



Reaching **Brooks** Pharmacy Best Customer Prospects In the Boston Market

Presented by:
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WBZ News Radio 1030

Who is the Brooks Pharmacy Customer in the Boston Market?

Gender split is nearly 50/50 Male/Female.

Report: TARGET PROFILE REPORT
 Market: BOSTON, MA for JUN-JUL/NOV-DEC 2005
 Bases: GENERAL BASE = ADULTS AGE 18+
 Target: DRUG STORE SHOP PAST 6 MONTHS--BROOKS PHARMACY

THE MEDIA AUDIT

All Groups

Base Population: 4,037,000

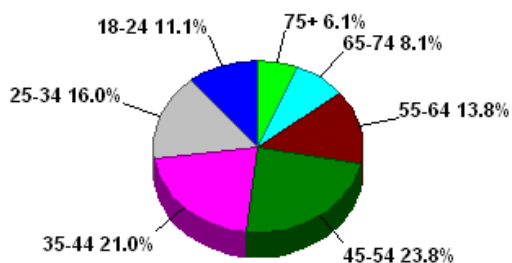
% In Target: 31.5%

Target Persons: 1,272,300



Customer Profile

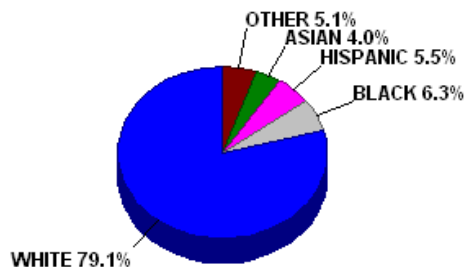
Age Analysis



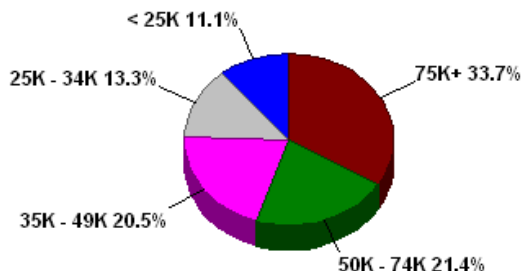
Gender Profile



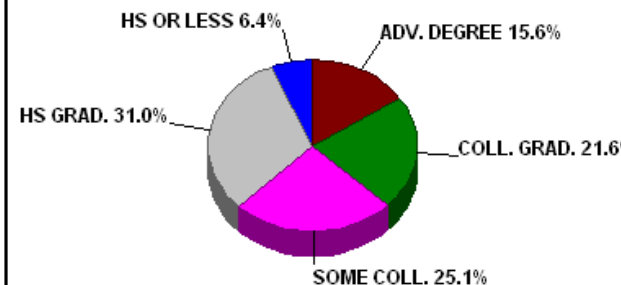
Ethnicity Profile



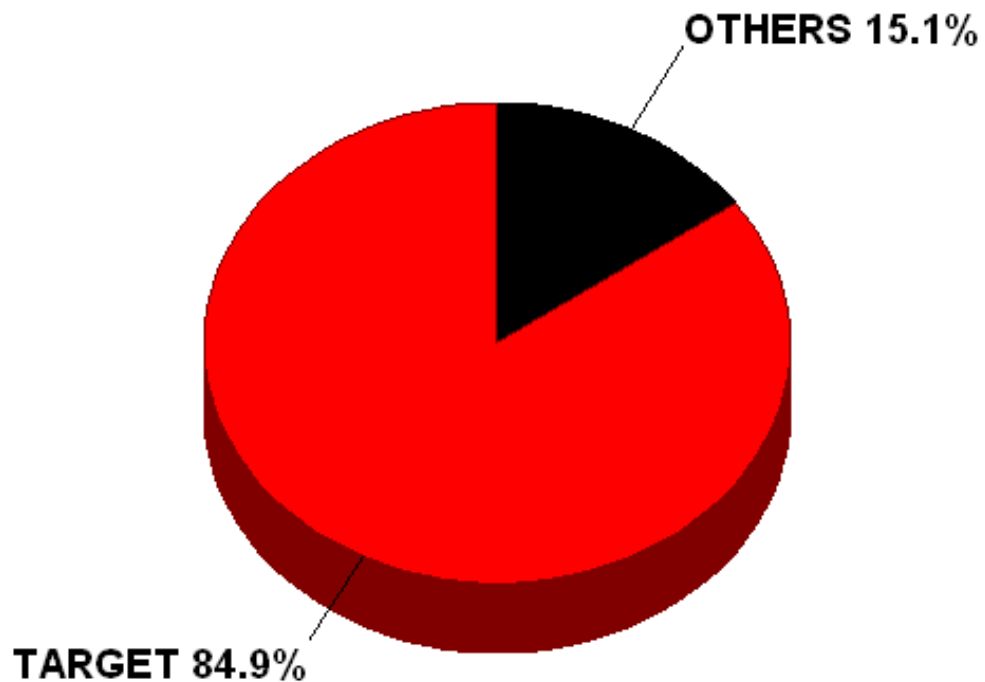
Annual Income



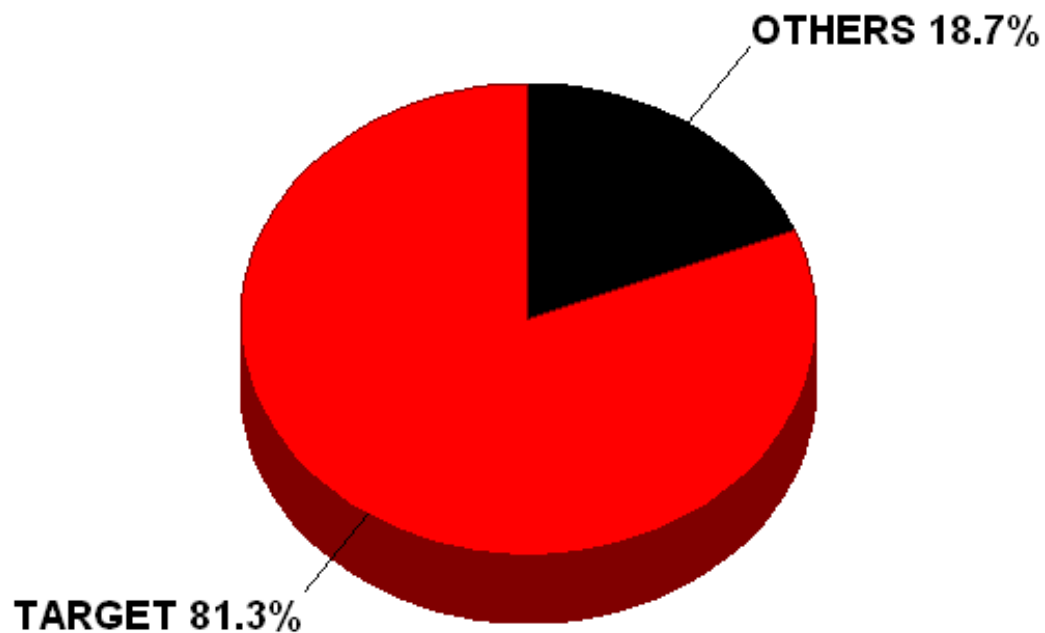
Education Profile



85% of Patriots Radio Listeners are Frequent Drug Store Shoppers



Over 81% of Bruins Radio Listeners are Frequent Drug Store Shoppers



Patriots Radio reaches **54%** of all of Brooks Pharmacy Customers and **49%** of all Frequent Drug Store Shoppers.

Report: COMPOSITION REPORTS THE MEDIA AUDIT
 Market: BOSTON, MA for NOV-DEC 2005
 Bases: GENERAL BASE = ADULTS AGE 18+
 Media: RADIO--N.E. PATRIOTS

Base Population: 4,037,000

% In Media Audience: 47.1%

| Target | Media Persons | Media Rating | Audience Composition | Target Index |
|--|---------------|--------------|----------------------|--------------|
| PAST 4-WEEKS DRUG STORES SHOPPED | 1,612,500 | 48.8 | 84.9 | 104 |
| DRUG STORE SHOP PAST 6 MONTHS--BROOKS PHARMACY | 721,100 | 53.9 | 37.9 | 115 |
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Bruins Radio reaches **26%** of all of Brooks Pharmacy Customers and **21%** of all Frequent Drug Store Shoppers.

Over 40% of Bruins Listeners are Brooks Pharmacy Customers.

| Report: | COMPOSITION REPORTS | | THE MEDIA AUDIT | |
|--|-------------------------------|----------------------------|----------------------|--------------|
| Market: | BOSTON, MA for NOV-DEC 2005 | | | |
| Bases: | GENERAL BASE = ADULTS AGE 18+ | | | |
| Media: | RADIO--BOST. BRUINS | | | |
| Base Population: 4,037,000 | | % In Media Audience: 21.1% | | |
| Target | Media Persons | Media Rating | Audience Composition | Target Index |
| PAST 4-WEEKS DRUG STORES SHOPPED | 693,400 | 21.0 | 81.3 | 99 |
| DRUG STORE SHOP PAST 6 MONTHS--BROOKS PHARMACY | 344,200 | 25.7 | 40.3 | 122 |
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