

Report: MEDIA PROFILE REPORT  
Market: PHILADELPHIA, PA for JAN-MAR 2007  
Bases: ADULTS AGE 18+  
Media: WIP  
Target: HOME OWNER--DWELLING UNIT--OWNED

THE MEDIA AUDIT

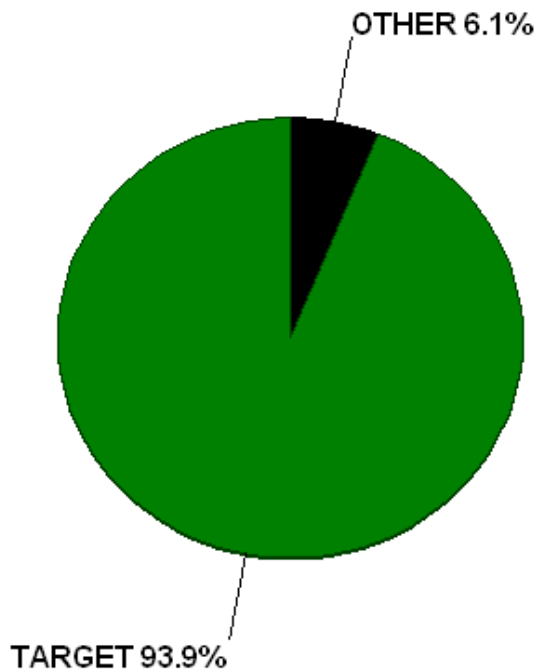
All Groups

Media Persons: 401,400

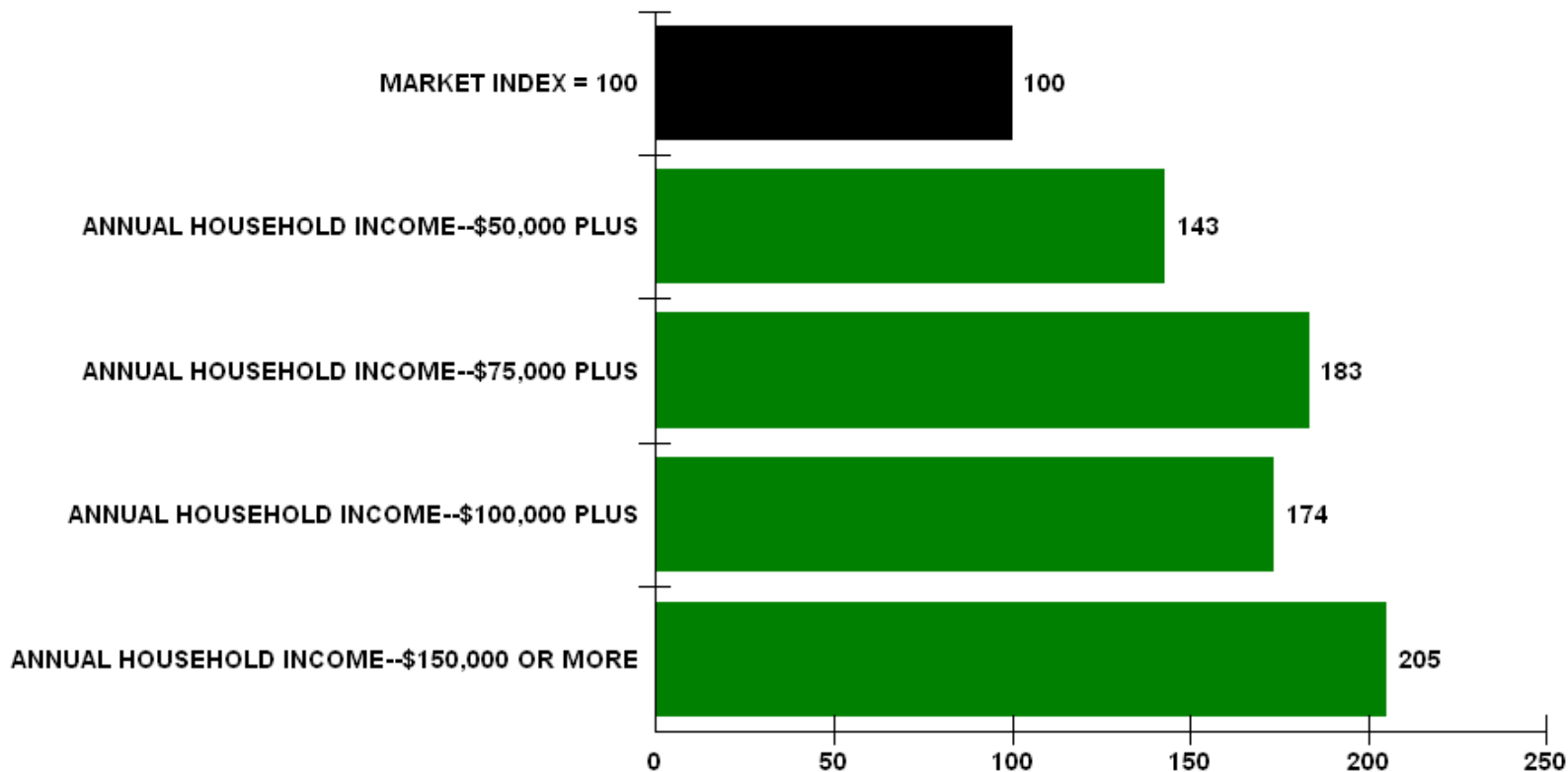
Target Percent: 93.9%

Target Persons: 377,000

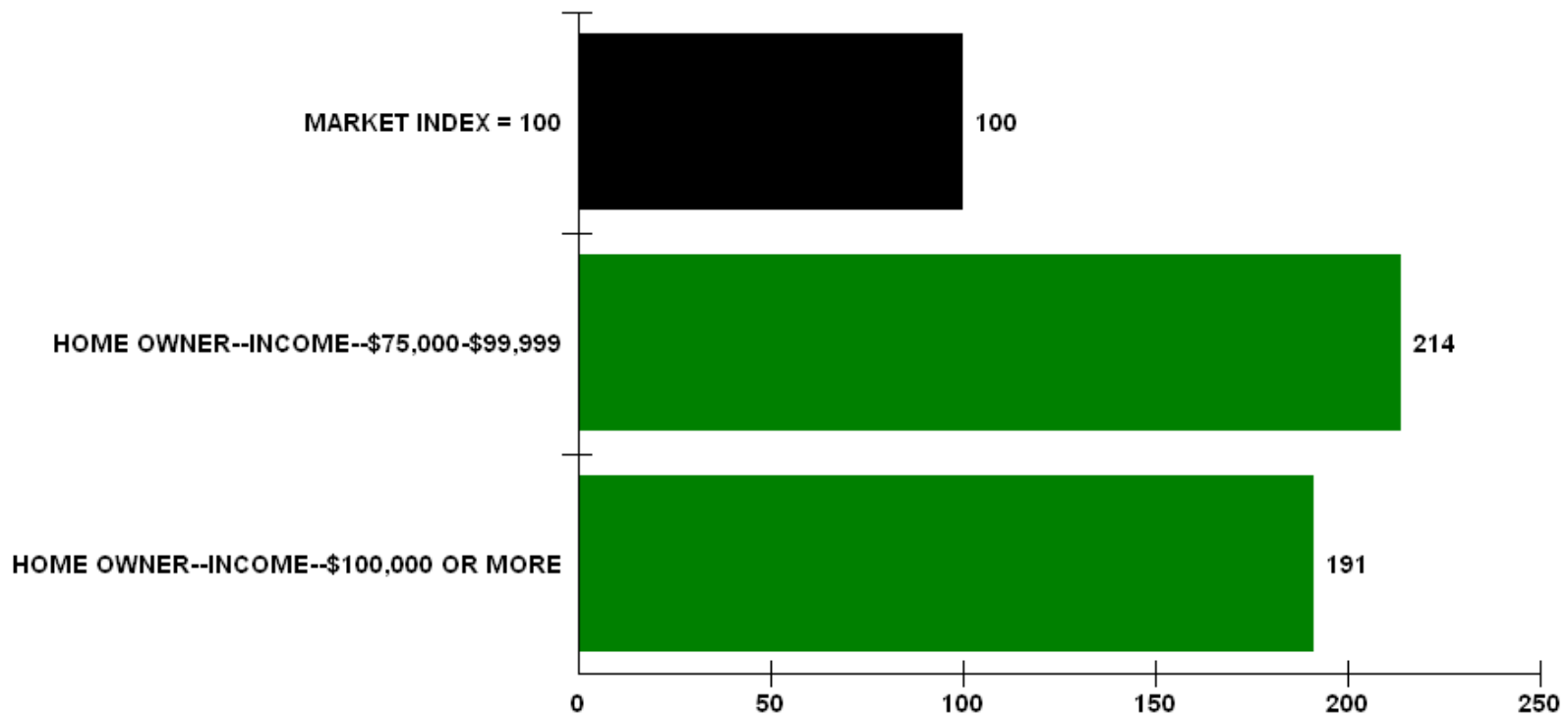
### 94% of WIP Listeners are Home Owners



## WIP Outperforms the Market in Upper Incomes



## WIP Listeners are 91% More Likely to be Home Owners with \$100,000+ Income



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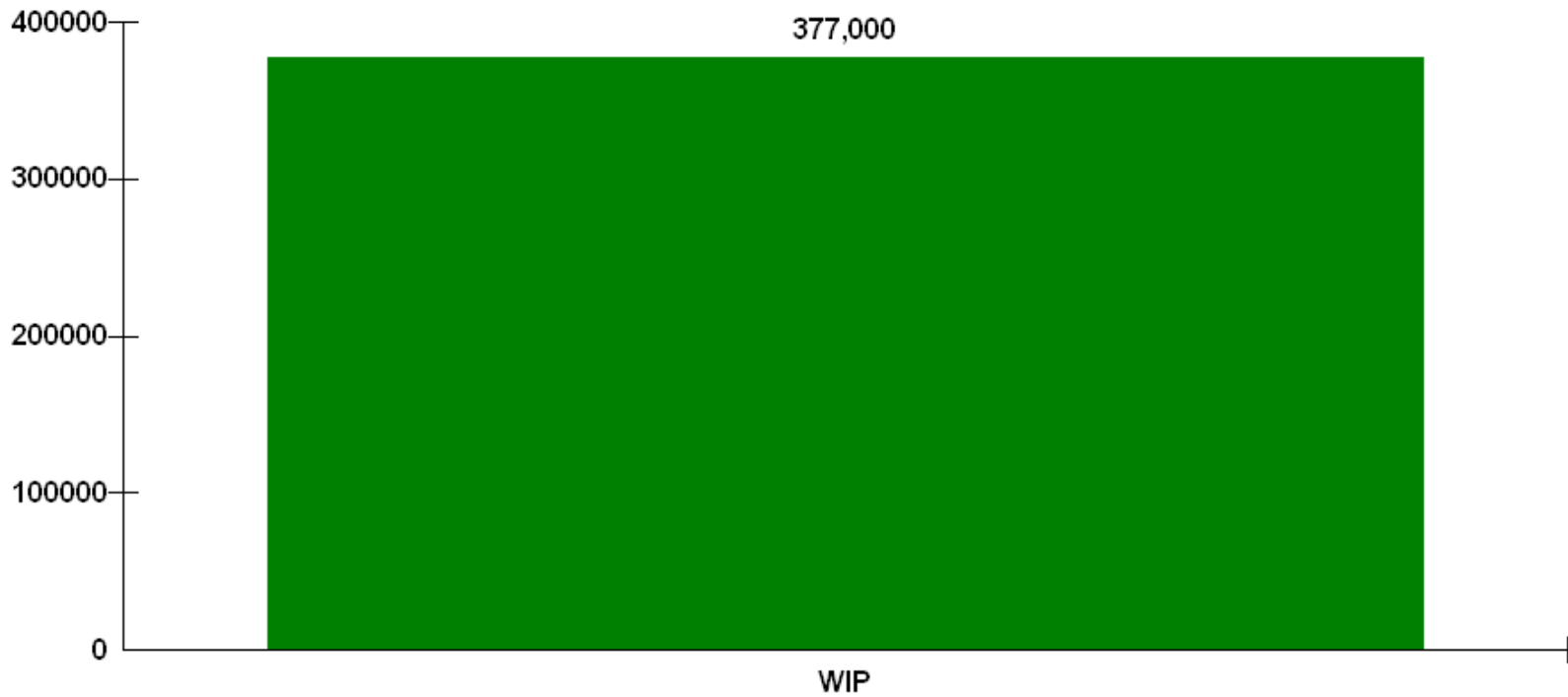
Cume Ratings

Base Population: 3,914,800

% In Target: 75.3%

Target Persons: 2,946,100

### WIP Reaches 377,000 Home Owners





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Market: PHILADELPHIA, PA for JAN-MAR 2007  
Bases: ADULTS AGE 18+  
Target: ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS

THE MEDIA AUDIT

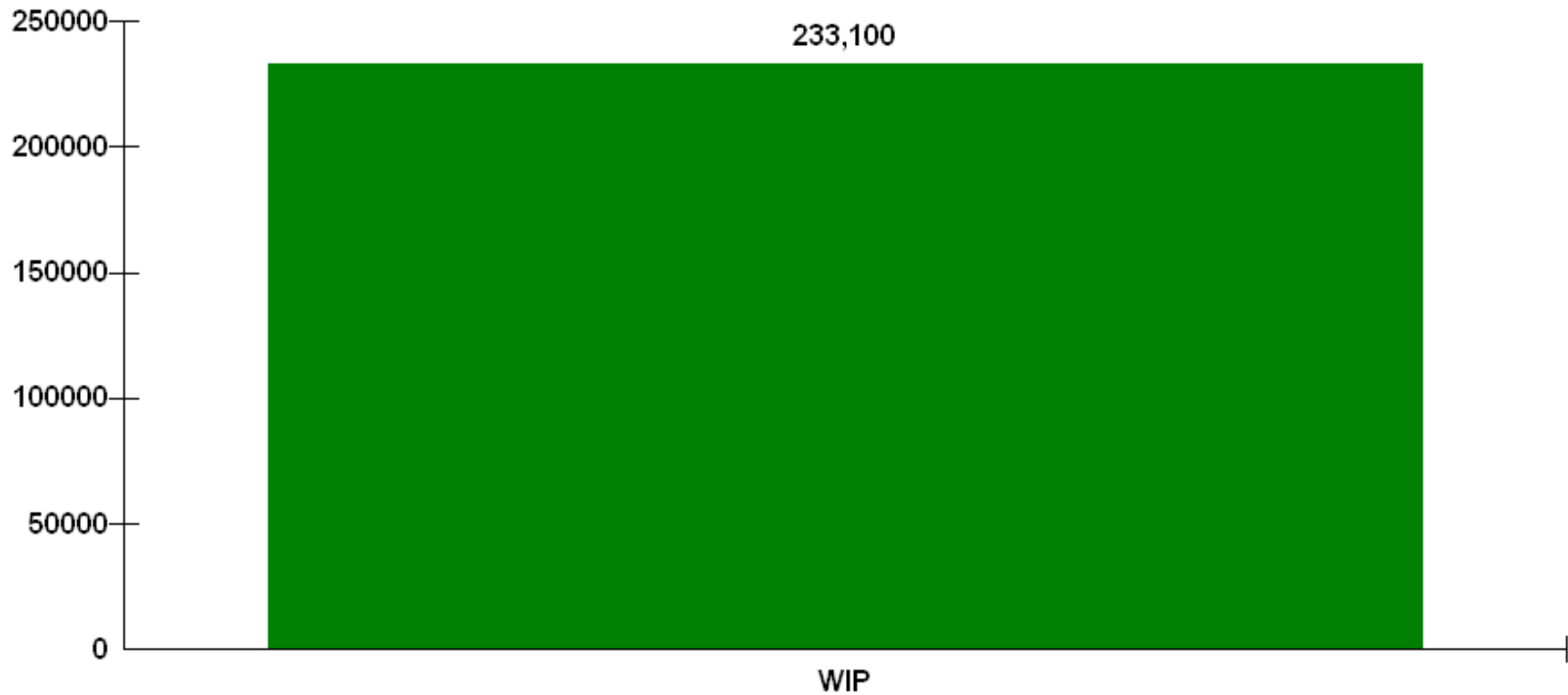
Cume Ratings

Base Population: 3,914,800

% In Target: 31.7%

Target Persons: 1,240,000

### WIP Reaches 233,100 Adults with \$75,000+ Household Income



Report: RANKER REPORT  
Market: PHILADELPHIA, PA for JAN-MAR 2007  
Bases: ADULTS AGE 18+  
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

THE MEDIA AUDIT

Cume Ratings

Base Population: 3,914,800

% In Target: 14.6%

Target Persons: 570,700

## WIP Reaches 41,400 Adults Planning to Buy a Home

