

The Media Audit

NEWS RELEASE

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Knight Ridder Contracts for Qualitative Audience Data for Local Newspaper Web Sites in 12 Markets

Houston - September 19, 2000 - Knight Ridder, the second largest newspaper publisher in the US with products in print and online, has contracted with The Media Audit for qualitative audience data on 25 newspaper web sites in 12 markets.

The announcement was made by Phil Beswick, president of The Media Audit.

The web sites to be surveyed are part of Knight Ridder's Real Cities.com, a national network providing information and services in 31 US cities. The network includes web sites of the Belo Corporation, Central Newspapers and other non-Knight Ridder companies.

The Media Audit (TMA), a syndicated media ratings service currently covering 88 markets, provides both quantitative and qualitative data for media web sites as well as for traditional media. In addition to comprehensive audience profiles, TMA provides trend data on market penetration and market share.

TMA also provides qualitative/quantitative surveys of local web sites for New York Times Digital, The Tribune Company and Hearst Newspapers in addition to other subscribers. TMA currently has 186 local media web site subscribers that include 68 daily newspaper sites, 46 television sites and 64 city guide sites.

Traditional media - print, broadcast and outdoor - have used TMA surveys in sales, marketing and management for over 29 years. In 1998, the surveys started providing data on local media web sites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local media audiences.

TMA has more than 1700 clients which include radio and television stations, cable television networks, cable television operators, daily newspapers, alternative weekly newspapers, city and regional magazines, shopper publications, outdoor billboard companies, direct mail houses and local Internet web sites for daily newspapers, television and radio stations, alternative newspapers, shoppers and city guides. The client base includes more than 500 advertising agencies, media buying services and advertisers.

The Media Audit is a product of International Demographics, Inc., a 29-year-old Houston firm that is engaged exclusively in syndicated, multiple-media surveys conducted at the local market level.

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