



# Winning Newspaper Dollars In the Rochester Market

## **The Media Audit**

Rochester, NY March-April 2003

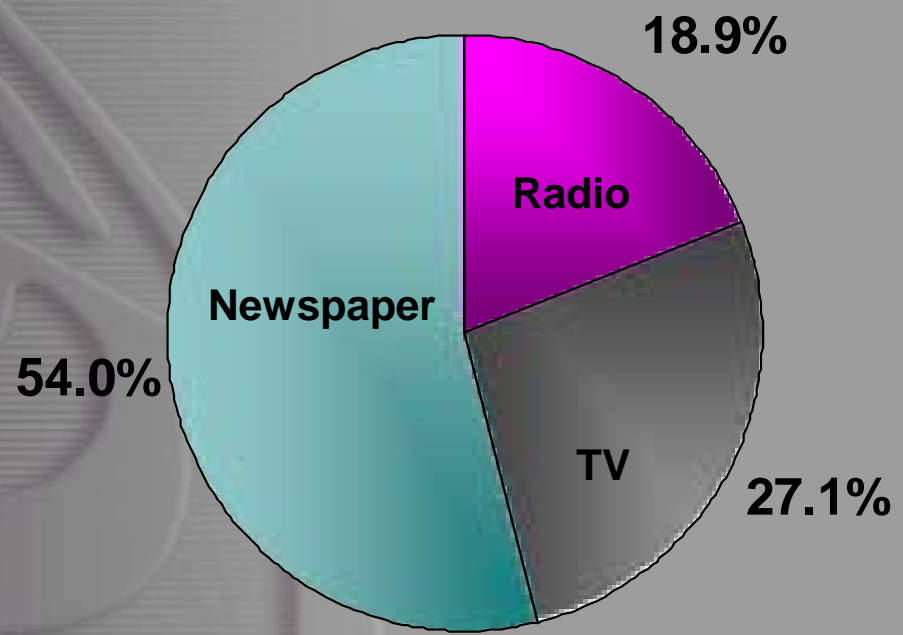
# Market Revenue Shares

In a comparison of major media (radio, TV, newspaper) Rochester, NY Market newspapers carve out the lions share of ad revenue at 54%.

This means ENTERCOM ROCHESTER's Greatest Revenue Opportunity is in

**WINNING  
NEWSPAPER  
DOLLARS.**

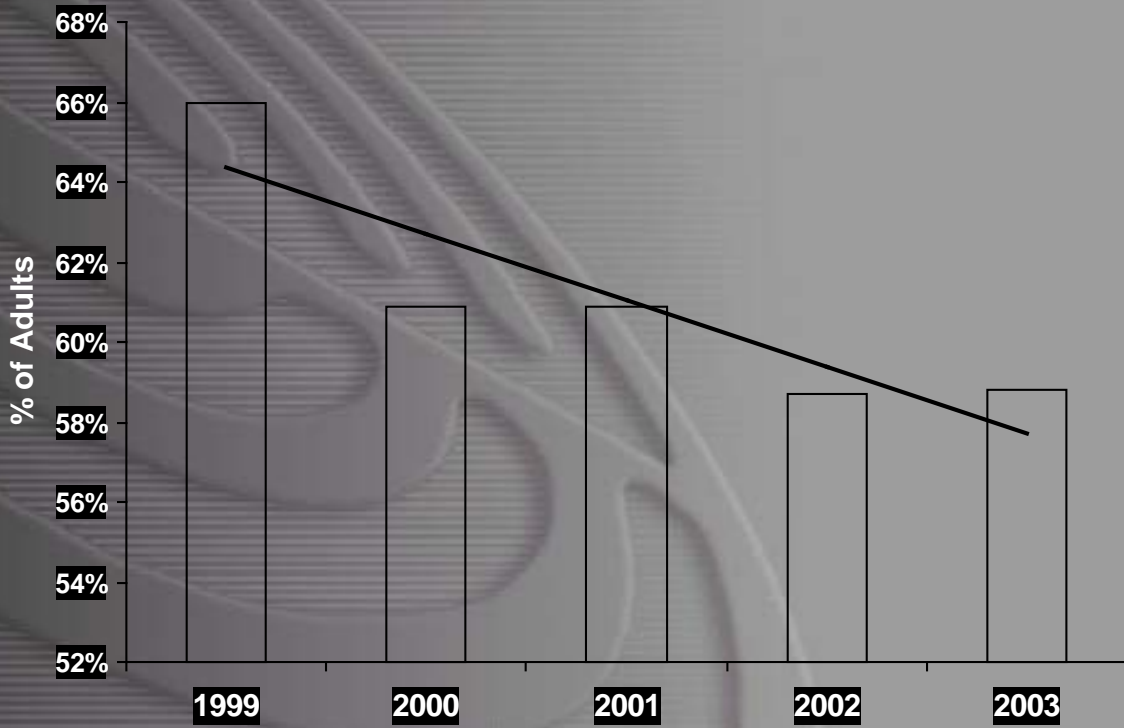
Rochester Advertising Revenue



## Newspaper Readership in Rochester 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.



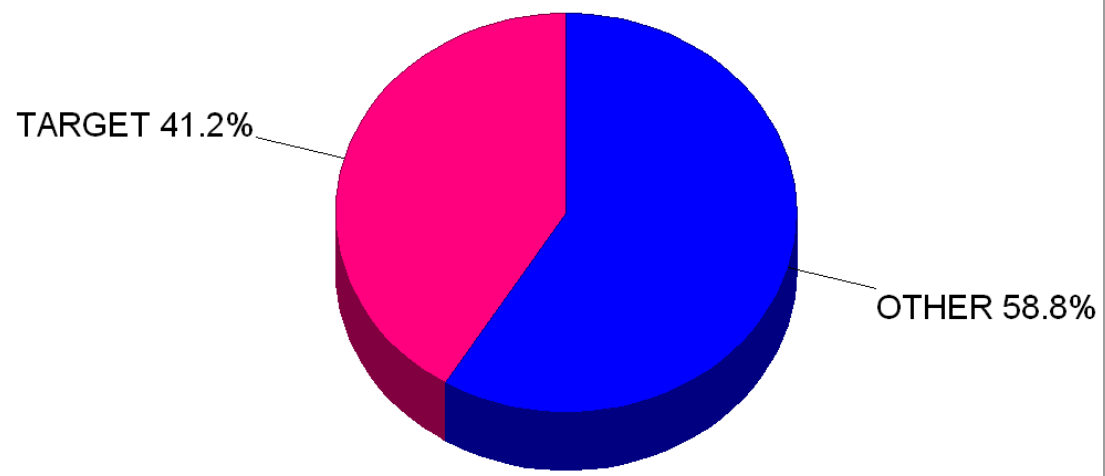
The Media Audit Rochester, NY 1999-2003

# The Media Audit Research shows...

Over 41% of Rochester Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 337,000 ADULTS!

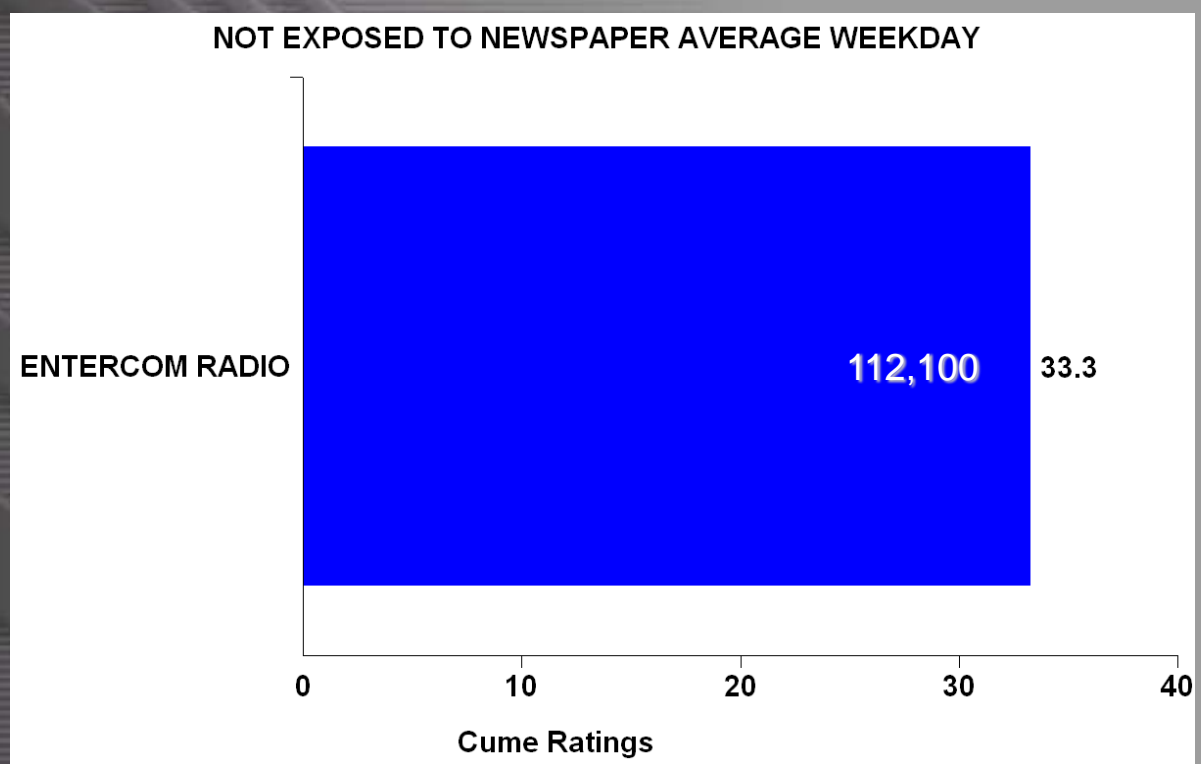
Target Analysis - Not Exposed to Newspaper Average Weekday



# The Media Audit Research shows...

**ENTERCOM RADIO reaches over one-third of Rochester Market adults each week who are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.**

**Each week, ENTERCOM reaches over 112,000 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 ROCHESTER***

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

***ENTERCOM ROCHESTER***

**VS.**



## The Media Audit Research shows...

The Democrat & Chronicle reaches over 81% of those Rochester Market adults planning to purchase a vehicle this year.

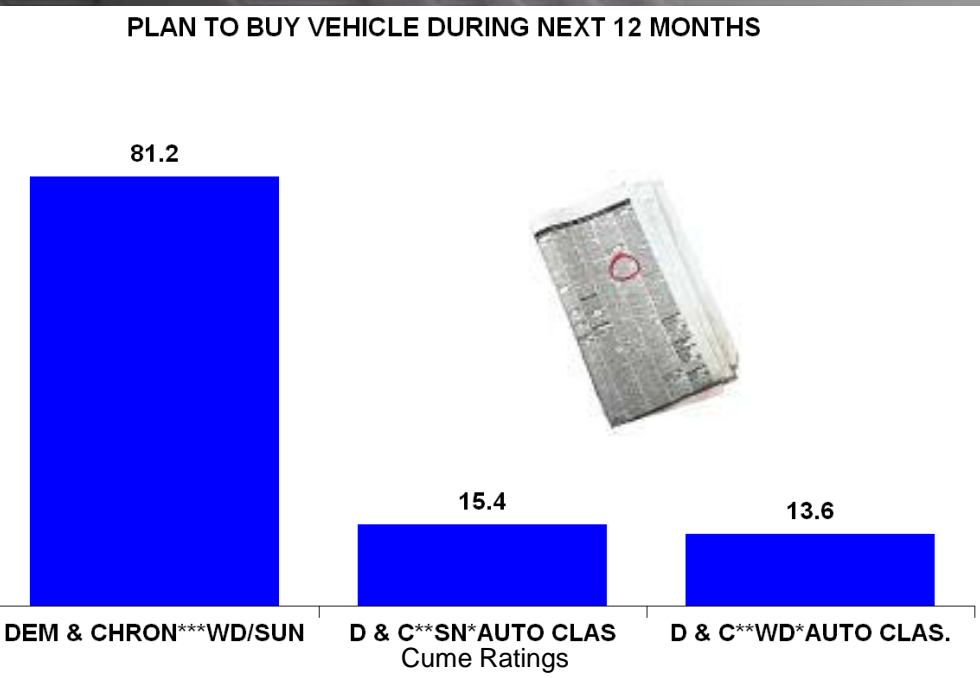
ENTERCOM reaches over 34% of planned vehicle purchasers.



# The Media Audit Research shows...

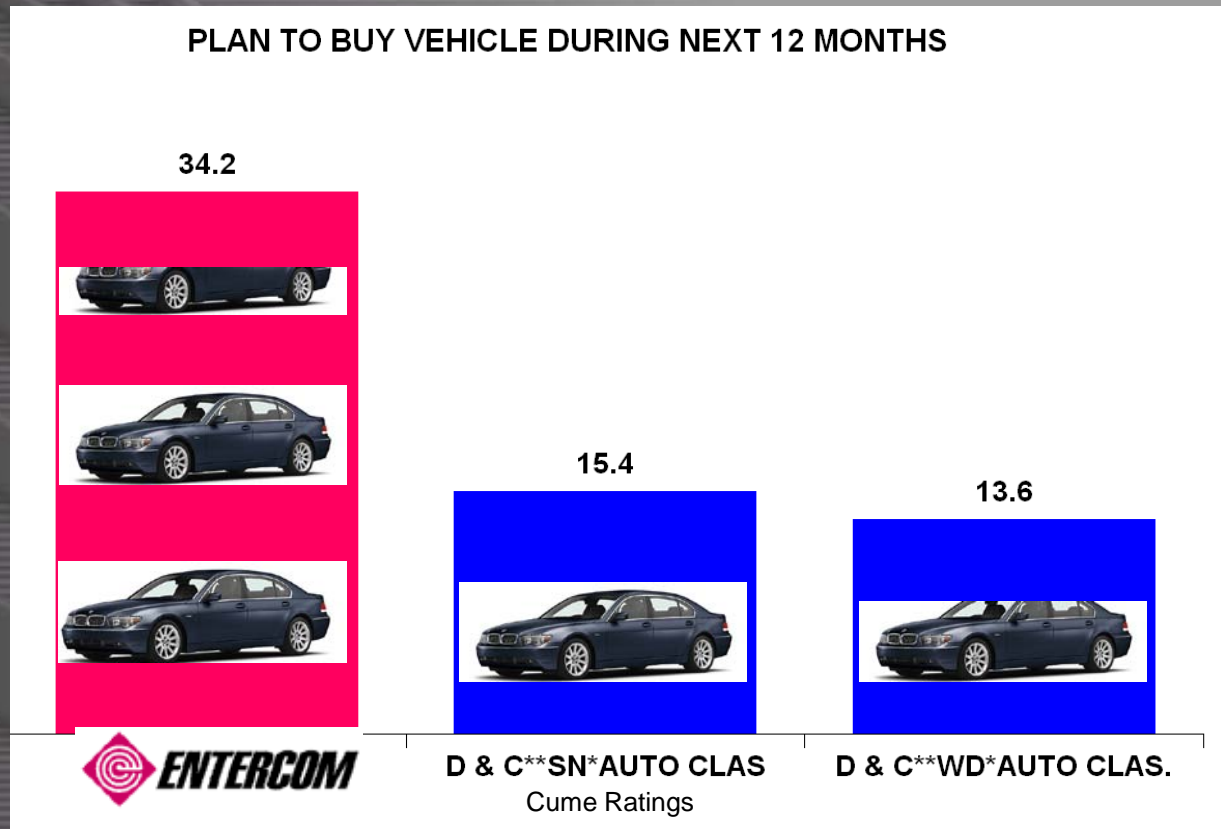
People read specific sections of the newspaper that are of interest to them. Few read the newspaper cover to cover.

While the Democrat & Chronicle does reach over 81% of those Rochester adults planning to purchase a vehicle, the Sunday auto section only reaches 15.4% of planned purchasers and the weekday auto section reaches only 13.6%.



## The Media Audit Research shows...

Comparing potential to potential, *ENTERCOM*'s 34.2% reach of planned new vehicle purchasers is over 220% the potential reach of the D&C's auto sections!



## The Media Audit Research shows...

Together, the Democrat & Chronicle's auto sections reach less than 27% of Rochester planned vehicle purchasers.

|                      |  |                        |                       |
|----------------------|--|------------------------|-----------------------|
| <b>Report:</b>       | <b>AD CAMPAIGN PLANNING REPORT</b>           | <b>ADULTS AGE 18 +</b> |                       |
| <b>Target:</b>       | <b>PLAN BUY--CAR/VAN/TRUCK/SPORT UTILITY</b> |                        |                       |
| <b>Market:</b>       | <b>ROCHESTER, NY for MAR-APR 2003</b>        |                        |                       |
|                      | <b>CUME PERSONS</b>                          | <b>CUME RATING</b>     | <b>NET CUME REACH</b> |
| <b>MEDIA TYPE</b>    |  |                        |                       |
| D & C**SN*AUTO CLAS  | 24,300                                       | 15.4                   | 15.4                  |
| D & C**WD*AUTO CLAS. | 21,500                                       | 13.6                   | 26.8                  |
| <b>MEDIA SUMMARY</b> |  |                        |                       |
| PRINT MEDIA          | 45,800                                       | 29                     | 26.8                  |
| TOTAL                | 45,800                                       | 29                     | 26.8                  |

## The Media Audit Research shows...

Adding *ENTERCOM'S* reach of planned vehicle purchasers to the Democrat & Chronicle's auto sections will nearly DOUBLE the reach potential of planned vehicle purchasers to 52%.

|                      |  |                        |                       |
|----------------------|--|------------------------|-----------------------|
| <b>Report:</b>       | <b>AD CAMPAIGN PLANNING REPORT</b>           | <b>ADULTS AGE 18 +</b> |                       |
| <b>Target:</b>       | <b>PLAN BUY--CAR/VAN/TRUCK/SPORT UTILITY</b> |                        |                       |
| <b>Market:</b>       | <b>ROCHESTER, NY for MAR-APR 2003</b>        |                        |                       |
|                      | <b>CUME PERSONS</b>                          | <b>CUME RATING</b>     | <b>NET CUME REACH</b> |
| <b>MEDIA TYPE</b>    |  |                        |                       |
| ENTERCOM RADIO       | 54,200                                       | 34.2                   | 34.2                  |
| D & C**SN*AUTO CLAS  | 24,300                                       | 15.4                   | 15.4                  |
| D & C**WD*AUTO CLAS. | 21,500                                       | 13.6                   | 26.8                  |
| <b>MEDIA SUMMARY</b> |  |                        |                       |
| RADIO                | 54,200                                       | 34                     | 34.2                  |
| PRINT MEDIA          | 45,800                                       | 29                     | 26.8                  |
| <b>TOTAL</b>         | <b>100,000</b>                               | <b>63</b>              | <b>51.9</b>           |

**Why**

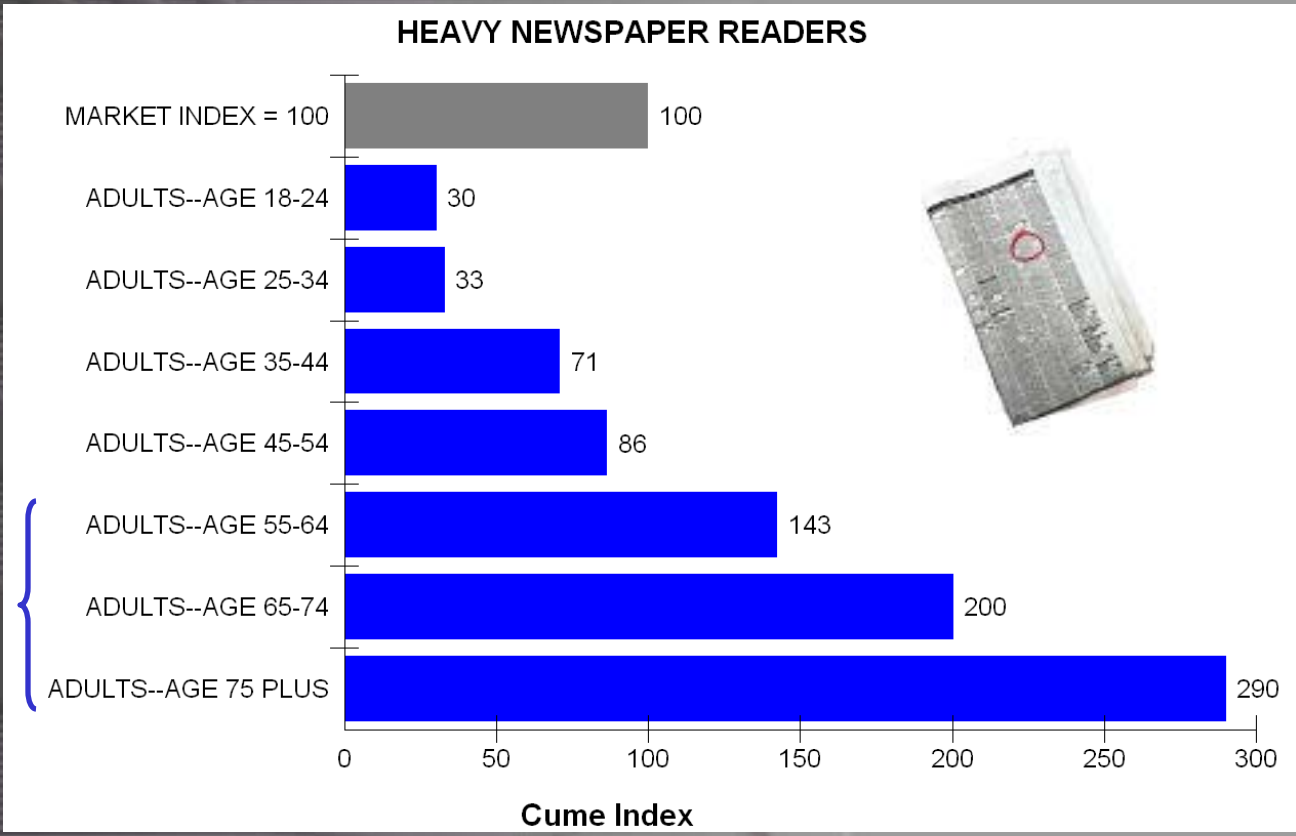
**does**

***ENTERCOM ROCHESTER***

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

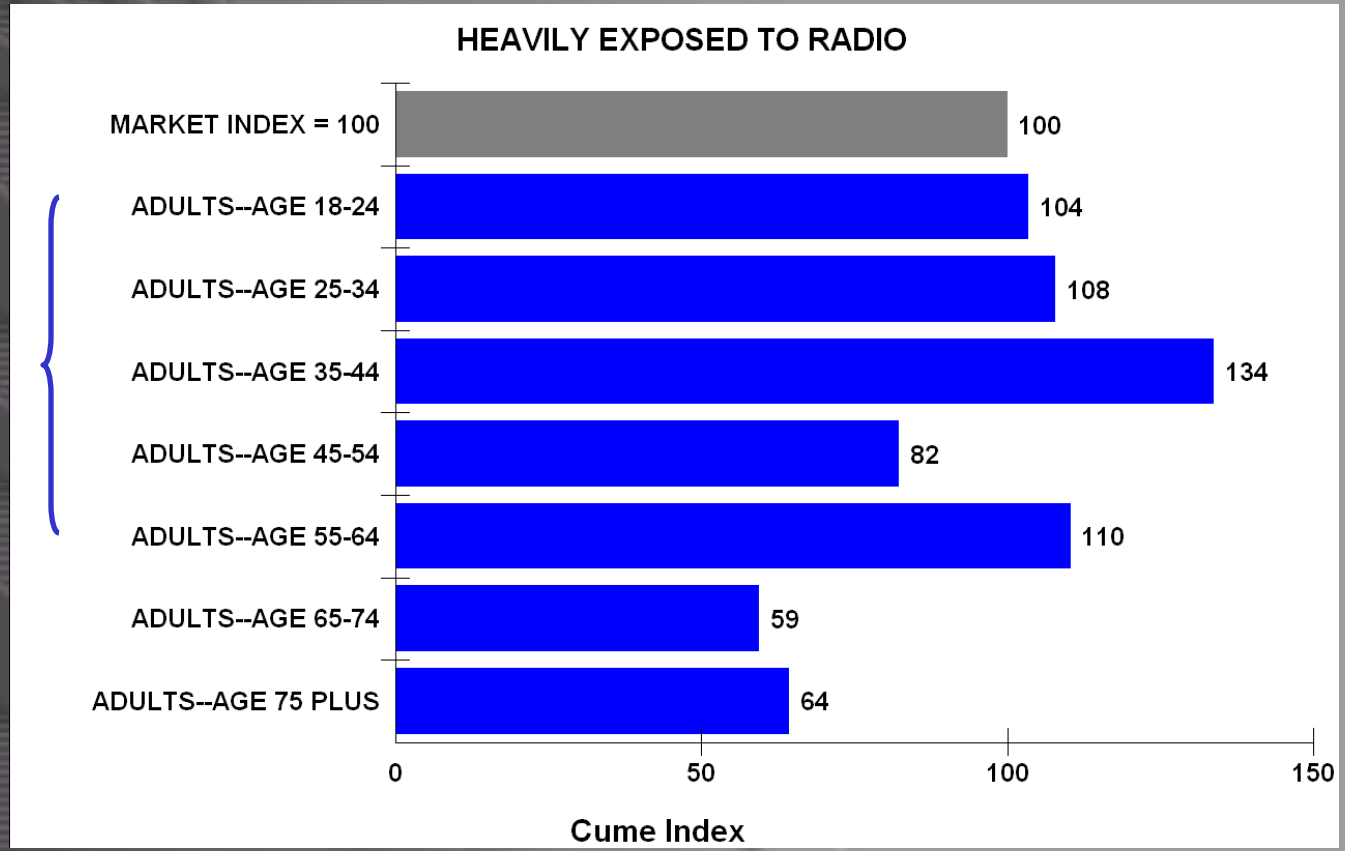
# The Media Audit Research shows...

Rochester 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 Rochester 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 Democrat & Chronicle, 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 ROCHESTER* can use this presentation with its auto dealers.