



**WNYC**  
**New York Public Radio**



THE MEDIA AUDIT

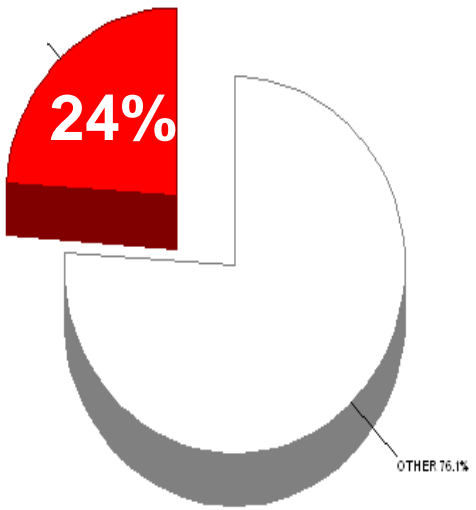
TARGET PROFILE REPORT  
 NEW YORK, NY for JAN-FEB 2008  
 SHOP SUPERMARKET PAST WEEK--WHOLE FOODS MARKET  
 PAST 7-DAY CUME RADIO--WNYC BROADCASTING RADIO



n: 388,600

% In Target: 23.9%

*Almost 1 in 4 Whole Foods Shoppers Listen to WNYC FM-AM*



*Over 1 in 10 of WNYC weekly listeners, 93,900 support Whole Foods Market.*

*With Whole Foods Market generous support of WNYC, reach the other 690,000 who currently don't.*



New  
York  
Public  
Radio

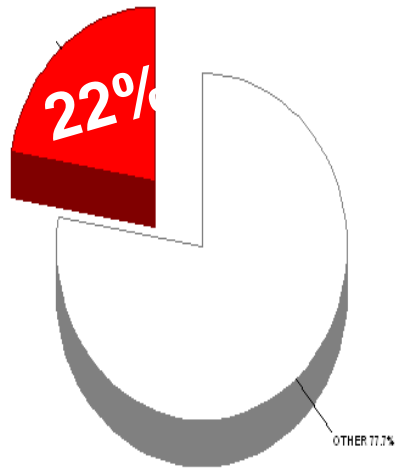


NEW YORK, NY for JAN-FEB 2008  
HOME OWNER--DWELLING UNIT--OWNED \*AND\* SHOP FURNITURE/MATTRESS--ASHLEY FURNITURE HOMESTORE  
PAST 7-DAY CLIME RADIO--WNYC BROADCASTING RADIO



ation: 135,800 % In Target: 22.3%

*Over 1 in 5 Homeowners Shopping Ashley Furniture Homestore listen to WNYC*



*30,300 Ashley Furniture Homestore shoppers listen weekly to WNYC.*

*Wouldn't WNYC listeners who shop at Ashley Furniture Homestore find it great to hear you, knowing you support their station?*

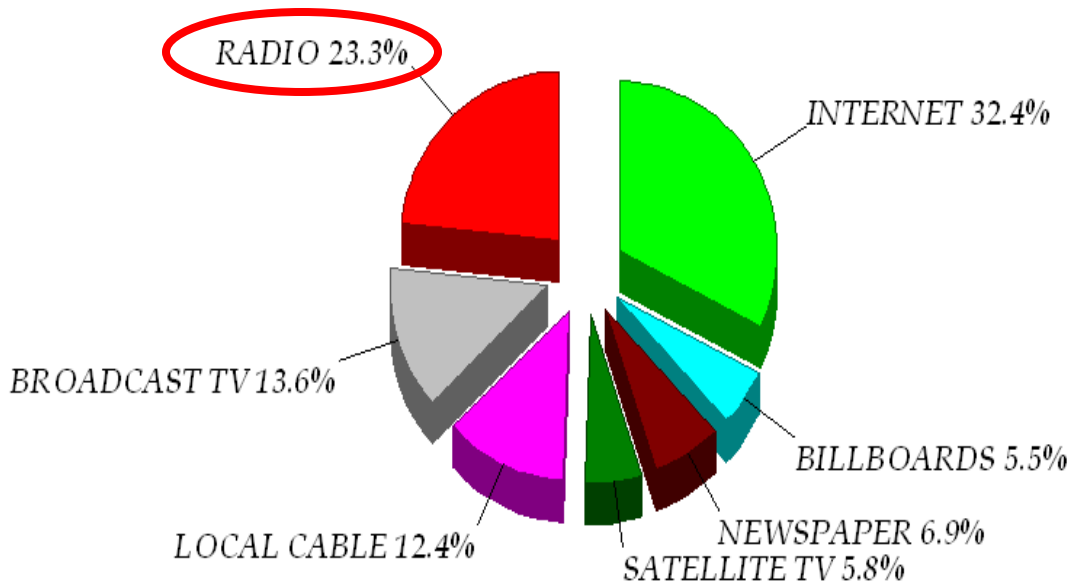


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% In Target: 24.4%

*How do New Furniture Shoppers spend their day with media?*



MEDIA	TOTAL MARKET MINUTES	TARGET MARKET MINUTES	INDEX TO MARKET	0	100
Radio	161.30	170.82	106		
Broadcast TV	101.46	99.59	98		
Local Cable	90.17	90.91	101		
Satellite TV	43.19	42.43	98		
Newspaper	53.21	50.84	96		
Billboards	38.17	39.94	105		
Internet	208.82	237.12	113		
Total	696.43	731.66			