

# Increasing Revenue Using The Media Audit

## Automotive

Portland, OR  
March-April 2008 Report

Presented by:  
Rick Gardner, VP  
**The Media Audit**



OregonLive.com

Everything Oregon



# Portland Vehicle Buyer Quick Profile

Report: TARGET QUICK PROFILE  
 Market: PORTLAND, OR for MAR-APR 2008  
 Bases: ADULTS AGE 18+  
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 1,850,700

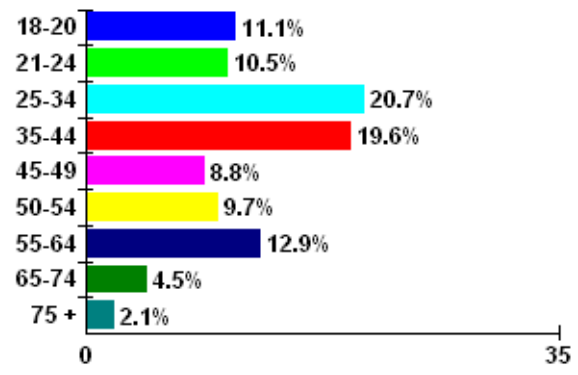
% in Target: 13.8

Target Persons: 254,500

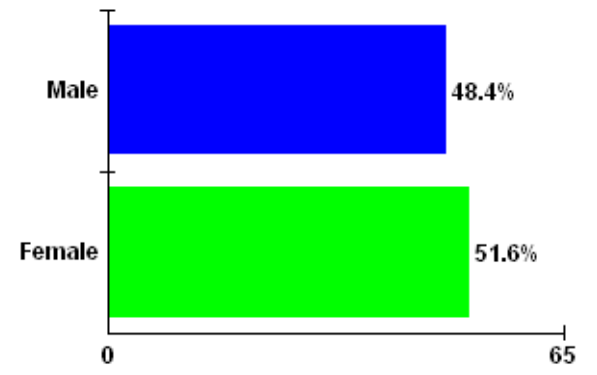
## Audience Profile

Total Income: \$20,380,000,000  
 Mean Income: \$80,079  
 Mean Age: 40  
 Home Owners: 67%  
 Mean Home Value: \$373,542  
 Mean Miles Past Week: 272

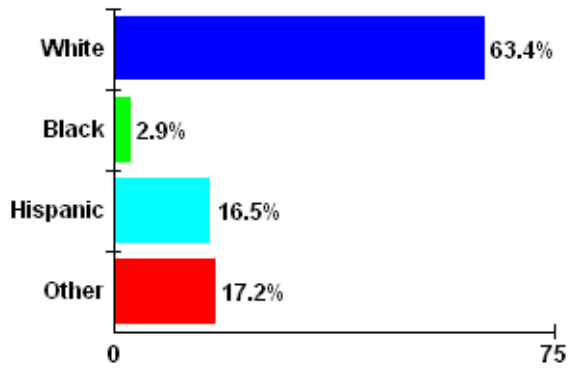
## Age Analysis



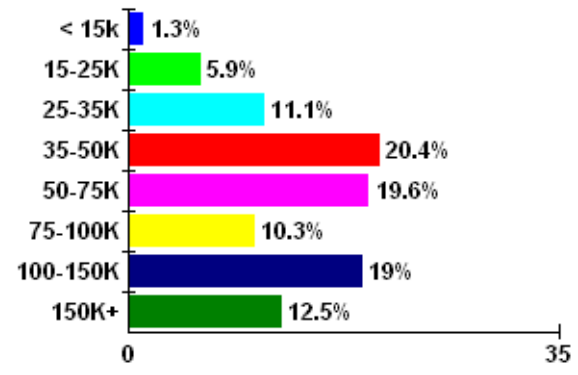
## Gender Profile



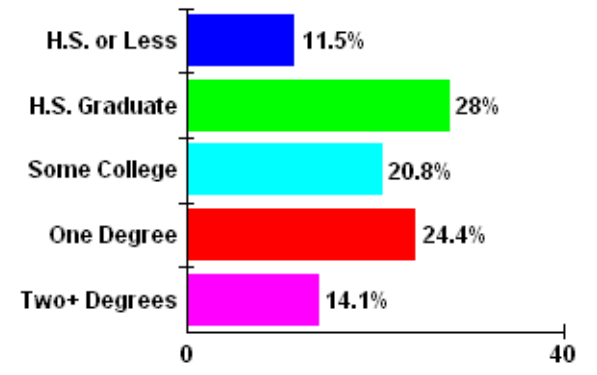
## Ethnicity Profile



## Annual Income



## Education Profile



# Portland Vehicle Buyer Media Day

Report: MEDIA DAY ANALYSIS, TV BREAKOUT  
Market: PORTLAND, OR for MAR-APR 2008  
Bases: ADULTS AGE 18+  
Target: PLAN BUY--CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

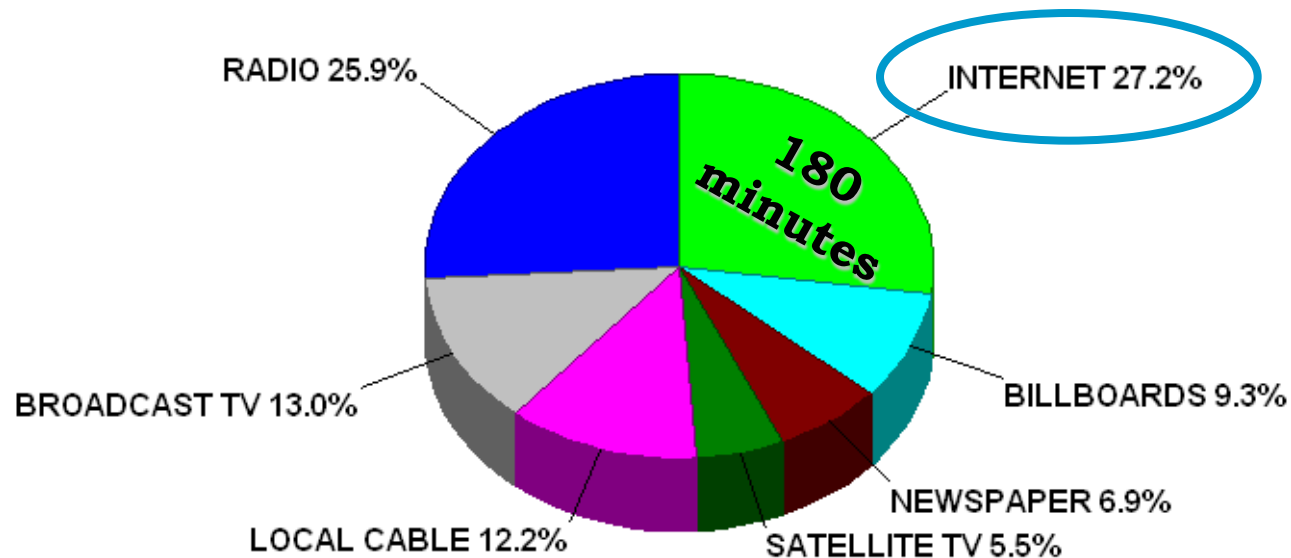
Target Market

Base Population: 1,850,700

% In Target: 13.8%

Target Persons: 254,500

## Media Day Analysis



# OregonLive.com's users match Portland's vehicle buyers profile.

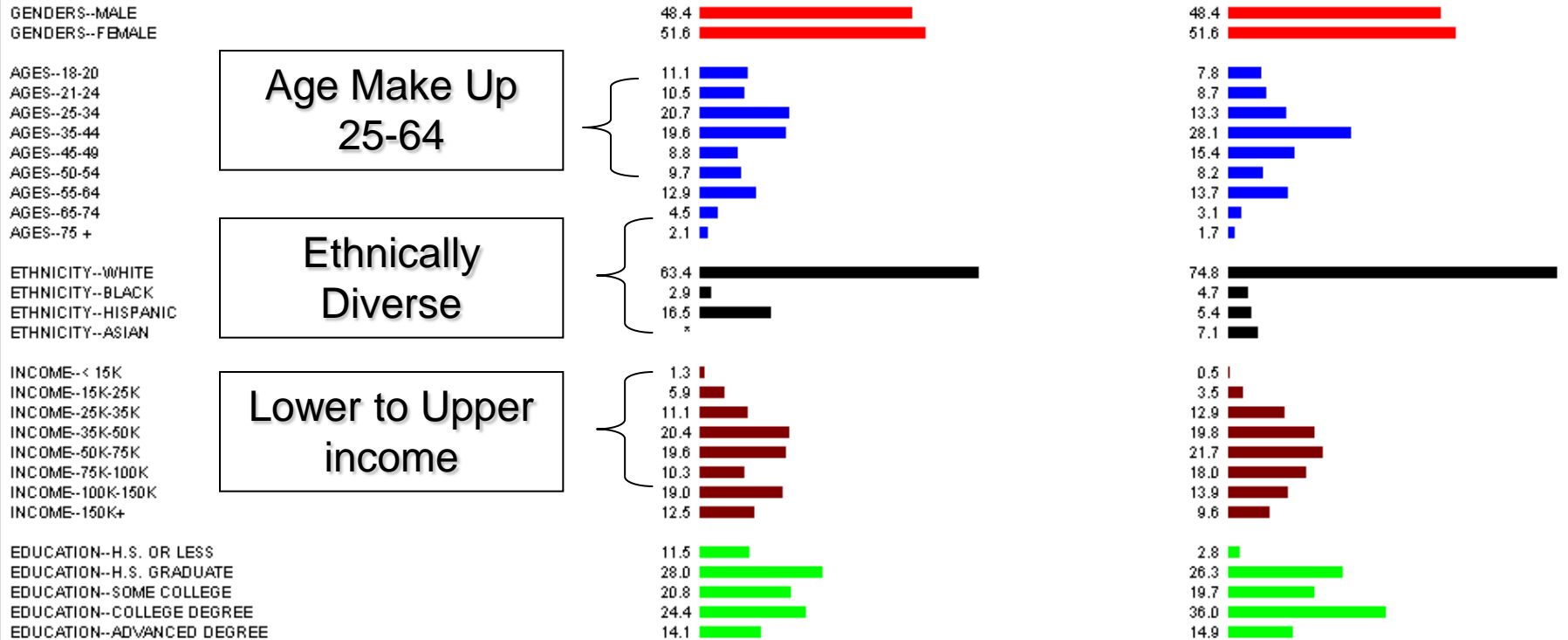
## THE MEDIA AUDIT TARGET VS. MEDIA PROFILE REPORT Cume



REPORT MARKET: PORTLAND, OR  
 REPORT BASE: ADULTS AGE 18+  
 REPORT PERIOD: MAR-APR 2008  
 MEDIA: OREGONLIVE.COM  
 TARGET: PLAN BUY--CAR/VAN/TRUCK/SUV  
 TARGET PERSONS: 254,500

### MARKET PROFILE GROUPS

TARGET PERCENT 0 25 50 75 MEDIA PERCENT 0 25 50 75



Age Make Up  
25-64

Ethnically  
Diverse

Lower to Upper  
income

# Plan to Buy During Next 12 Months

Report: COMPOSITION REPORTS  
 Market: PORTLAND, OR for MAR-APR 2008  
 Bases: ADULTS AGE 18+  
 Media: OREGONLIVE.COM

THE MEDIA AUDIT

Base Population: 1,850,700

% In Media Audience: 28.0%

Target	Market Persons	Media Persons	Media Rating	Audience Composition	Target Index
PLAN BUY--CAR/VAN/TRUCK/SUV	254,500	101,800	40.0	19.6	143
PLAN BUY--NEW CAR/VAN/TRUCK/SUV	77,600	42,800	55.2	8.3	197
PLAN BUY--USED CAR/VAN/TRUCK/SUV	153,600	51,000	33.2	9.8	118
PLAN BUY--CAR	128,100	68,800	53.7	13.3	192
PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV	111,800	48,500	43.4	9.4	155
PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV	103,100	32,600	31.6	6.3	113
PLAN BUY--WILL PAY \$20000 PLUS FOR NEXT VEHICLE	119,800	49,700	41.5	9.6	148
PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE	26,200	16,300	62.2	3.1	222

## OregonLive.com gives great odds on selling autos -

- Over indexing the market for all auto sales
- Reaching 55% of all new auto buyers
- Reaching 41.5% of all auto buyers planning to spend \$20,000+
- Reaching 62% of all auto buyers spending \$30,000+



Everything Oregon

# OregonLive.com Visitors and Auto Buyers are similar in age.

Report: AGE DEMO ANALYSIS  
Market: PORTLAND, OR for MAR-APR 2008  
Bases: ADULTS AGE 18+  
Media: OREGONLIVE.COM  
Target: PLAN BUY--CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

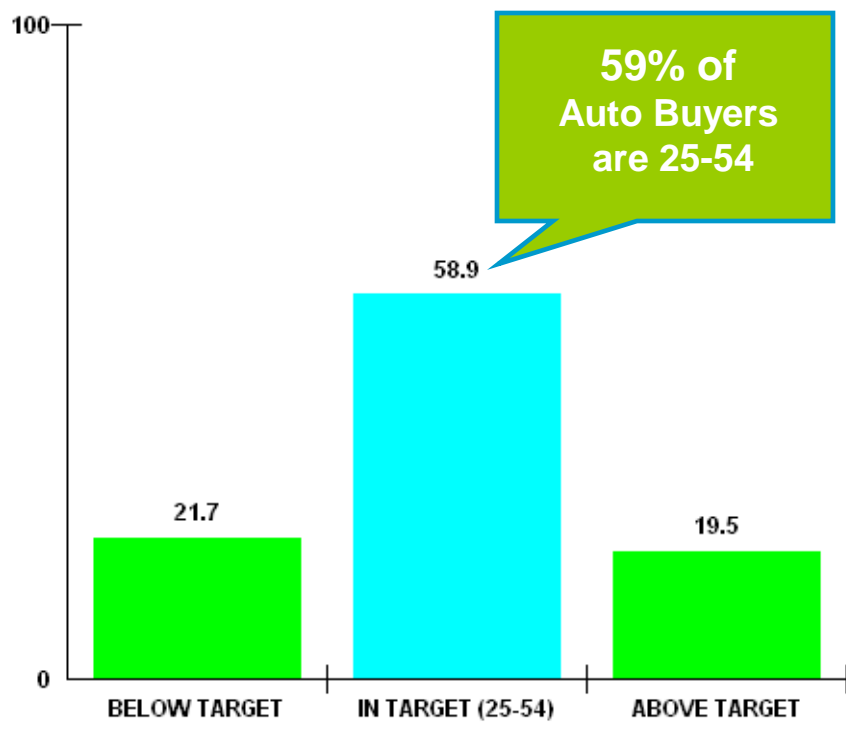
## Age Demo Analysis

Total Market Persons: 1,850,700  
Total Market Persons: 1,850,700

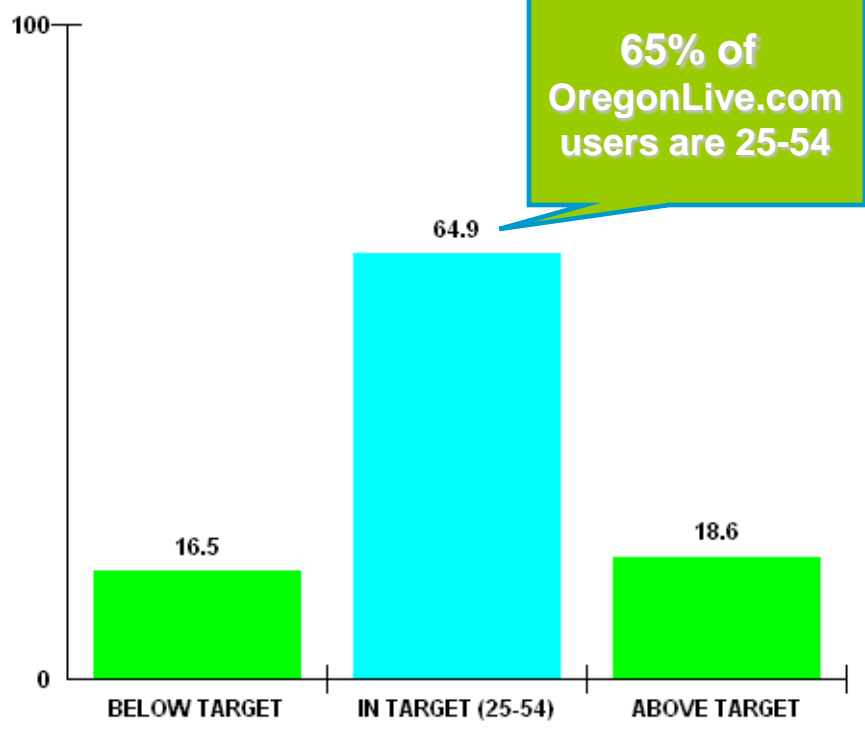
Media Percent: 28.0%  
Target Percent: 13.8%

Media Persons: 518,600  
Target Persons: 254,500

### PLAN BUY--CAR/VAN/TRUCK/SUV



### OREGONLIVE.COM



# OregonLive.com visitors are more likely than the average adult in the Portland Market to be planning to buy vehicles

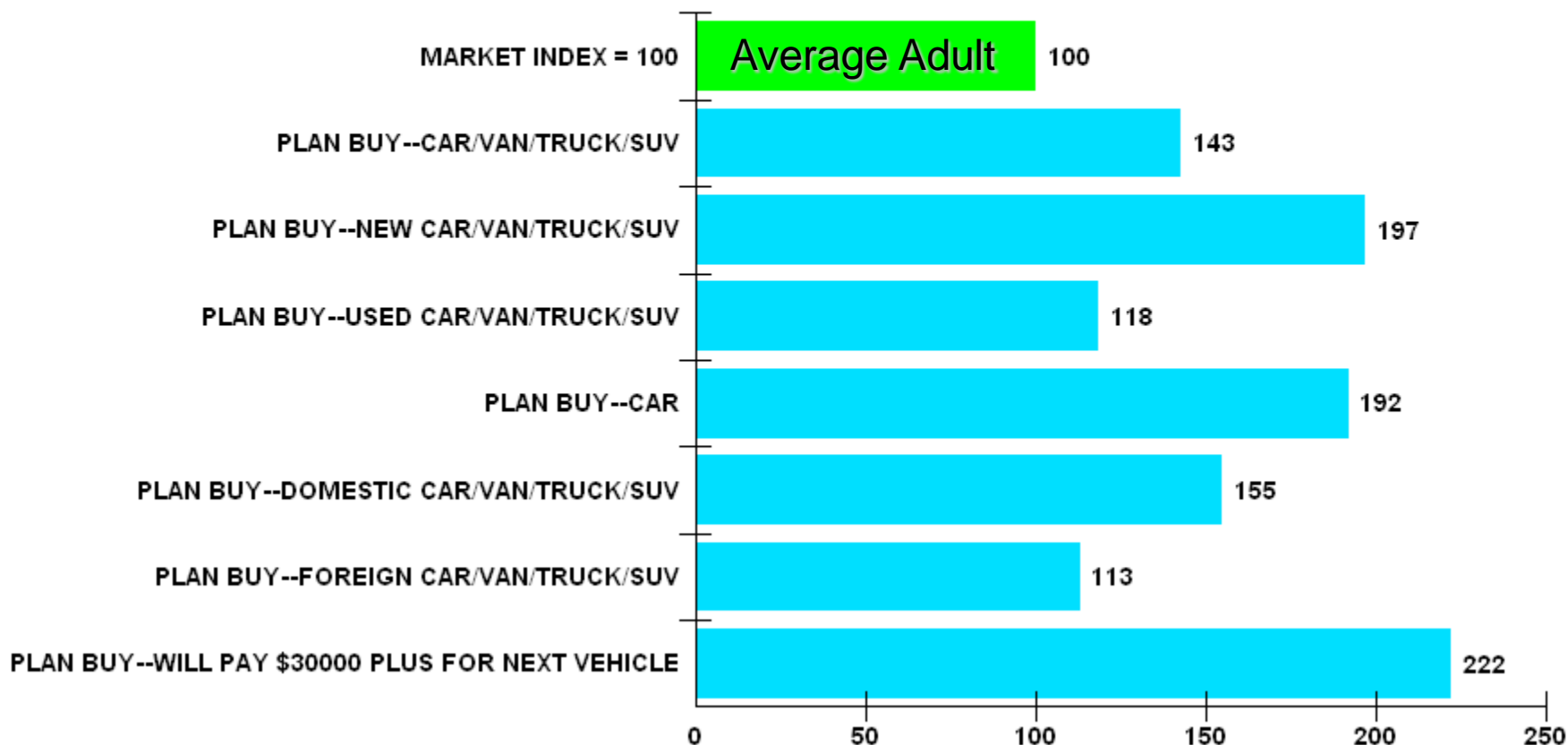
Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: PORTLAND, OR for MAR-APR 2008  
 Bases: ADULTS AGE 18+  
 Media: OREGONLIVE.COM

THE MEDIA AUDIT

Cume

## Market Index Report

Cume Index



# Top sales stories for vehicle brands

Report: COMPOSITION REPORTS  
 Market: PORTLAND, OR for SEP-NOV 2007/MAR-APR 2008  
 Bases: PLAN BUY--CAR/VAN/TRUCK/SUV  
 Media: OREGONLIVE.COM

THE MEDIA AUDIT

## Composition Report

Base Population: 288,000

% In Media Audience: 35.9%

Target	Market Persons	Media Persons	Media Rating	Audience Composition	Target Index
MAKE OF VEHICLES NOW OWNED--FORD	96,000	27,600	28.8	26.7	80
MAKE OF VEHICLES NOW OWNED--CHEVROLET	56,700	20,900	36.9	20.2	103
MAKE OF VEHICLES NOW OWNED--TOYOTA	59,500	20,000	33.6	19.3	94
MAKE OF VEHICLES NOW OWNED--DODGE	50,100	18,400	36.7	17.8	102
MAKE OF VEHICLES NOW OWNED--HONDA	34,900	15,800	45.3	15.3	126
MAKE OF VEHICLES NOW OWNED--CADILLAC	18,400	13,400	72.8	13.0	203
MAKE OF VEHICLES NOW OWNED--NISSAN	18,500	12,400	67.0	12.0	187
MAKE OF VEHICLES NOW OWNED--GMC	26,300	8,300	31.6	8.0	88
MAKE OF VEHICLES NOW OWNED--ACURA	16,700	8,100	48.5	7.8	135
MAKE OF VEHICLES NOW OWNED--MAZDA	25,100	7,700	30.7	7.4	85
MAKE OF VEHICLES NOW OWNED--CHRYSLER	22,900	7,700	33.6	7.4	94
MAKE OF VEHICLES NOW OWNED--KIA	7,700	7,000	90.9	6.8	253
MAKE OF VEHICLES NOW OWNED--SUBARU	20,500	6,800	33.2	6.6	92
MAKE OF VEHICLES NOW OWNED--JEEP	12,300	6,600	53.7	6.4	149
MAKE OF VEHICLES NOW OWNED--BMW	8,300	5,500	66.3	5.3	185
MAKE OF VEHICLES NOW OWNED--PONTIAC	8,500	5,300	62.4	5.1	174
MAKE OF VEHICLES NOW OWNED--SUZUKI	7,700	5,100	66.2	4.9	184
MAKE OF VEHICLES NOW OWNED--INFINITI	4,100	3,400	82.9	3.3	231

34,900 people planning to buy a vehicle own a Honda. 45.3% of them visit OregonLive.com, which is 15,800 Honda owners and 1 in 6 of your monthly visitors.

Let Honda sell them the “Loyalty Plan”, because OregonLive.com users are 26% more likely to be in that target of Honda owners planning to buy!

MAKE OF VEHICLES NOW OWNED--ISUZU	700	700	100.0	0.7	279
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# OregonLive.com Reaches More Vehicle Buyers than these leading newspaper, TV and auto seller websites

Report: RANKER REPORT  
 Market: PORTLAND, OR for SEP-NOV 2007/MAR-APR 2008  
 Bases: ADULTS AGE 18+  
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

## Ranker Report

Base Population: 1,850,700

% In Target: 15.6%

Rank	Media	Cume Persons	Cume Rating	
				0 12 24 36
1	OREGONLIVE.COM	103,400	35.9	
2	CRAIGSLIST.ORG AUTO	66,500	23.1	
3	KPTV.C/FOX12OREGON.C	56,100	19.5	
4	KGW.COM	53,500	18.6	
5	KATU.COM	45,100	15.7	
6	AUTOTRADER.COM	38,500	13.4	
7	KOIN.COM	36,400	12.6	
8	NICKELADS.COM	29,200	10.1	
9	KPDX.COM	22,800	7.9	
10	STATESMANJOURNAL.COM	20,500	7.1	
11	LOCALNEWSDAILY.COM	19,100	6.6	
12	WILLAMETTEWEEK.COM	16,000	5.6	
13	PORTLANDMERCURY.COM	6,200	2.2	
14	CARS.COM	6,000	2.1	
15	PORTLANDSCW.COM	5,900	2.0	
16	PORTLANDTRIBUNE.COM	5,700	2.0	
17	CARSOUP.COM	5,500	1.9	
18	EBAY.COM AUTO	5,300	1.8	
19	KELLEYBLUEBOOK.COM	2,200	0.8	

Report: RANKER REPORT THE MEDIA AUDIT  
 Market: PORTLAND, OR for SEP-NOV 2007-MAR-APR 2008  
 Bases: LUXURY CAR OWNERS--CADILLAC/LINCOLN \*OR\* LUXURY CAR OWNERS--BMW/MER/LEX/INF/JAG/PORSCHE  
 Target: ADULTS AGE 18+  
 Base Population: 194,800 % In Target: 100.0%

Rank	Media	Cume Persons	Cume Rating	0	12	25	37
1	OREGONLIVE.COM	72,000	37.0				
2	CRAIGSLIST.ORG AUTO	39,800	20.4				
3	KGW.COM	39,400	20.2				
4	KATU.COM	30,200	15.5				
5	KPTV.C/FOX12OREGON.C	29,000	14.9				
6	KOIN.COM	27,500	14.1				
7	AUTOTRADER.COM	21,900	11.2				
8	WILLAMETTEWEEK.COM	11,100	5.7				
9	NICKELADS.COM	10,200	5.2				
10	EBAY.COM AUTO	7,600	3.9				
11	LOCALNEWSDAILY.COM	6,800	3.5				
12	PORTLANDTRIBUNE.COM	6,600	3.4				
13	KPDJ.COM	5,800	3.0				
14	CARS.COM	4,600	2.4				
15	STATESMANJOURNAL.COM	3,500	1.8				
16	PORTLANDMERCURY.COM	3,400	1.7				
17	CARSOUP.COM	2,700	1.4				
18	PORTLANDSCW.COM	1,700	0.9				
19	KELLEYBLUEBOOK.COM	700	0.4				

#1 in Reaching  
Luxury Auto  
Buyers

Bases: LUXURY CAR OWNERS--CADILLAC/LINCOLN \*OR\* LUXURY CAR OWNERS--BMW/MER/LEX/INF/JAG/PORSCHE  
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV

Rank	Media	Cume Persons	Cume Rating	0	19	38	57
1	OREGONLIVE.COM	23,500	56.8				
2	CRAIGSLIST.ORG AUTO	14,800	35.7				
3	KPTV.C/FOX12OREGON.C	11,400	27.5				
4	AUTOTRADER.COM	10,200	24.6				
5	NICKELADS.COM	9,300	22.5				
6	KATU.COM	8,200	19.8				
7	KOIN.COM	7,600	18.4				
8	KGW.COM	7,100	17.1				
9	EBAY.COM AUTO	2,100	5.1				
10	WILLAMETTEWEEK.COM	1,900	4.6				
11	CARS.COM	1,800	4.3				
12	PORTLANDTRIBUNE.COM	1,300	3.1				
13	LOCALNEWSDAILY.COM	1,100	2.7				
14	STATESMANJOURNAL.COM	800	1.9				

#1 in Reaching  
Luxury Auto  
Buyers Planning  
to Buy, too!



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# OregonLive.com has exclusive vehicle buyers

Report: RANKER REPORT  
 Market: PORTLAND, OR for SEP-NOV 2007/MAR-APR 2008  
 Bases: PLAN BUY--CAR/VAN/TRUCK/SUV  
 Target: MADE VISIT PAST MONTH TO--OREGONLIVE.COM

THE MEDIA AUDIT

Base Population: 288,000

% In Target: 35.9%

Rank	Media	Cume Persons	Cume Rating	0	33	67	100
1	<b>OREGONLIVE.COM</b>	103,400	100.0				
2	KGW.COM	34,100	33.0				
3	KPTV.C/FOX12OREGON.C	33,700	32.6				
4	CRAIGSLIST.ORG AUTO	32,400	31.3				
5	KATU.COM	29,500	28.5				
6	KOIN.COM	23,800	23.0				
7	AUTOTRADER.COM	16,500	16.0				
8	KPDX.COM	14,400	13.9				
9	NICKELADS.COM	13,700	13.2				
10	WILLAMETTEWEEK.COM	9,200	8.9				
11	LOCALNEWSDAILY.COM	8,300	8.0				
12	STATESMANJOURNAL.COM	7,400	7.2				
13	PORTLANDSCW.COM	5,900	5.7				
14	PORTLANDTRIBUNE.COM	5,700	5.5				
15	CARSOUP.COM	5,500	5.3				
16	PORTLANDMERCURY.COM	4,800	4.6				
17	KELLEYBLUEBOOK.COM	2,200	2.1				
18	CARS.COM	2,000	1.9				

The strongest of these websites misses two-thirds (67%) of OregonLive.com's Vehicle Purchasers

# The Media Audit

for assistance call  
800-324-9921  
8:30 AM – 8:30 PM

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