



Reaching Upscale Diners In the Philadelphia Market

Presented by:
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WIP Sports Radio

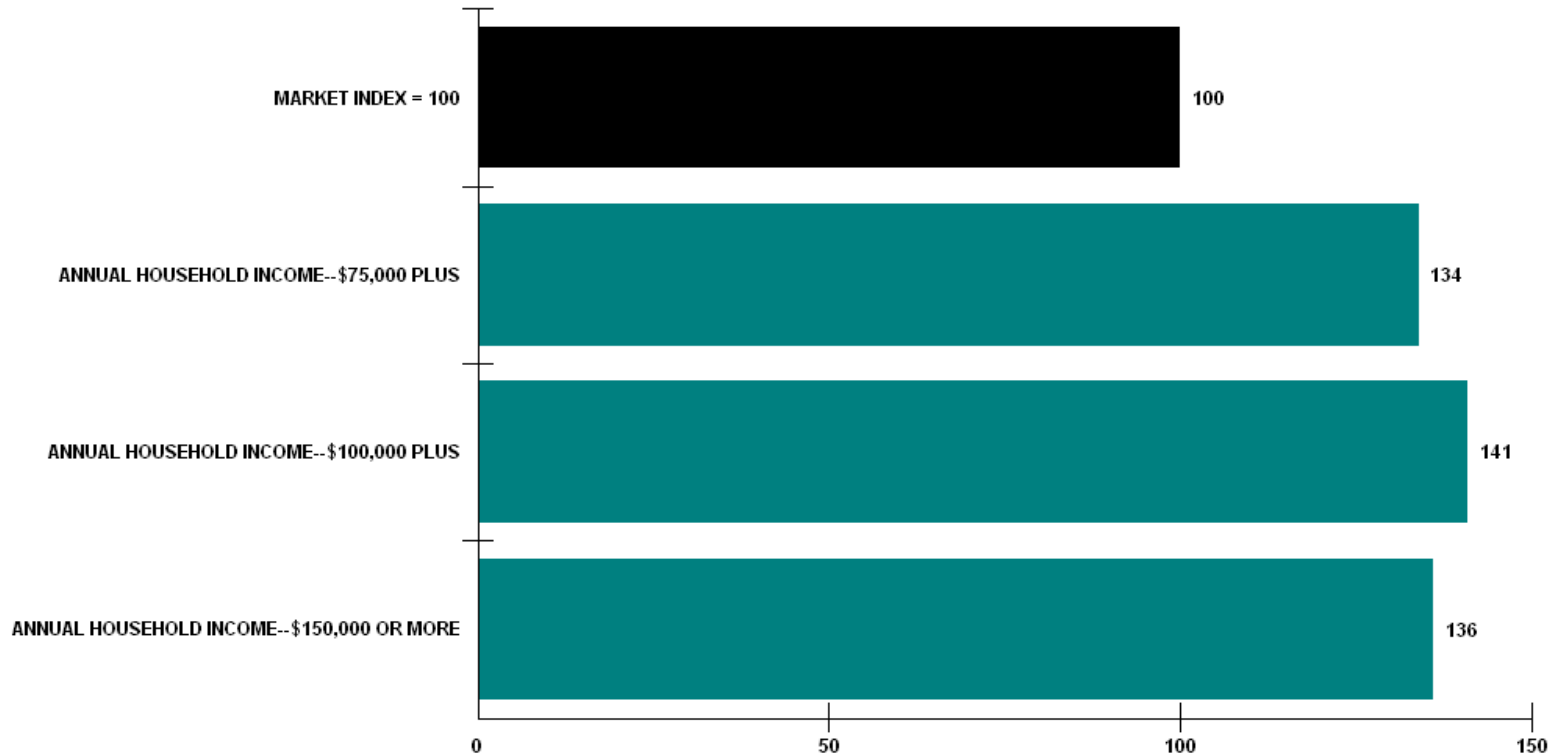


WIP's Men 25+ are much more likely than the market average to be **HIGHLY AFFLUENT**

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: PHILADELPHIA, PA for JAN-FEB 2005
Bases: GENERAL BASE = ADULTS--AGE 25 PLUS *AND* MALE ADULTS
Media: WIP

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WIP Sports Radio Men 25+



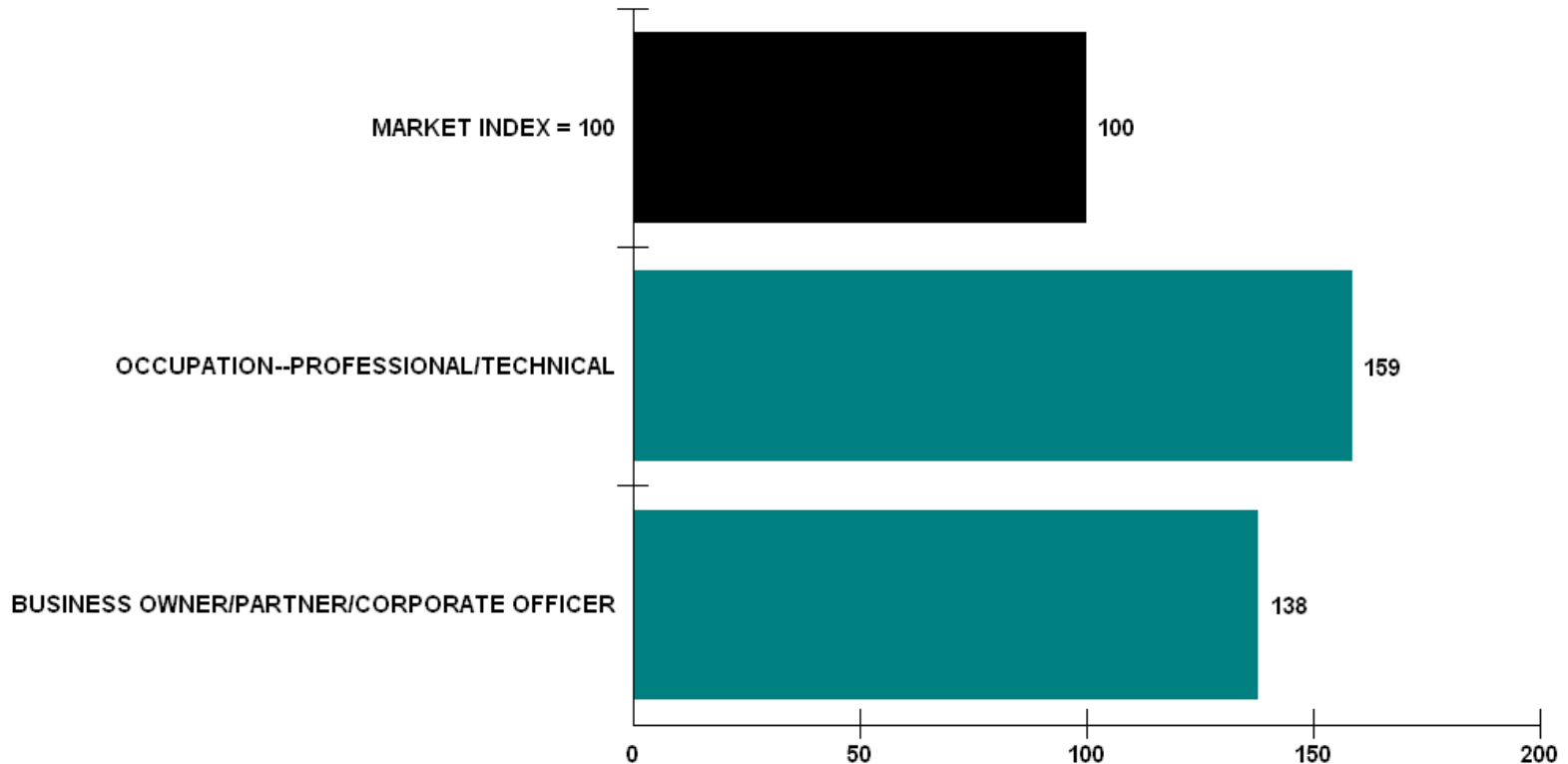


WIP SPORTS RADIO MEN 25+ ARE BUSINESS DECISION-MAKERS

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WIP SPORTS RADIO MEN 25+



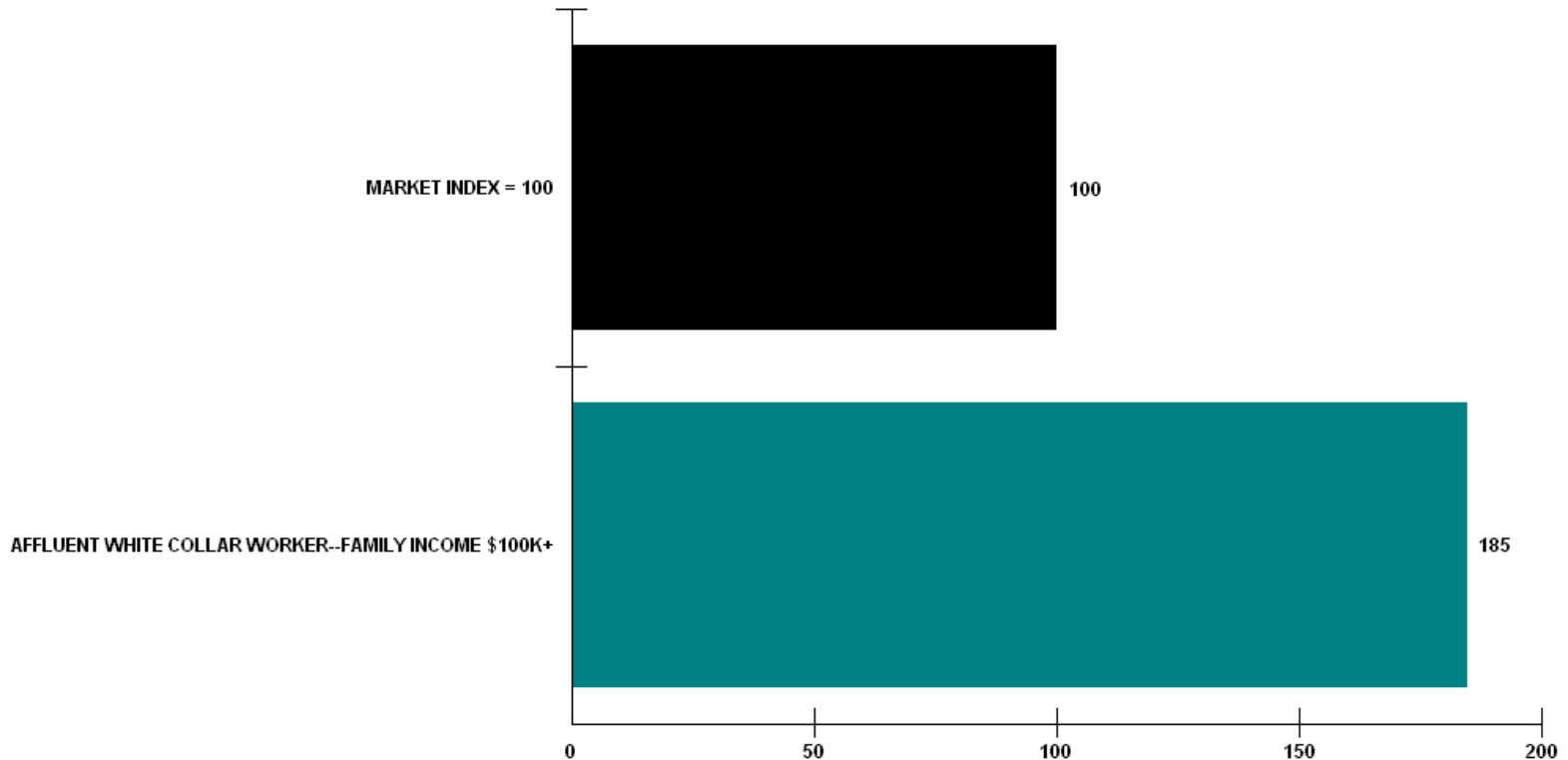


WIP SPORTS RADIO MEN 25+ ARE 85% MORE LIKELY TO BE AFFLUENT WHITE COLLAR

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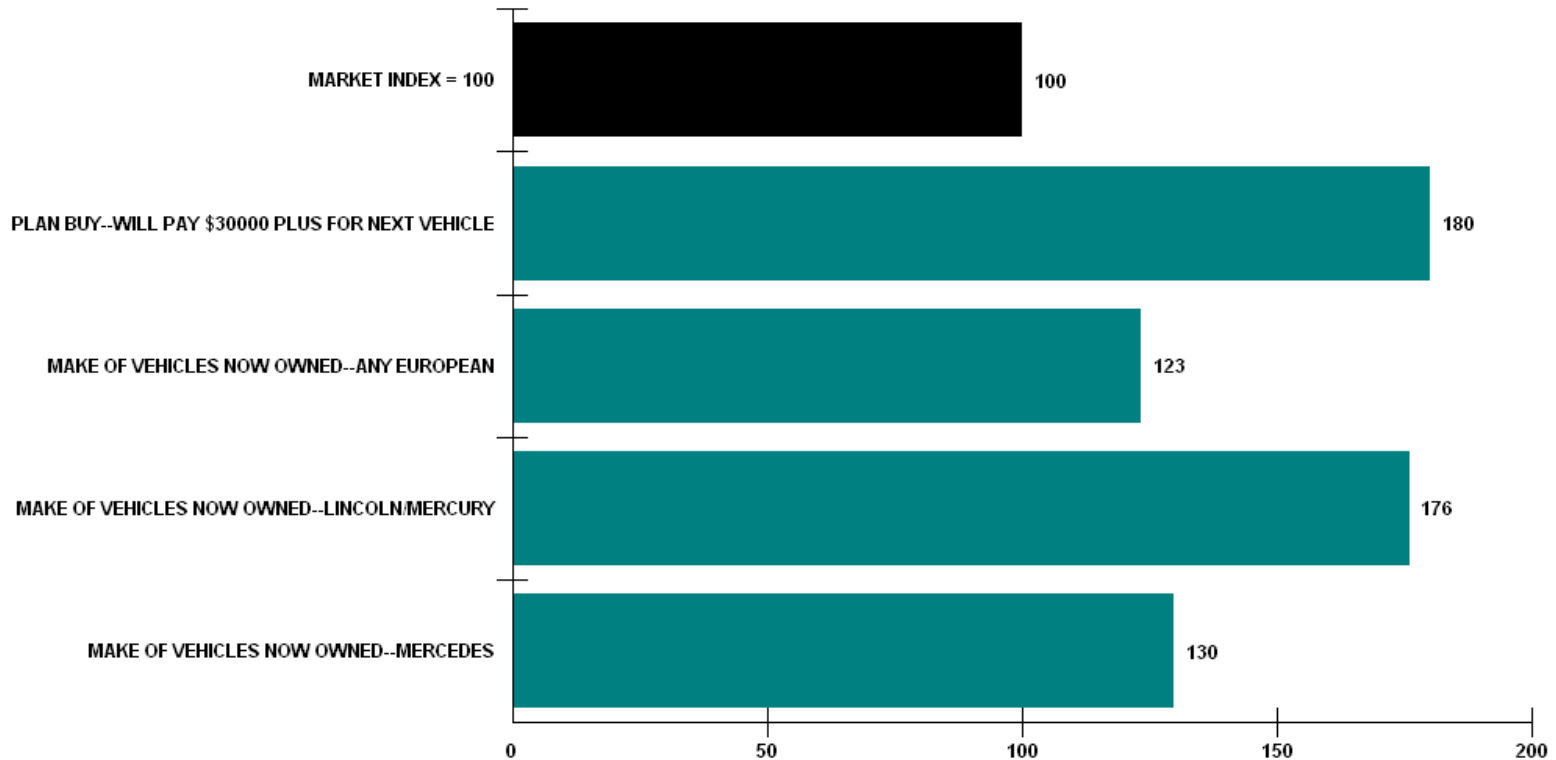


WIP is HIGHLY TARGETED IN REACHING LUXURY CAR BUYERS. PRIME PROSPECTS FOR SHULA'S STEAK HOUSE

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WIP SPORTS RADIO

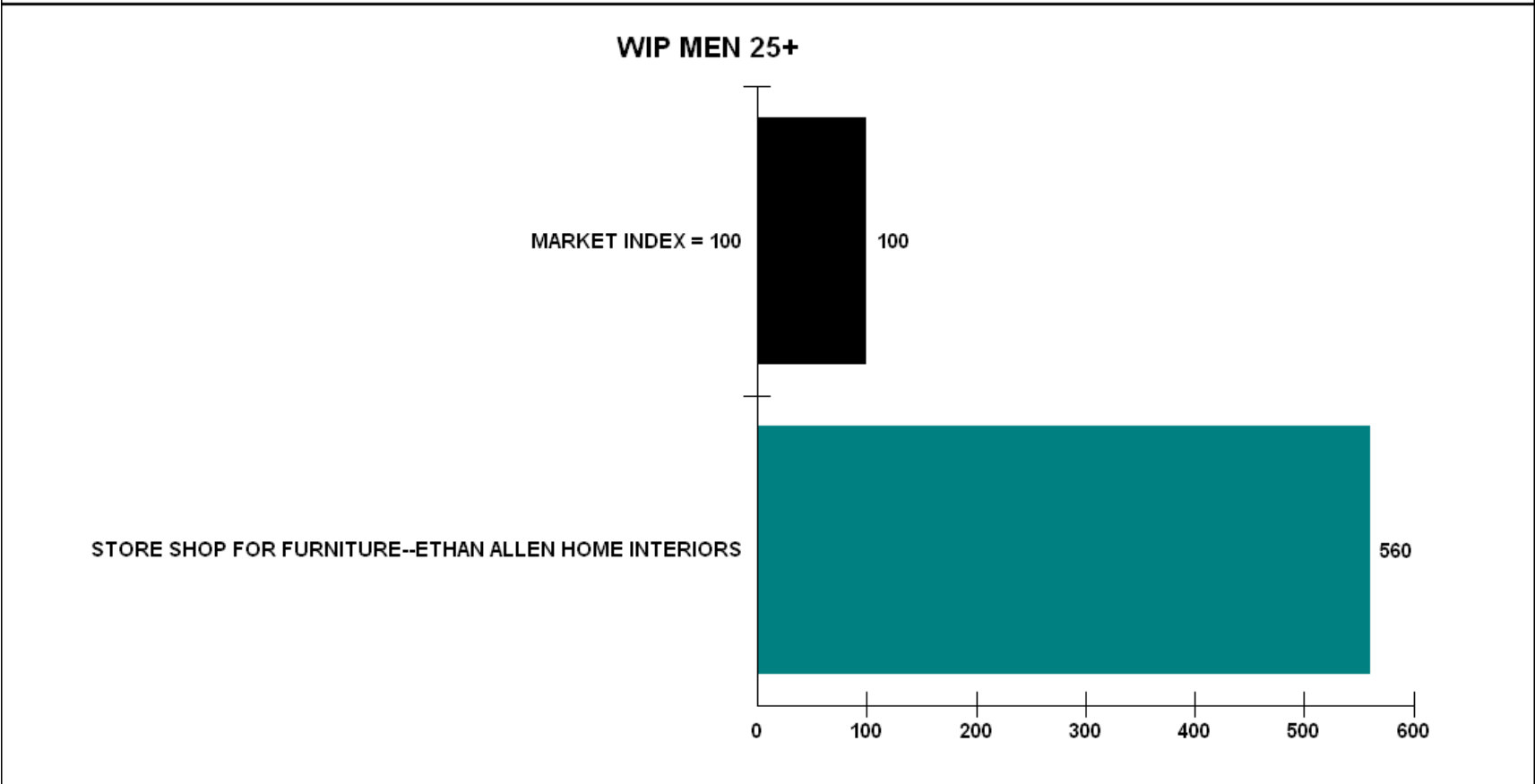




WIP SPORTS RADIO MEN 25+ SHOP AT UPSCALE FURNITURE STORES

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Source: **The Media Audit** Philadelphia, PA Jan-Feb 2005