



100.7 WZLX Listeners
Prime Prospects for Realtors



100.7 WZLX Listener Profile

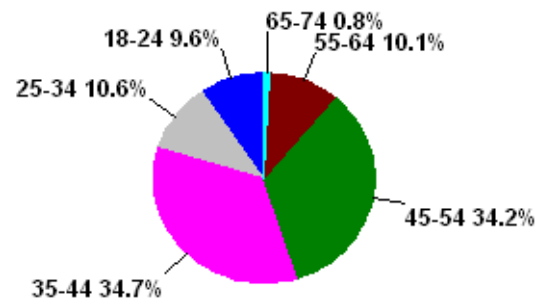
Report: MEDIA PROFILE REPORT
 Market: BOSTON, MA for DEC '04-JAN 2005
 Media: WZLX-FM

ADULTS

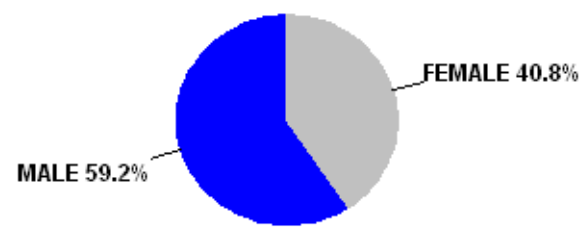
All Groups

Media Persons: 303,800

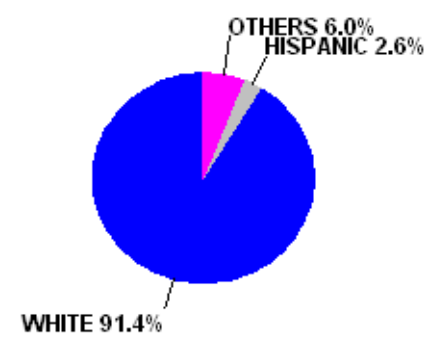
Age Analysis



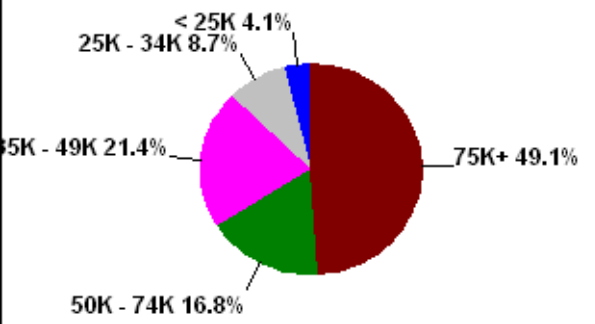
Gender Profile



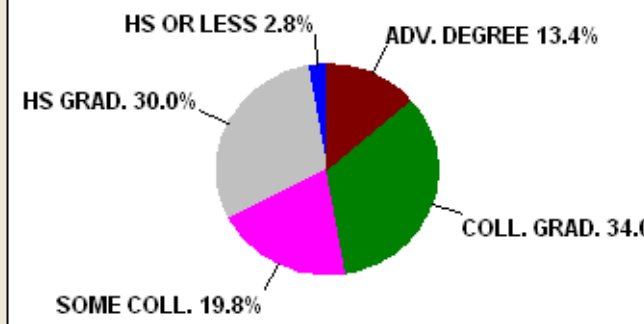
Ethnicity Profile



Annual Income



Education Profile





100.7 WZLX – Home Buyers

WZLX Reaches 22,500 Home Buyers in the Boston Market

Report: RANKER REPORT
Market: BOSTON, MA for DEC '04-JAN 2005
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

Total Audience: 4,016,400

Rank	Media	Cume Persons
1	WZLX-FM	22,500



100.7 WZLX – Home Value

THE MEDIA AUDIT**BOSTON, MA
December, 2004 - January 2005

WZLX-FM

Average Market Value of Home

\$436,000



100.7 WZLX – Income of Home Buyers

REPORT: CROSSTAB REPORTS
MARKET: BOSTON, MA FOR JUN-JUL'04/DEC'04-JAN'05
BASE: ADULTS AGE 18+
PRIMARY TARGET: RADIO 7-DAY CUME--WZLX-FM

Base Persons: 4,016,432

Targets	Average Income
ADULTS AGE 18+	76,658
PLAN NEXT 2 YEARS--NEXT TWO YEARS PLAN TO BUY A HOME: ...	69,194
PLAN NEXT 2 YEARS--OWNERS WHO PLAN TO BUY HOME ...	72,114
PLAN NEXT 2 YEARS--RENTERS WHO PLAN TO BUY HOME ...	61,056



100.7 WZLX – Home Buyers

63.7% of WZLX Home Buyers have Two Incomes

REPORT: CROSSTAB REPORTS
MARKET: BOSTON, MA FOR JUN-JUL'04/DEC'04-JAN'05
BASE: PLAN NEXT 2 YEARS--NEXT TWO YEARS PLAN TO BUY A HOME:
PRIMARY TARGET: RADIO 7-DAY CUME--WZLX-FM

Base Persons: 414,904

Targets	Vertical Percent	Target Index	
TWO INCOME FAMILY ...	63.7	171	