

**Reaching  
SPORTS CLUB/LA  
Best Customer Prospects  
in the  
Boston Market**

Presented by:  
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WBZ News Radio 1030  
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# The Vast Majority of WBZ Adult Listeners are Age 40+... Thus the high level of interest in the "Fit Over 40" Segment.

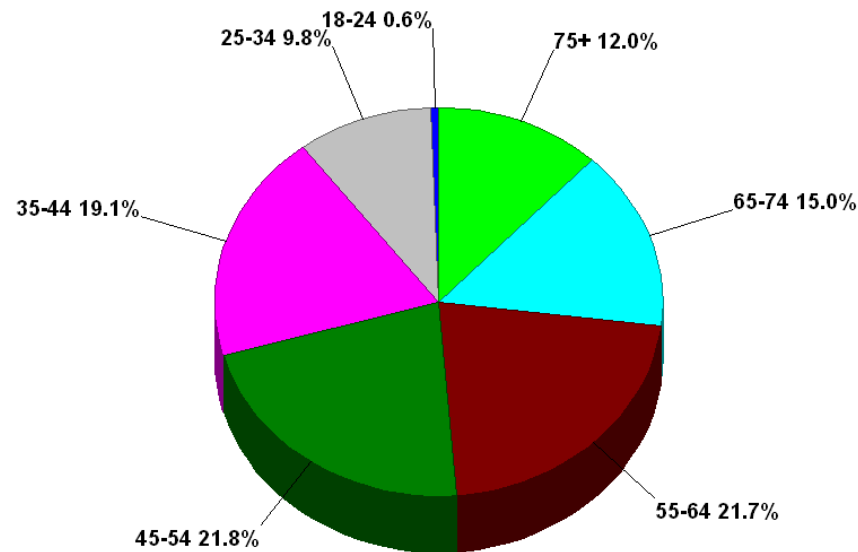
Report: MEDIA PROFILE REPORT  
Market: BOSTON, MA for JUN-JUL 2004  
Media: WBZ

ADULTS

Age Analysis

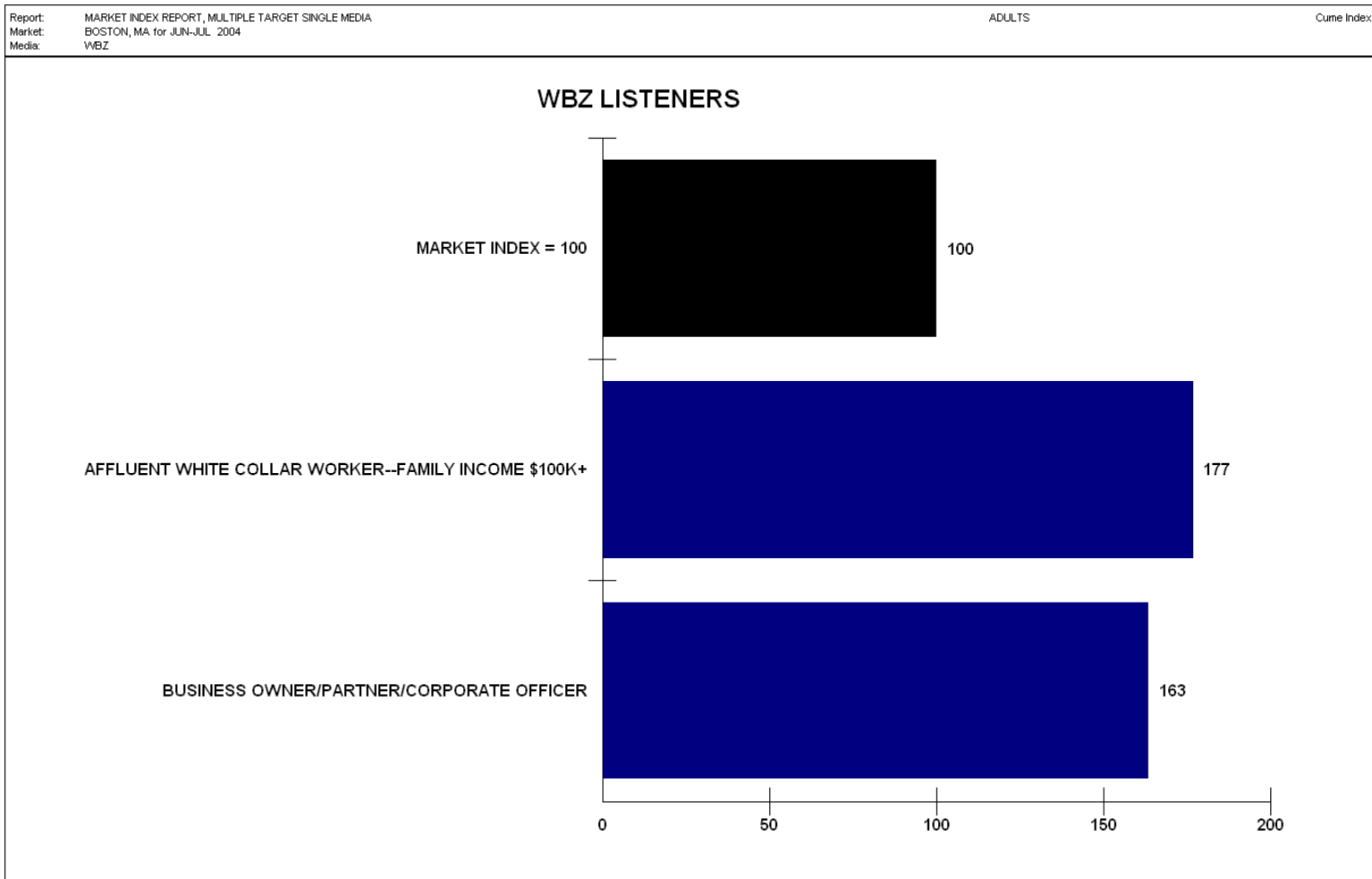
Media Persons: 730,000

### WBZ LISTENER AGE ANALYSIS

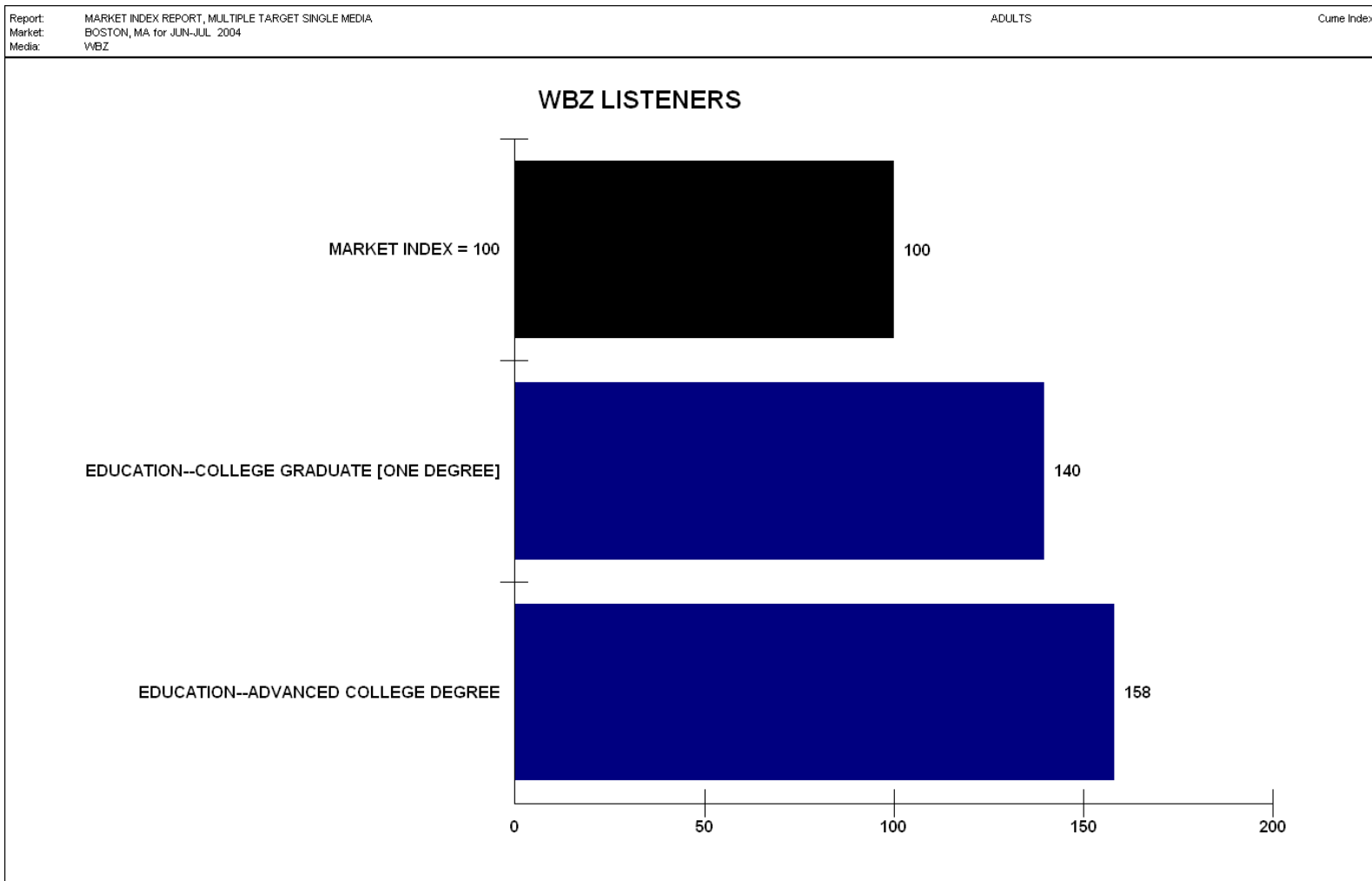


Adults 18+

# WBZ dramatically outperforms the market in delivering Affluent White Collar And Business Owners/Partners/Corporate Officers.



# WBZ Listeners are HIGHLY EDUCATED, and are 58% more likely than the Boston market average to have Advanced Degrees.

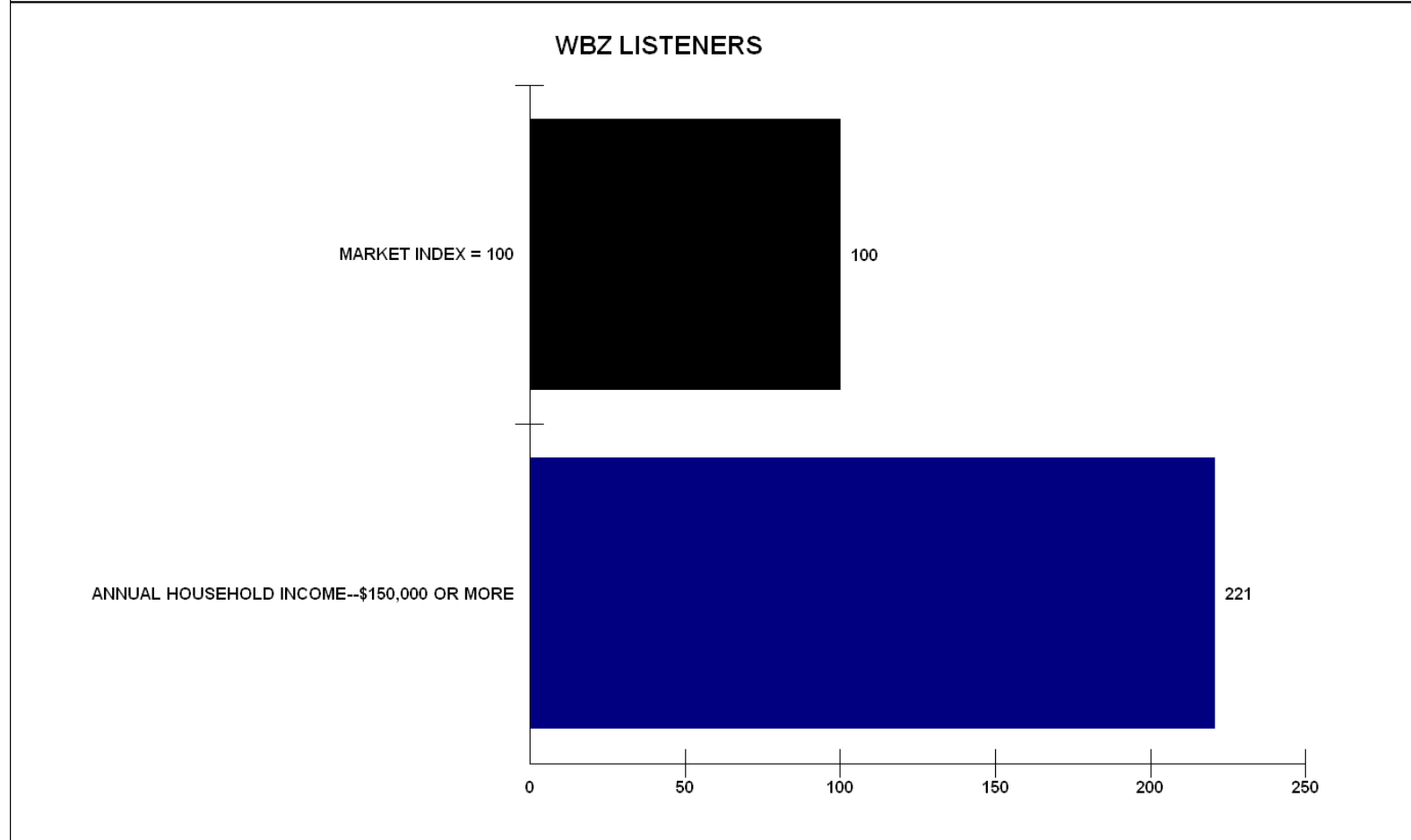


# WBZ Listeners are AFFLUENT...and are 121% MORE LIKELY to have \$150,000+ Incomes.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: BOSTON, MA for JUN-JUL 2004  
Media: WBZ

ADULTS

Cume Index



# WBZ is a LEADER in Reaching Health Club Customers

Report: RANKER REPORT				ADULTS	Cume Ratings
Market: BOSTON, MA for JUN-JUL 2004					
Target: EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR					
Total Audience: 4,016,400		% In Target Audience: 29.0%		Target Audience: 1,163,000	
Rank	Media	Cume Persons	Cume Rating	0 8 16 24	
1	WXKS-FM	272,900	23.5	[Bar: 23.5]	
2	<b>WBZ</b>	<b>179,700</b>	<b>15.5</b>	[Bar: 15.5]	
3	WJMN-FM	172,500	14.8	[Bar: 14.8]	
4	WBUR-FM	166,900	14.4	[Bar: 14.4]	
5	WBMX-FM	165,400	14.2	[Bar: 14.2]	
6	WBCN-FM	159,000	13.7	[Bar: 13.7]	
7	WMJX-FM	144,700	12.4	[Bar: 12.4]	
8	WEEI	140,200	12.1	[Bar: 12.1]	
9	WRKO	115,600	9.9	[Bar: 9.9]	
10	WBOS-FM	102,300	8.8	[Bar: 8.8]	
11	WZLX-FM	100,900	8.7	[Bar: 8.7]	
12	WOODS-FM	92,800	8.0	[Bar: 8.0]	
13	WROR-FM	86,600	7.4	[Bar: 7.4]	
14	WTKK-FM	86,000	7.4	[Bar: 7.4]	
15	WKLB-FM	74,000	6.4	[Bar: 6.4]	
16	WGBH-FM	70,700	6.1	[Bar: 6.1]	
17	WAAF-FM	69,900	6.0	[Bar: 6.0]	
18	WCRB-FM	69,800	6.0	[Bar: 6.0]	
19	WXRV-FM	69,600	6.0	[Bar: 6.0]	
20	WQSX-FM	62,900	5.4	[Bar: 5.4]	
21	WERS-FM	58,800	5.1	[Bar: 5.1]	
22	WXLO-FM	52,400	4.5	[Bar: 4.5]	
23	WFNX-FM	50,100	4.3	[Bar: 4.3]	
24	WHOB-FM	41,000	3.5	[Bar: 3.5]	
25	WSRS-FM	35,500	3.1	[Bar: 3.1]	
26	WGIR-FM	27,000	2.3	[Bar: 2.3]	
27	WVFX-FM	19,300	1.7	[Bar: 1.7]	
28	WCN-FM	17,900	1.5	[Bar: 1.5]	
29	WZID-FM	16,900	1.5	[Bar: 1.5]	
30	WILD	16,200	1.4	[Bar: 1.4]	
31	WTAG	15,800	1.4	[Bar: 1.4]	
32	WXKS	15,000	1.3	[Bar: 1.3]	
33	WPLM-FM	14,000	1.2	[Bar: 1.2]	
34	WBOT-FM	13,000	1.1	[Bar: 1.1]	
35	WUMB-FM	12,000	1.0	[Bar: 1.0]	
36	WFPB	10,300	0.9	[Bar: 0.9]	
37	WBIX	9,900	0.9	[Bar: 0.9]	
38	WHRB-FM	8,300	0.7	[Bar: 0.7]	
39	WZBC-FM	5,800	0.5	[Bar: 0.5]	
40	WCAP	4,900	0.4	[Bar: 0.4]	
41	WGLL-FM	4,700	0.4	[Bar: 0.4]	
42	WCRN	4,600	0.4	[Bar: 0.4]	
43	WUJB	4,200	0.4	[Bar: 0.4]	
44	WBOG-FM	2,000	0.2	[Bar: 0.2]	
45	WMIK	2,000	0.2	[Bar: 0.2]	



**FIT OVER 40**

Source: **The Media Audit** June-July 2004

# WBZ reaches MORE AFFLUENT WHITE COLLAR adults than ANY Radio Station.

Report: RANKER REPORT				ADULTS	Cume Ratings
Market: BOSTON, MA for JUN-JUL 2004					
Target: AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+					
Total Audience: 4,016,400		% In Target Audience: 12.6%		Target Audience: 504,100	
Rank	Media	Cume Persons	Cume Rating	0 12 24 36	
1	WBZ	161,900	32.1		
2	WXKS-FM	96,100	19.1		
3	WEEI	93,400	18.5		
4	WBUR-FM	86,600	17.2		
5	WBMX-FM	80,300	15.9		
6	WMJX-FM	58,600	11.6		
7	WBOS-FM	54,600	10.8		
8	WODS-FM	53,500	10.6		
9	WZLX-FM	52,600	10.4		
10	WGBH-FM	51,600	10.2		
11	WJMN-FM	48,800	9.7		
12	WCRB-FM	45,900	9.1		
13	WRKO	44,200	8.8		
14	WTKK-FM	36,900	7.3		
15	WBCN-FM	36,600	7.3		
16	WROR-FM	34,300	6.8		
17	WERS-FM	32,000	6.3		
18	WFNX-FM	26,500	5.3		
19	WXRV-FM	23,900	4.7		
20	WQSX-FM	23,700	4.7		
21	WKLB-FM	17,900	3.6		
22	WXLO-FM	17,000	3.4		
23	WBOT-FM	14,700	2.9		
24	WAAF-FM	13,600	2.7		
25	WHRB-FM	11,800	2.3		
26	WPLM-FM	11,700	2.3		
27	WICN-FM	10,600	2.1		
28	WXKS	8,600	1.7		
29	WUMB-FM	7,100	1.4		
30	WZBC-FM	6,900	1.4		
31	WGLL-FM	4,700	0.9		
32	WMBR-FM	4,600	0.9		
33	WTAG	4,200	0.8		
34	WGIR-FM	3,700	0.7		
35	WFPB	3,300	0.7		
36	WBIX	3,200	0.6		
37	WWFX-FM	3,200	0.6		
38	WZID-FM	2,300	0.5		



**FIT OVER 40**

Source: **The Media Audit** June-July 2004

# WBZ reaches MORE BUSINESS OWNERS/PARTNERS/CORPORATE OFFICERS than ANY Radio Station.

Report: RANKER REPORT				ADULTS	Cume Ratings
Market: BOSTON, MA for JUN-JUL 2004					
Target: BUSINESS OWNER/PARTNER/CORPORATE OFFICER					
Total Audience: 4,016,400		% In Target Audience: 6.8%		Target Audience: 273,000	
Rank	Media	Cume Persons	Cume Rating	0 10 21 32	
1	WBZ	81,100	29.7		
2	WTKK-FM	51,700	18.9		
3	WXKS-FM	47,400	17.4		
4	WRKO	43,300	15.9		
5	WBUR-FM	42,800	15.7		
6	WBMX-FM	38,900	14.2		
7	WEEI	37,500	13.7		
8	WODS-FM	34,800	12.7		
9	WBOS-FM	26,600	9.7		
10	WROR-FM	23,400	8.6		
11	WCRB-FM	21,900	8.0		
12	WJMN-FM	21,700	7.9		
13	WXRV-FM	21,400	7.8		
14	WQSX-FM	18,300	6.7		
15	WZLX-FM	17,200	6.3		
16	WKLB-FM	14,000	5.1		
17	WMJX-FM	13,800	5.1		
18	WGBH-FM	11,300	4.1		
19	WXLO-FM	7,300	2.7		
20	WFNX-FM	6,900	2.5		
21	WERS-FM	6,300	2.3		
22	WICN-FM	6,300	2.3		
23	WAAF-FM	5,200	1.9		
24	WBCN-FM	5,200	1.9		
25	WZBC-FM	4,700	1.7		
26	WMBR-FM	4,200	1.5		
27	WMFX-FM	3,200	1.2		
28	WILD	3,200	1.2		
29	WPLM-FM	2,700	1.0		
30	WGLL-FM	2,600	1.0		
31	WUMB-FM	2,500	0.9		
32	WGIR-FM	2,000	0.7		
33	WTAG	900	0.3		



**FIT OVER 40**

Source: **The Media Audit** June-July 2004