

# The Media Audit



## Taking Seattle's Newspaper Dollars

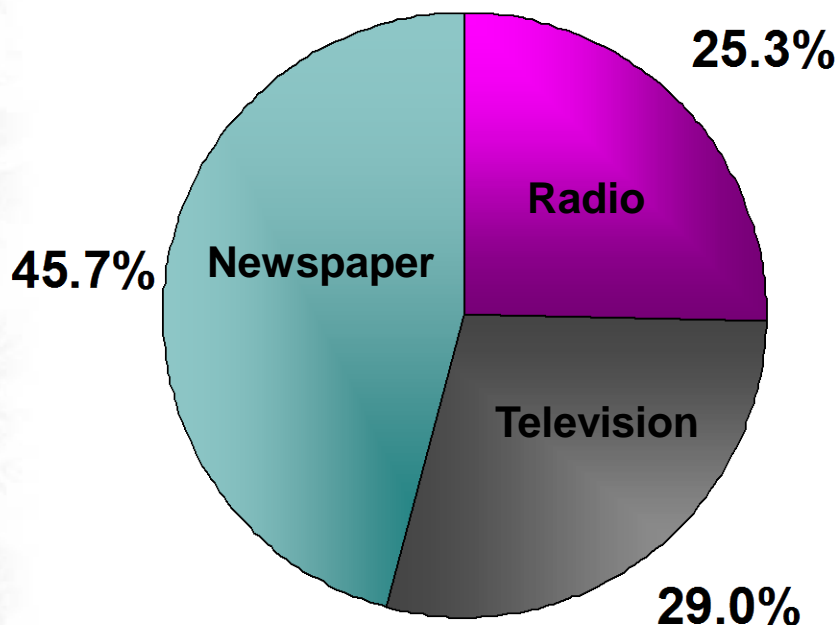


# The Media Audit

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

This means ENTERCOM SEATTLE's Greatest Revenue Opportunity is in **TAKING NEWSPAPER DOLLARS.**

Seattle-Tacoma Advertising Revenue

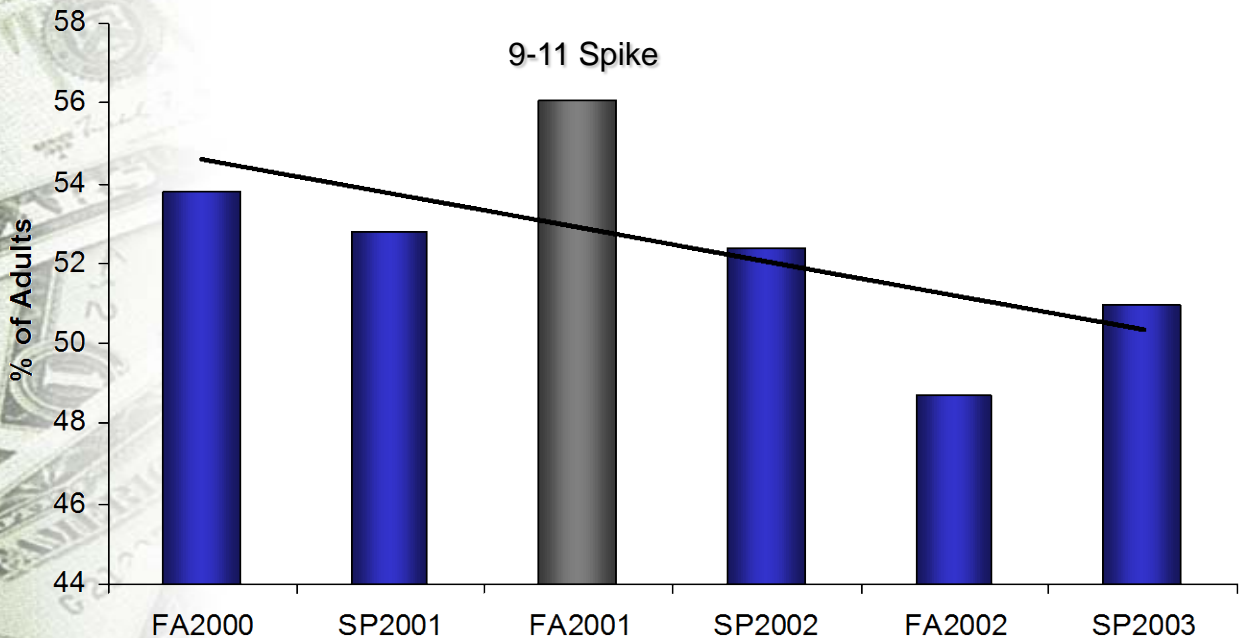


# The Media Audit

Newspaper Readership in Seattle is on the decline. With the exception of increased readership during the 9-11-01 crisis, the percent of adults exposed to newspaper on an average weekday is 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.

**Seattle Newspaper Readership Trends Percent of Adults Exposed on Avg. Weekday**



# The Media Audit

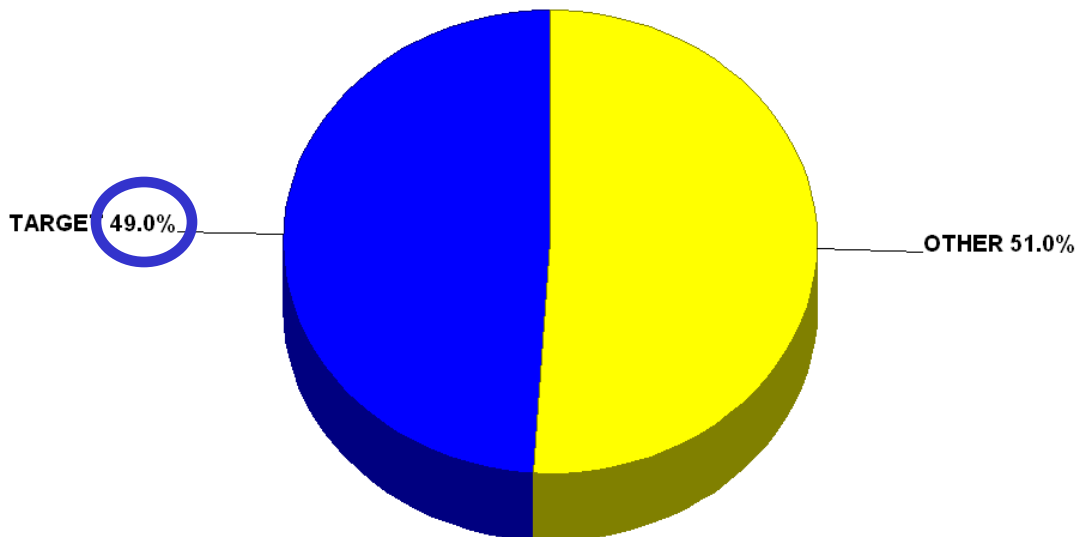
Did you know...

**Nearly One-Half of Seattle 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**

**1,358,600 ADULTS 18+**

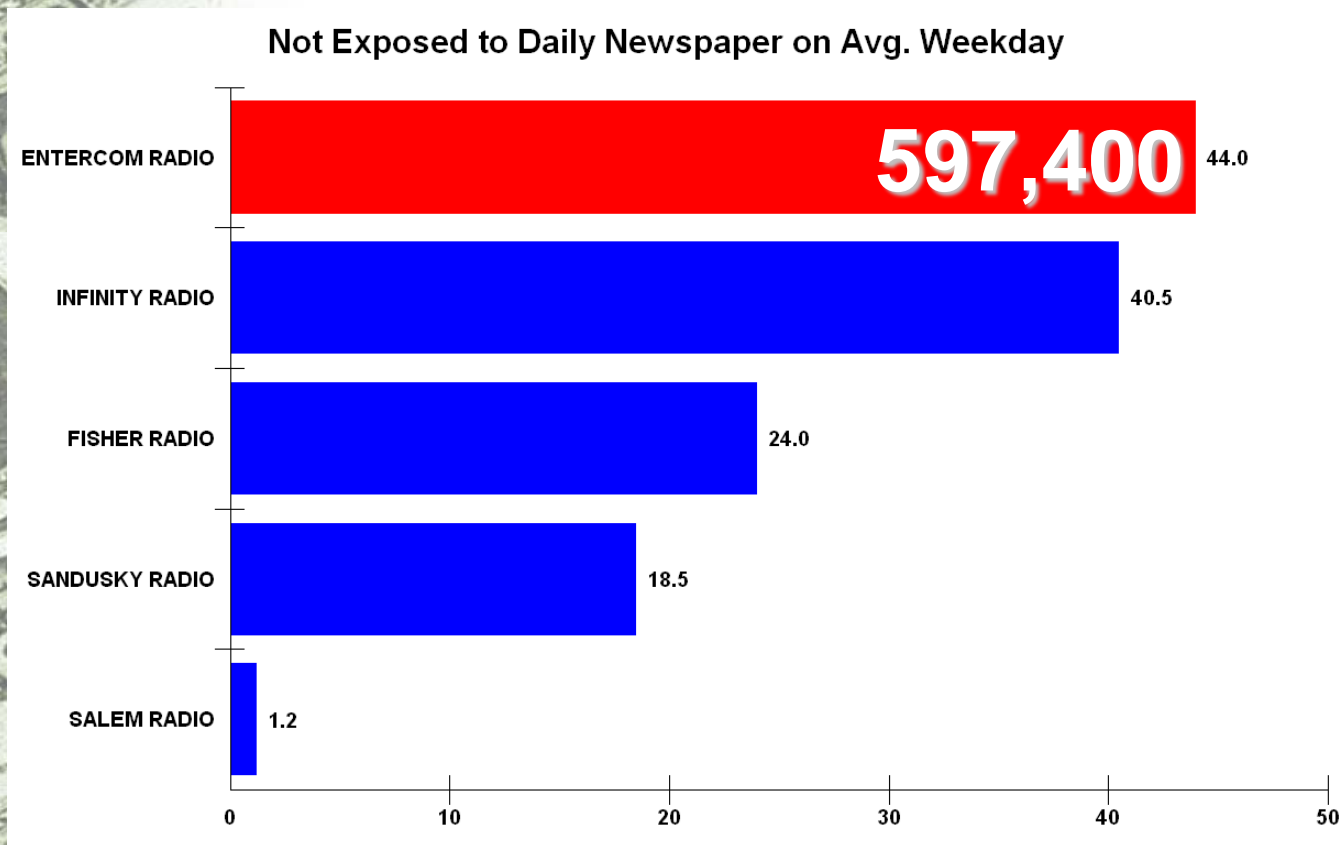


# The Media Audit

Did you know...

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

**That's 597,400 Adults who are not reached by newspaper!**



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

Reaching Seattle-Tacoma  
Auto Purchasers

 **ENTERCOM** *SEATTLE-TACOMA*

VS.

*The Seattle Times*



seattletimes.com

*Seattle Post-Intelligencer*

# The Media Audit

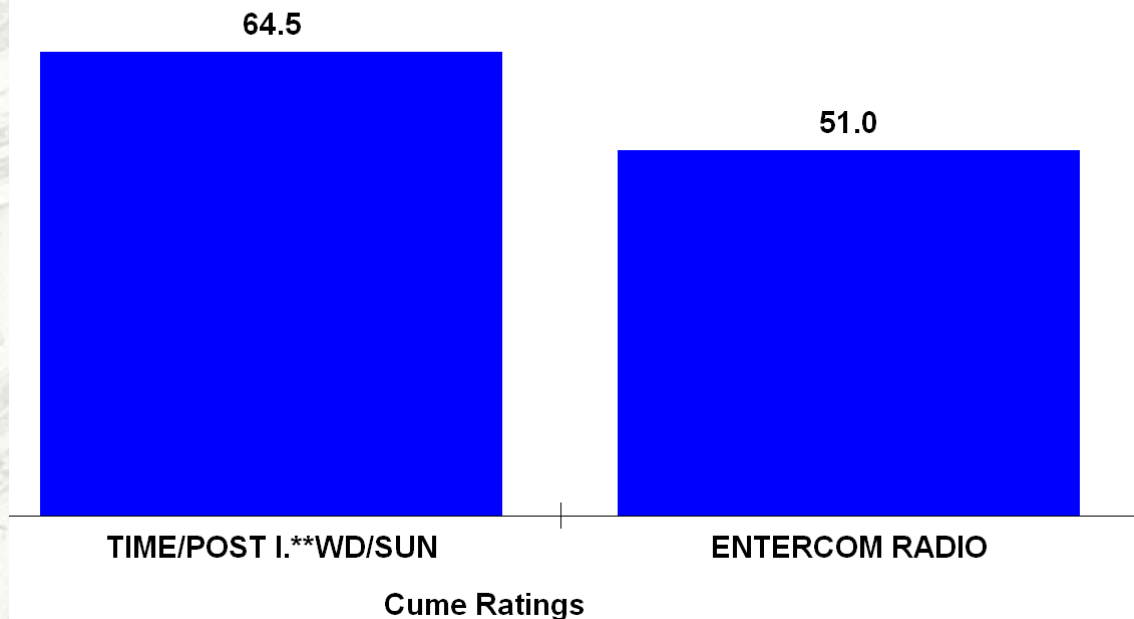
## The Media Audit Research shows...

The Times/Post reaches nearly 65% of those Seattle Market adults planning to purchase a new vehicle this year.

ENTERCOM reaches 51% of planned new vehicle purchasers.



### PLAN TO BUY NEW VEHICLE NEXT 12 MONTHS



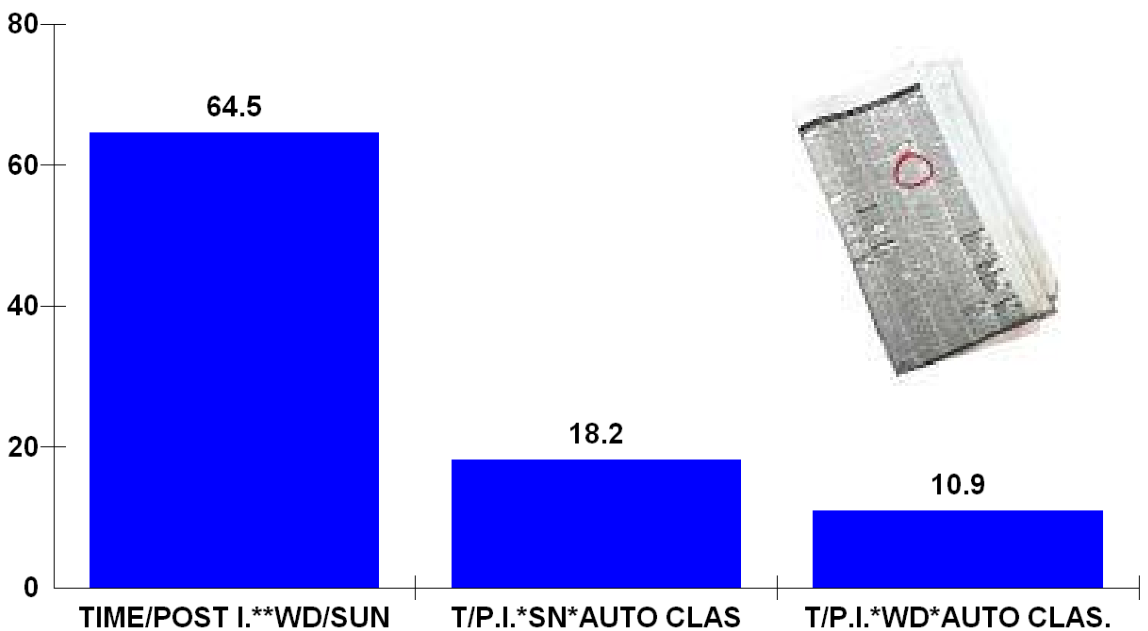
# The Media Audit

## 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 Times/Post does reach nearly 65% of those Seattle adults planning to purchase a new vehicle, the Sunday auto section reaches 18% of planned purchasers and the weekday auto section reaches less than 11%.

### PLAN TO BUY NEW VEHICLE NEXT 12 MONTHS

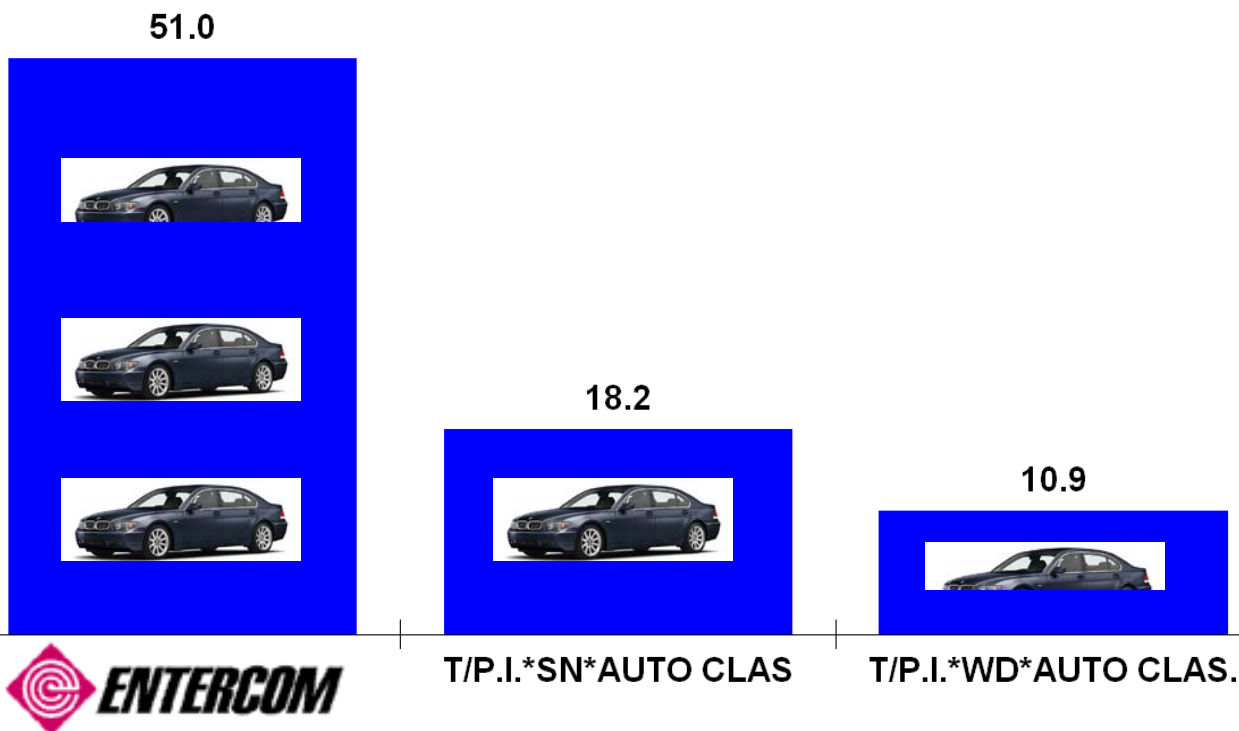


# The Media Audit

Did you know ...

Comparing potential to potential, ENTERCOM's more than 51% reach of planned new vehicle purchasers, is nearly **triple** the potential reach of the Times/Post auto sections!

## PLAN TO BUY NEW VEHICLE NEXT 12 MONTHS



# The Media Audit

## Did you know ...

Together the Times/Post auto sections only 27% of Seattle-Tacoma planned new vehicle purchasers.

**Report:** AD CAMPAIGN PLANNER REPORT      **ADULTS AGE 18 +**  
**Target:** PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
**Market:** SEATTLE-TACOMA, WA for MAY-JUN 2003

MEDIA TYPE	CUME PERSONS	CUME RATING	NET CUME REACH
T/P.I.*SN*AUTO CLAS	33,500	18.2	18.2
T/P.I.*WD*AUTO CLAS.	20,100	10.9	27.1

### MEDIA SUMMARY

PRINT MEDIA	53,600	29	27.1
TOTAL	53,600	29	27.1

# The Media Audit

Did you know that...

Adding ENTERCOM'S reach of planned new vehicle purchasers with the Times/Post auto sections increases the reach potential of planned new vehicle purchasers to over 64%.

**An increased reach of 137%**

**Report:** AD CAMPAIGN PLANNER REPORT      **ADULTS AGE 18 +**  
**Target:** PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
**Market:** SEATTLE-TACOMA, WA for MAY-JUN 2003

MEDIA TYPE	CUME PERSONS	CUME RATING	NET CUME REACH
ENTERCOM RADIO	93,900	51.0	51.0
T/P.I.*SN*AUTO CLAS	33,500	18.2	18.2
T/P.I.*VD*AUTO CLAS.	20,100	10.9	27.1

## MEDIA SUMMARY

RADIO	93,900	51	51.0
PRINT MEDIA	53,600	29	27.1
<b>TOTAL</b>	<b>147,500</b>	<b>80</b>	<b>64.3</b>



# The Media Audit

**Why...**  
does



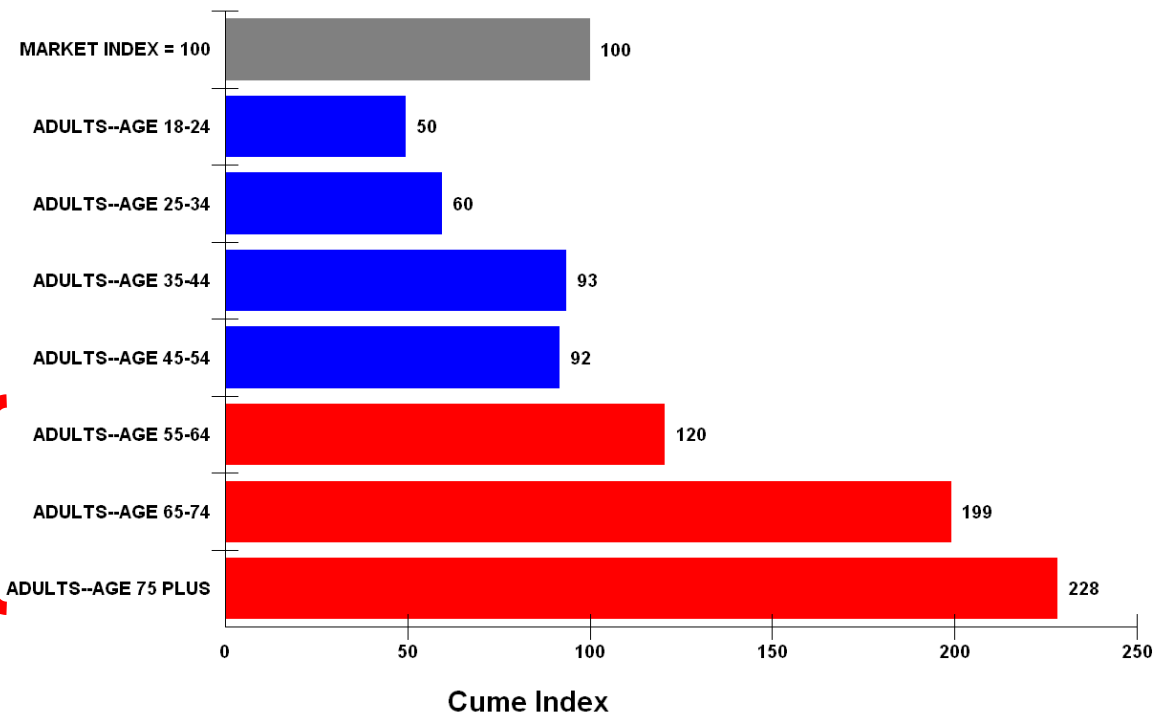
**add so dramatically  
to the reach  
of  
Newspaper?**

# The Media Audit

Seattle 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.

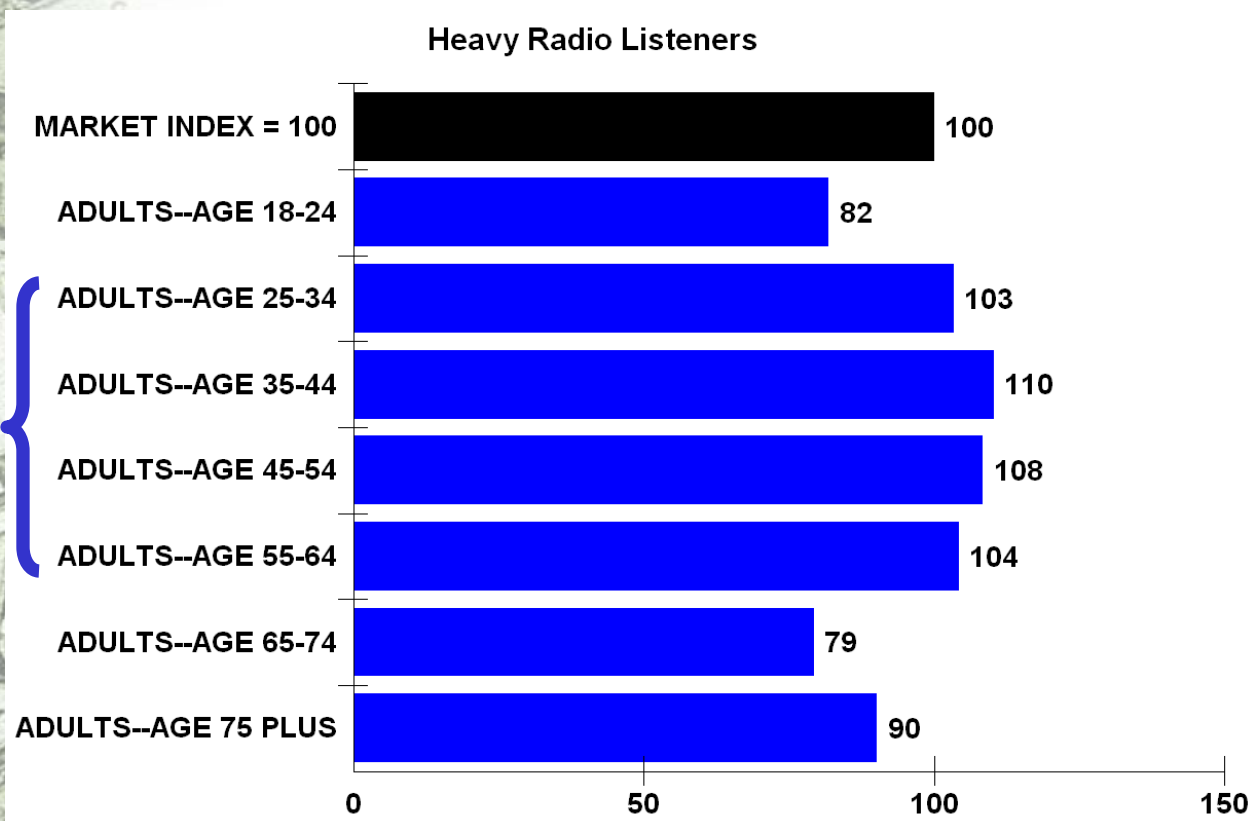


## HEAVY NEWSPAPER READERS



# The Media Audit

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



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# 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 Seattle Times and Seattle Post-Intelligencer 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.