

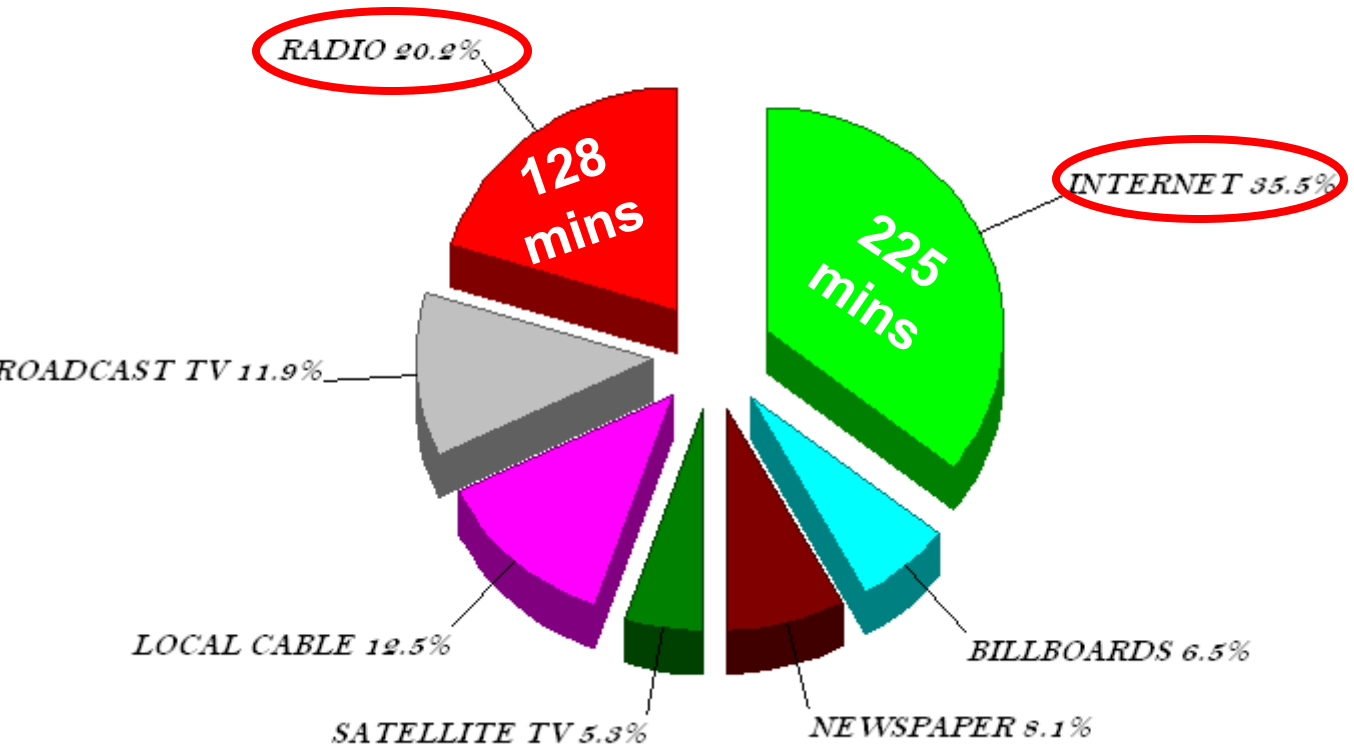


**WNYC**  
New  
York  
Public  
Radio



% In Target: 2.4%

*How do Barney's Shoppers spend their day with media?*



Media	Target Market Minutes	Target Market Percent
Radio	128.24	20.2
Broadcast TV	75.68	11.9
Local Cable	79.52	12.5
Satellite TV	33.63	5.3
Newspaper	51.14	8.1
Billboards	41.04	6.5
Internet	225.61	35.5
<b>Total</b>	<b>634.86</b>	<b>100.00</b>



**WNYC**  
New  
York  
Public  
Radio



Market: NEW YORK, NY for JUN-JUL 2008

Bases: SHOPPED PAST 6-MONTHS--BARNEY'S NEW YORK

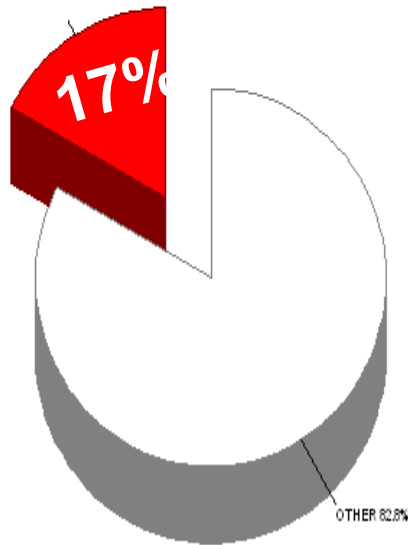
Target: PAST 7-DAY CUME RADIO--WNYC-FM

Base Population: 341,600

% In Target: 17.2%

Target Persons: 58,600

*WNYC Listeners are Barney's Shoppers*



*58,600 Barney's New York shoppers listen to WNYC. Wouldn't WNYC listeners who shop at Barney's be proud to know that Barney's are proud supporters of WNYC too?*



REPORT MARKET: NEW YORK, NY

REPORT BASE: ADULTS AGE 18+

REPORT PERIOD: JUL-AUG'07/JAN-FEB 2008

MEDIA: WNYC-FM/AM

## *What is the value of a WNYC listener?*

WOMEN'S FOOTWEAR

89,927

1,722

WOMEN'S COATS, JACKETS & FURS

30,880

1,435

WOMEN'S SUITS

3,925

1,030

WOMEN'S ACCESSORIES

92,743

910

WOMEN'S DRESSES

41,733

862

WOMEN'S VESTS, SWEATERS AND SWEATER SETS

45,581

791

WOMEN'S PANTS

76,727

754

WOMEN'S SLEEPWEAR

36,978

728

WOMEN'S SHIRTS, TOPS, AND BLOUSES

140,824

700

WOMEN'S ACTIVE SPORTSWEAR

25,159

695

WOMEN'S SKIRTS

29,402

617

WOMEN'S UNDERGARMENTS

90,648

452

WOMEN'S SHORTS AND SHORTS SETS, EXCL ATHLETIC GEAR

13,850

319

WOMEN'S HOSIERY

53,449

149

## *And that's just women's clothing!*