



# 100.7 WZLX Listener Profile

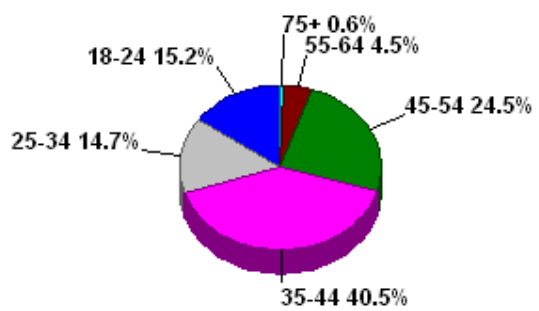
Report: MEDIA PROFILE REPORT  
 Market: BOSTON, MA for JAN-FEB 2004  
 Media: WZLX-FM

ADULTS AGE 18 +

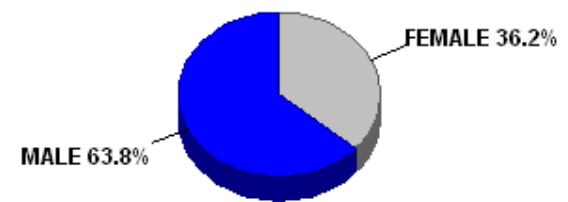
All Groups

Media Persons: 333,600

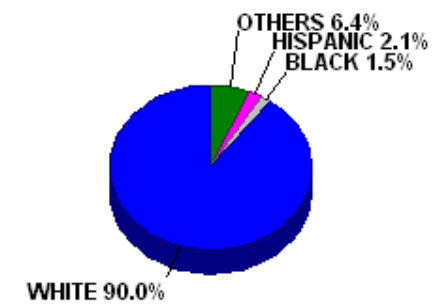
### Age Analysis



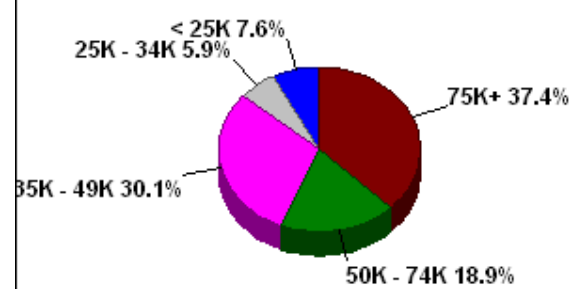
### Gender Profile



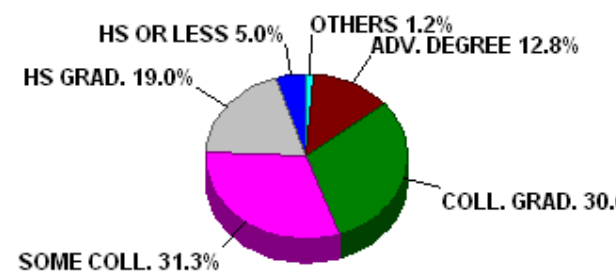
### Ethnicity Profile



### Annual Income



### Education Profile



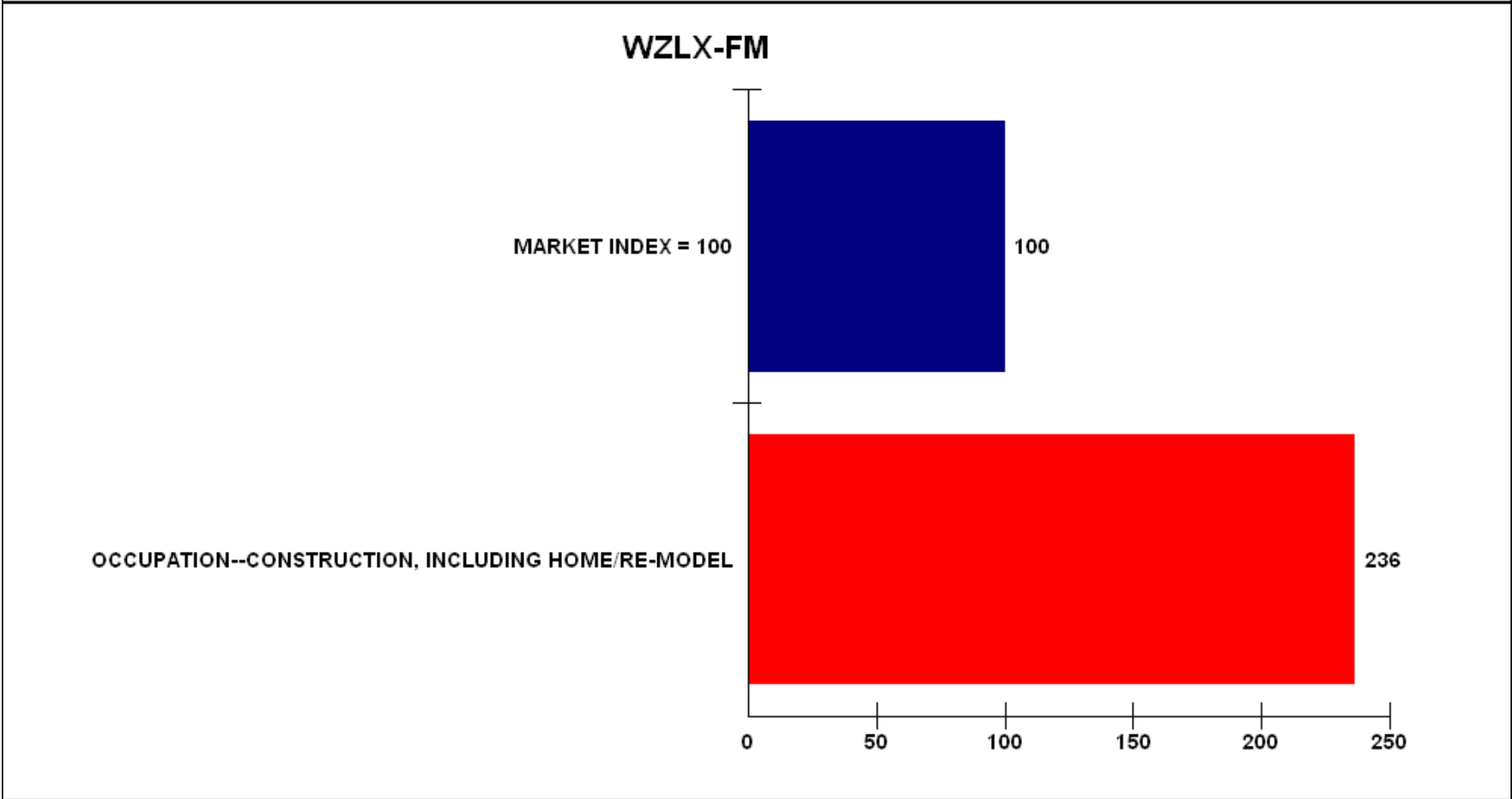


# 100.7 WZLX is Highly Targeted in Reaching Contractors

WZLX Listeners are 136% more likely than the market average to work in Construction

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: BOSTON, MA for JUN-JUL 2004  
Media: WZLX-FM

ADULTS Cume Index





# 100.7 WZLX is the Market Leader in Reaching Contractors

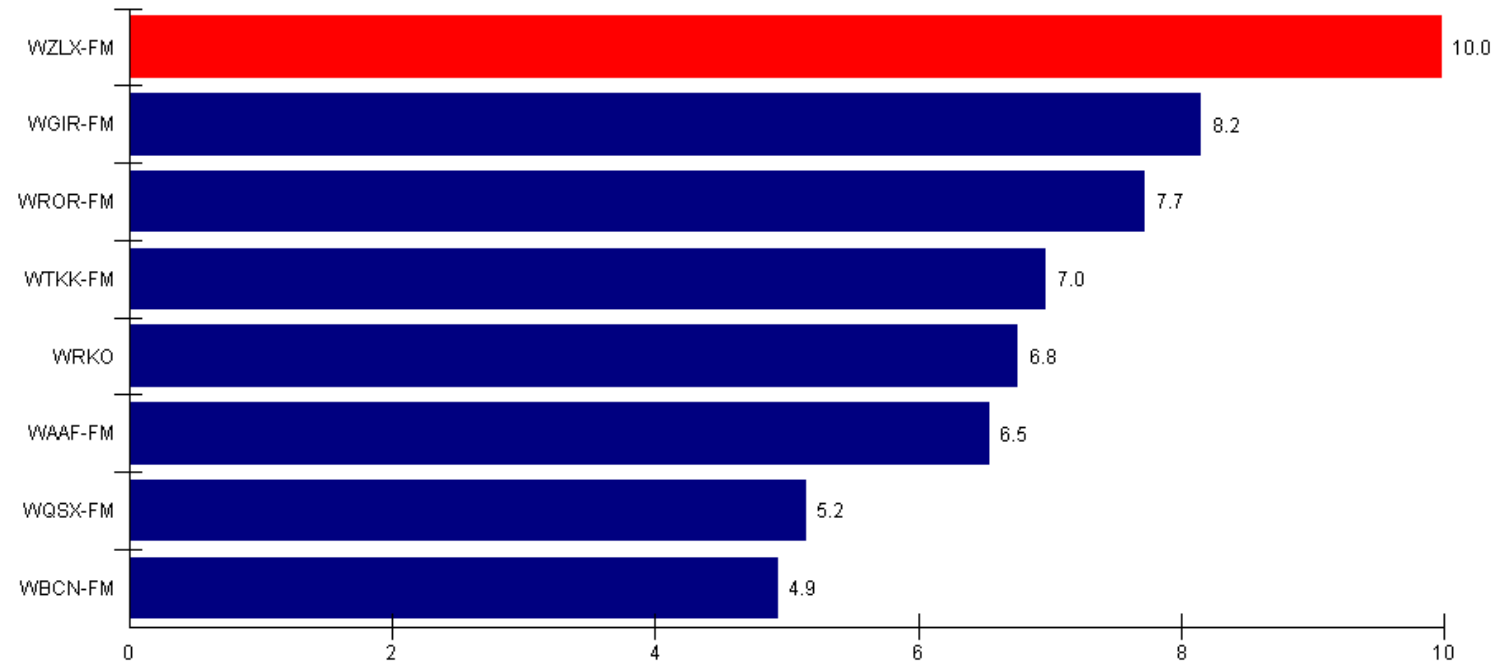
WZLX reaches MORE than any other radio station.

Report: RANKER REPORT  
Market: BOSTON, MA for JUN-JUL 2004  
Target: OCCUPATION--CONSTRUCTION, INCLUDING HOME/RE-MODEL

ADULTS  
Most Often Ratings

Total Audience: 4,016,400  
% In Target Audience: 2.3%  
Target Audience: 93,200

Core Listeners: Occupation-Construction, including Home Remodel



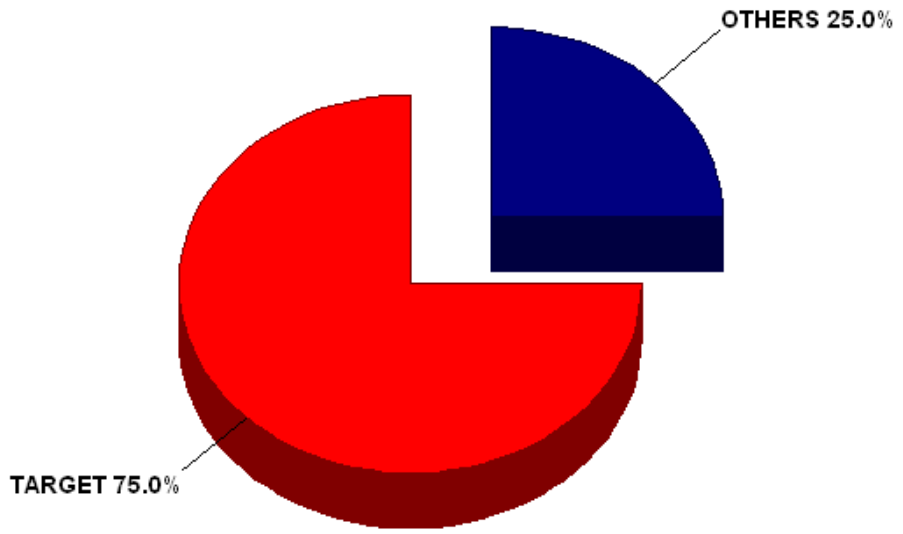


# 100.7 WZLX Reaches Home Owners

## Three-Fourths of WZLX Listeners are Home Owners

Report: MEDIA PROFILE REPORT	ADULTS AGE 18 +	Target Analysis
Market: BOSTON, MA for JAN-FEB 2004		
Media: WZLX-FM		
Target: HOME/HOUSE DWELLING UNIT--OWNED		
Media Persons: 333,600	% In Target Audience: 75.0%	Target Audience: 250,200

**75% of WZLX Listeners are Home Owners**





# 100.7 WZLX Reaches Harvey's Best Customer Prospects

WZLX Listeners are Much More Likely than the Market Average to be Prime Prospects for Window Replacement

