
PRINT MEDIA	17,900	22	20.6
<b>TOTAL</b>	<b>57,300</b>	<b>70</b>	<b>58.6</b>

**Why**

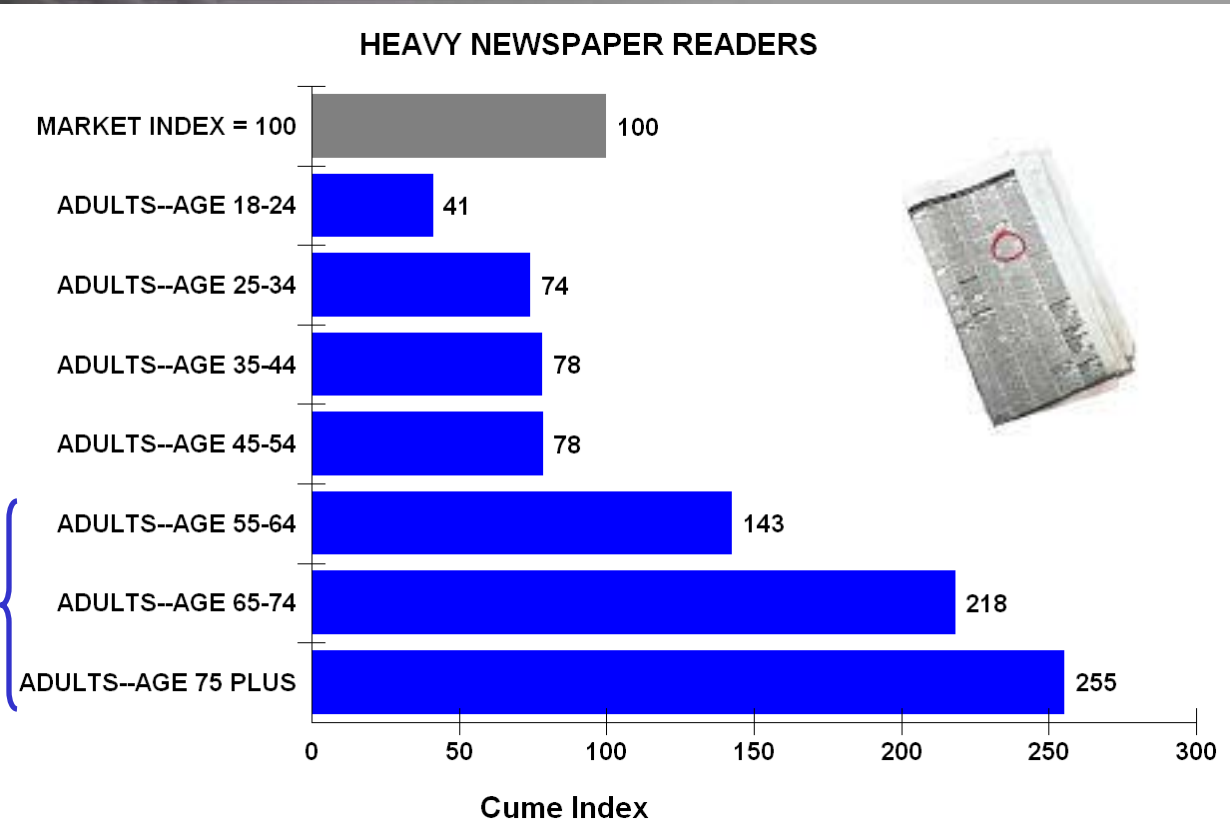
**does**

***ENTERCOM NORFOLK***

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

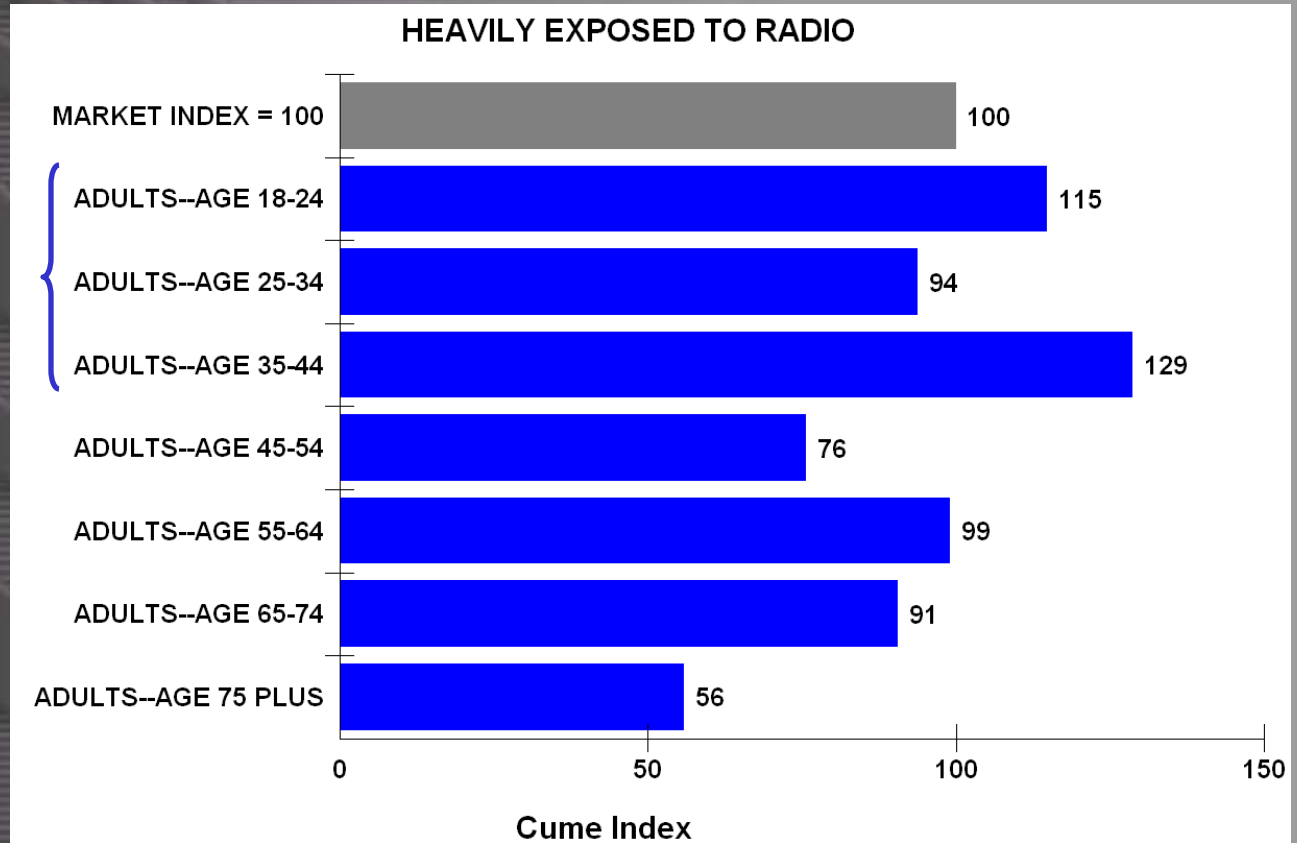
# The Media Audit Research shows...

Norfolk 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.



# The Media Audit Research shows...

Heavy Radio Listeners in Norfolk 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 Virginian-Pilot and Daily Press, 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 NORFOLK* can use this presentation with its auto dealers.