

The Media Audit

NEWS RELEASE

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CONTACT: Robert Jordan

(713) 626-0333

CONTACT: Phillip Beswick

(914) 398-8000

International Demographics, Inc.

3355 West Alabama, Suite 500

Houston, Texas 77098-1718

1-800-324-9921

Top Five Newspaper Web Sites Across 83 Markets

- **WashingtonPost.com**
- **Austin360.com (Austin American-Statesman)**
- **News-Observer.com (Raleigh News & Observer)**
- **Charlotte.com (Charlotte Observer)**
- **Sacbee.com (Sacramento Bee)**

Houston, May 30, 2000 - The Media Audit local market Online/Internet Reports for 1999 across 83 markets show a marked increase in newspaper web site past 30-Day ratings from previous reports.

The WashingtonPost.com leads the way with 29.5% of Washington area adults visiting the site within the past 30-days. Austin360.com is close with 24.9% of Austin area adults logging on followed by the News-Observer site with 21.4%, Charlotte.com with 20.5% and Sacbee.com with 18.4%. (See attachment for listing of all of the measured sites.)

Market size doesn't seem to be a factor in how well a newspaper site fared in attracting adult visitors to their sites. Of the top five newspaper web sites, only two are from the top 25 markets. Of the top 25-newspaper web sites, only 10 are newspaper sites in the top 25 markets.

The Media Audit Background Information

The Media Audit was founded in April 1971 and created a new kind of syndicated media audience survey in June of that year-a local market, single source, multi-media, qualitative audience survey. Today, The Media Audit covers 84 local markets, has over 1,700 clients that include radio stations, TV 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 stations, radio stations, alternative newspapers, shoppers and city guides.

The Media Audit client base also includes over 500 advertising agencies, media buying services and advertisers.

In addition to being the first local market, multi-media, qualitative audience service, The Media Audit was the first qualitative service to provide semiannual reports; local web site ratings for newspapers, television stations, radio stations and city guides; and the first and only local qualitative ratings service to gain MRC accreditation.