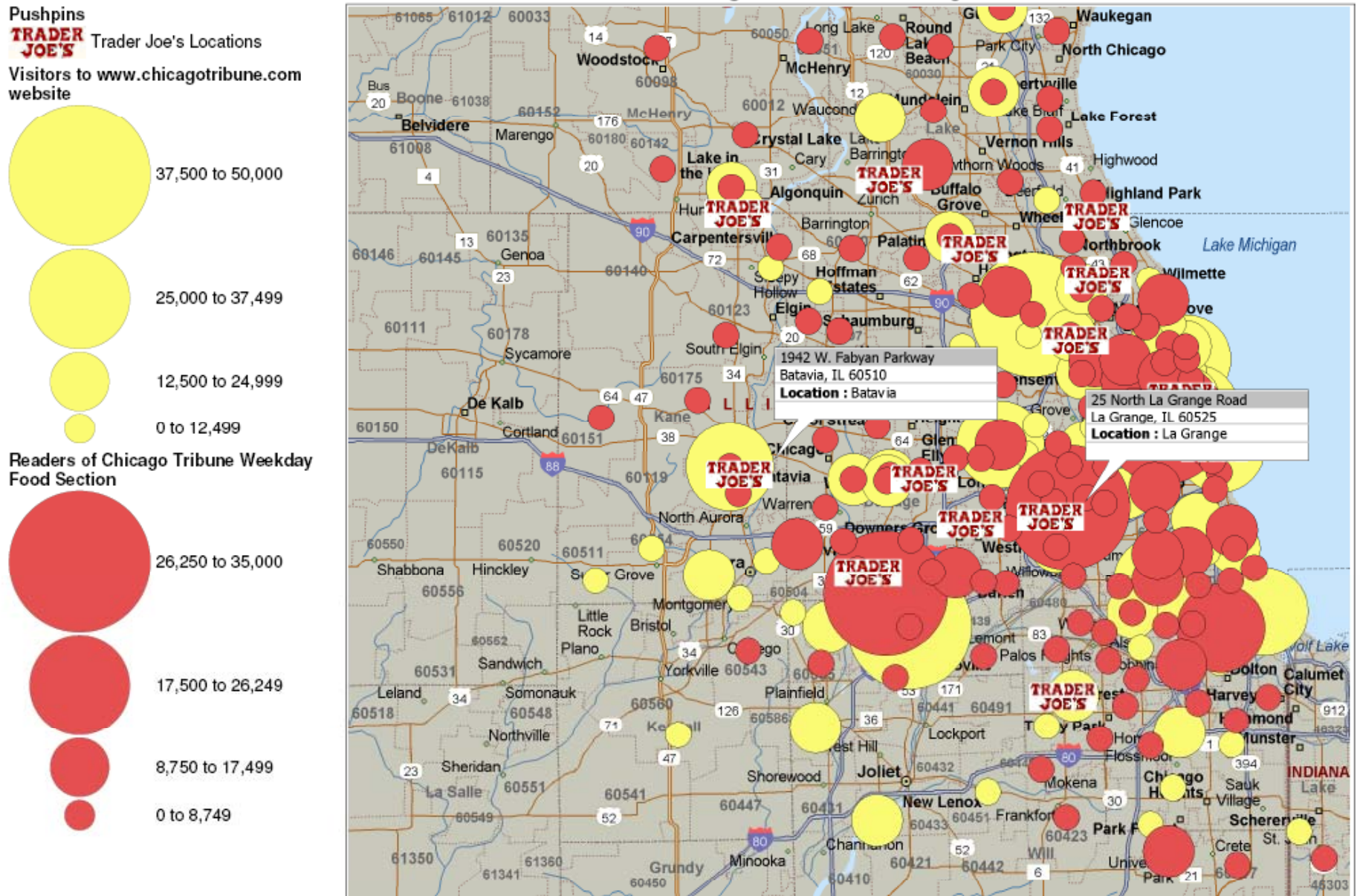


Trader Joe's Retail Locations and Chicago Tribune Print/Digital Readers



In this example of a *Zip Code Mapper Report*, the user has identified heavy concentrations of newspaper readers and website visitors to the Chicago Tribune, relative to Trader Joe's retail locations. The information can be helpful in selecting media based on geographic distribution of shoppers for a particular retail store such as Trader Joe's, a specialty grocery store. Note the heavy concentration of website visitors in proximity to the Batavia, IL store location.

The Media Audit