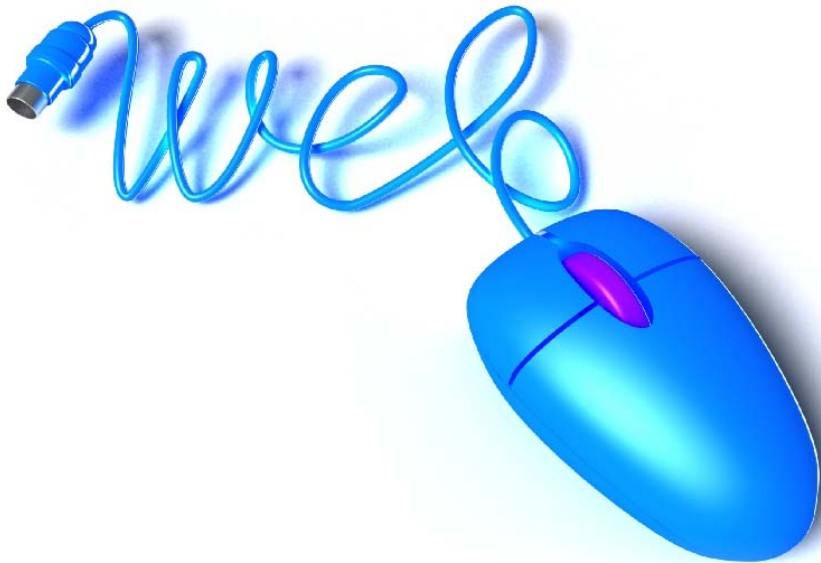


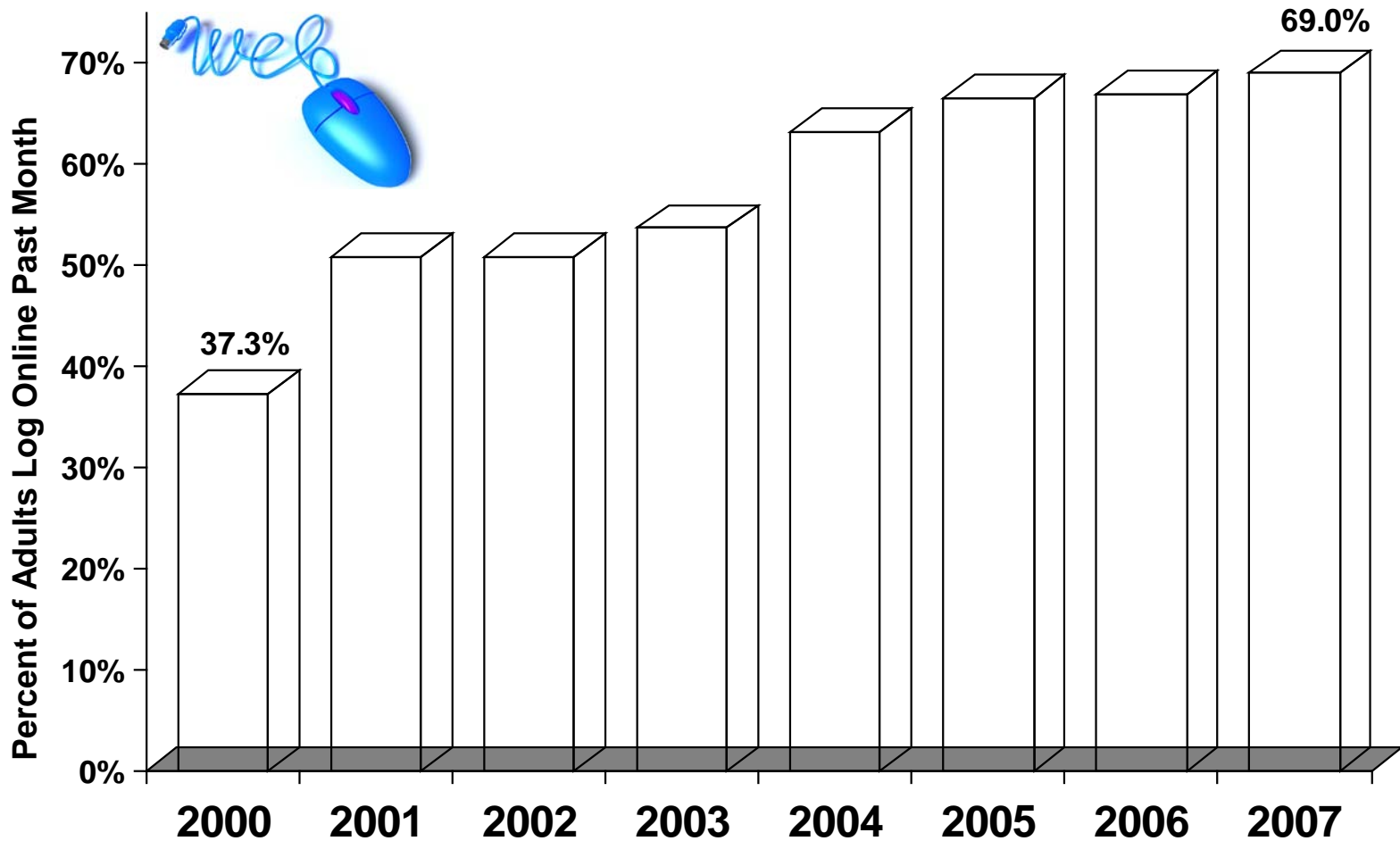


Pittsburgh and The Internet



Pittsburgh and The Internet

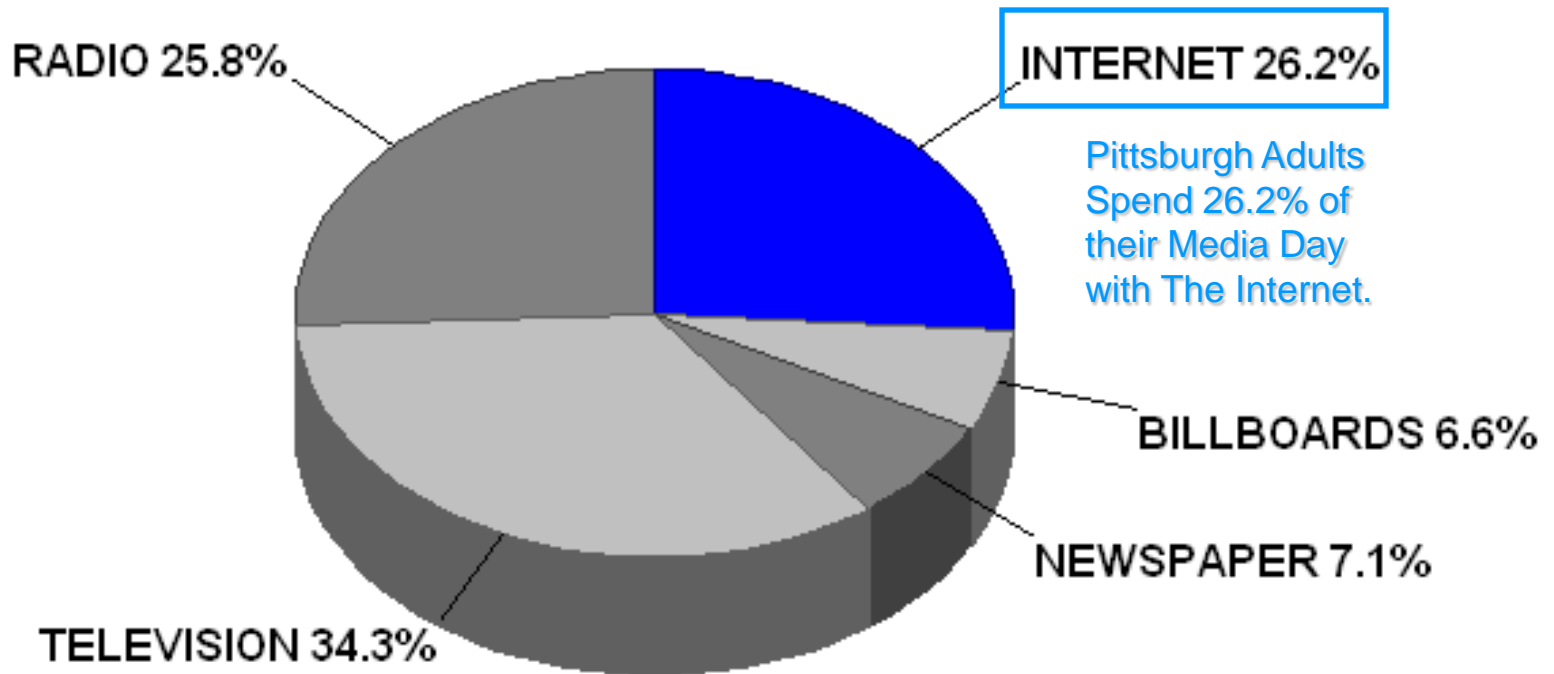
Pittsburgh Online Market Penetration has Increased by 85% since 2000.



MEDIA DAY ANALYSIS



Pittsburgh Adults Spend More Time Each Day with The Internet than with Radio, Newspaper or Billboards.

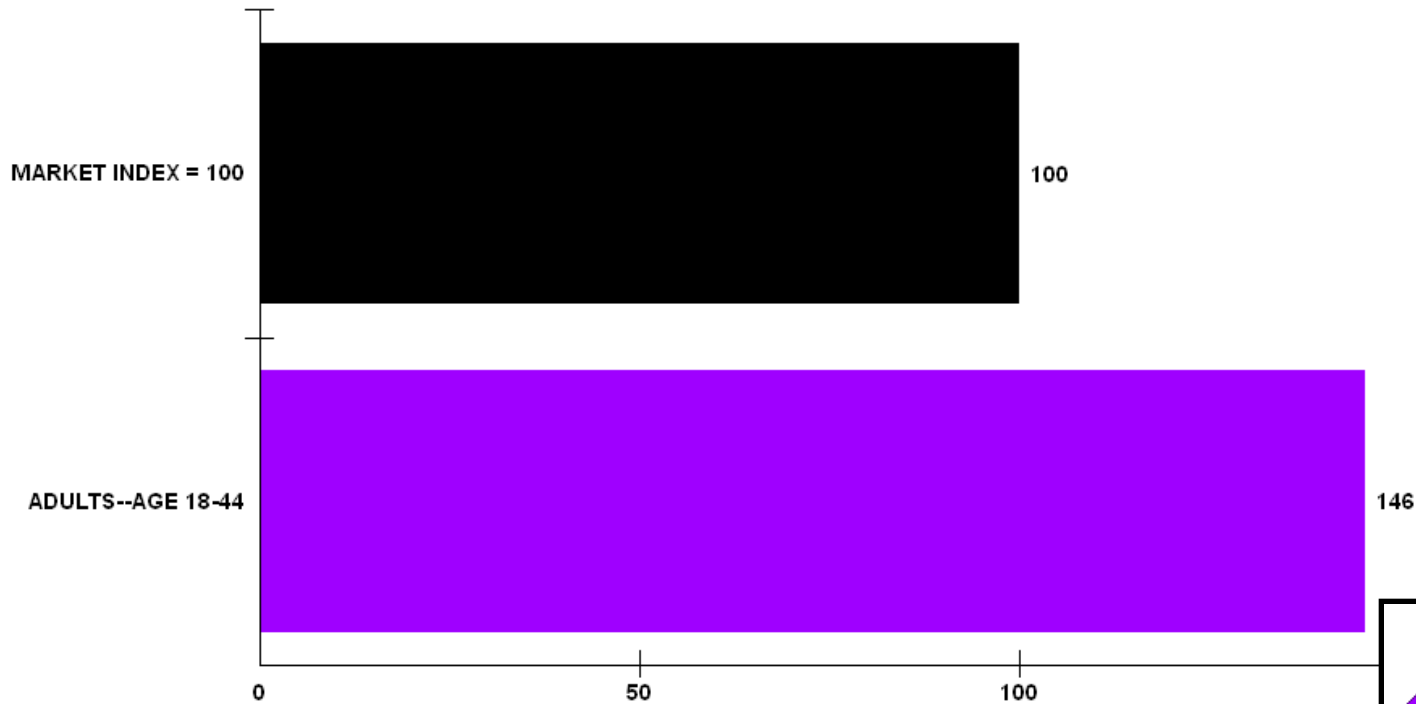


Who are Pittsburgh's Heavy Internet Users?

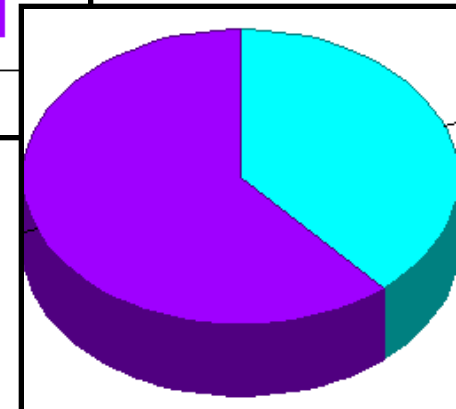


HEAVY INTERNET USERS AGE PROFILE

Heavy Internet Users are 46% More Likely to be Age 18-44



HEAVY INTERNET USERS – 61.4% are Age 18-44

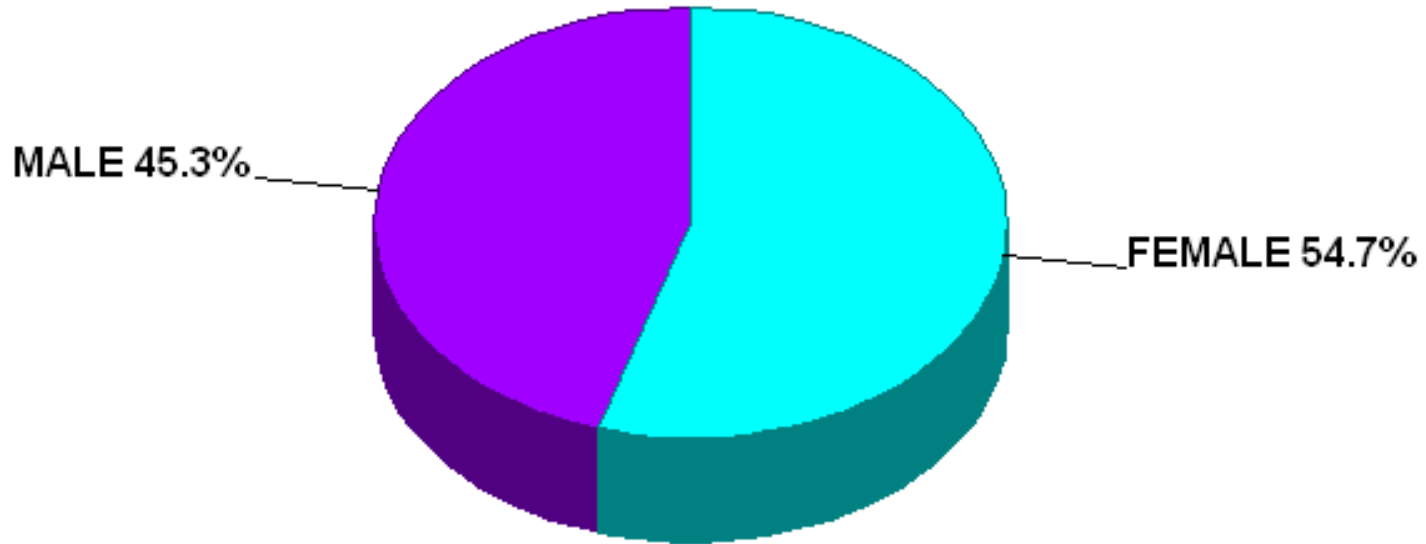




HEAVY INTERNET USERS

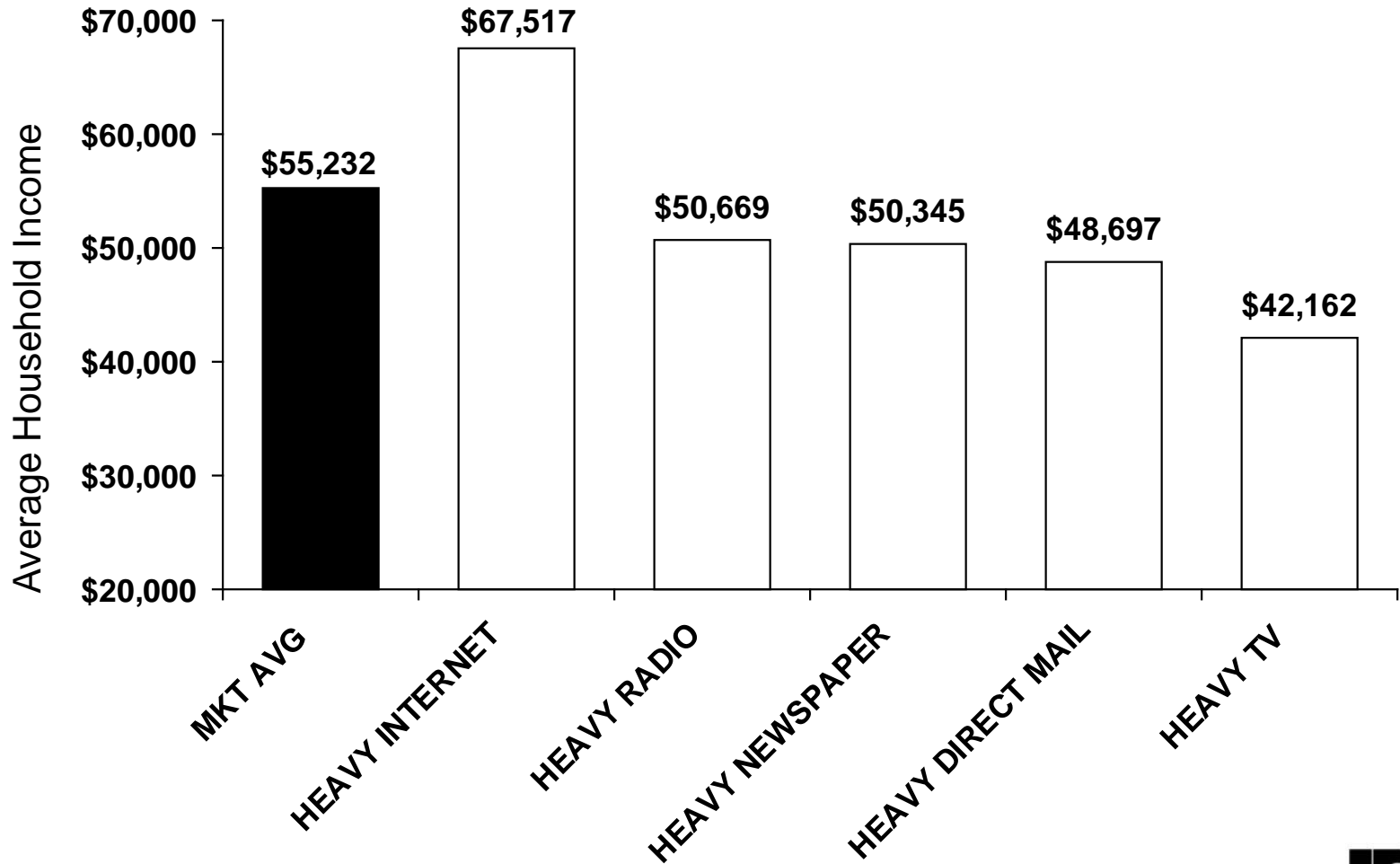
GENDER PROFILE

Mirrors the Market in Gender Split



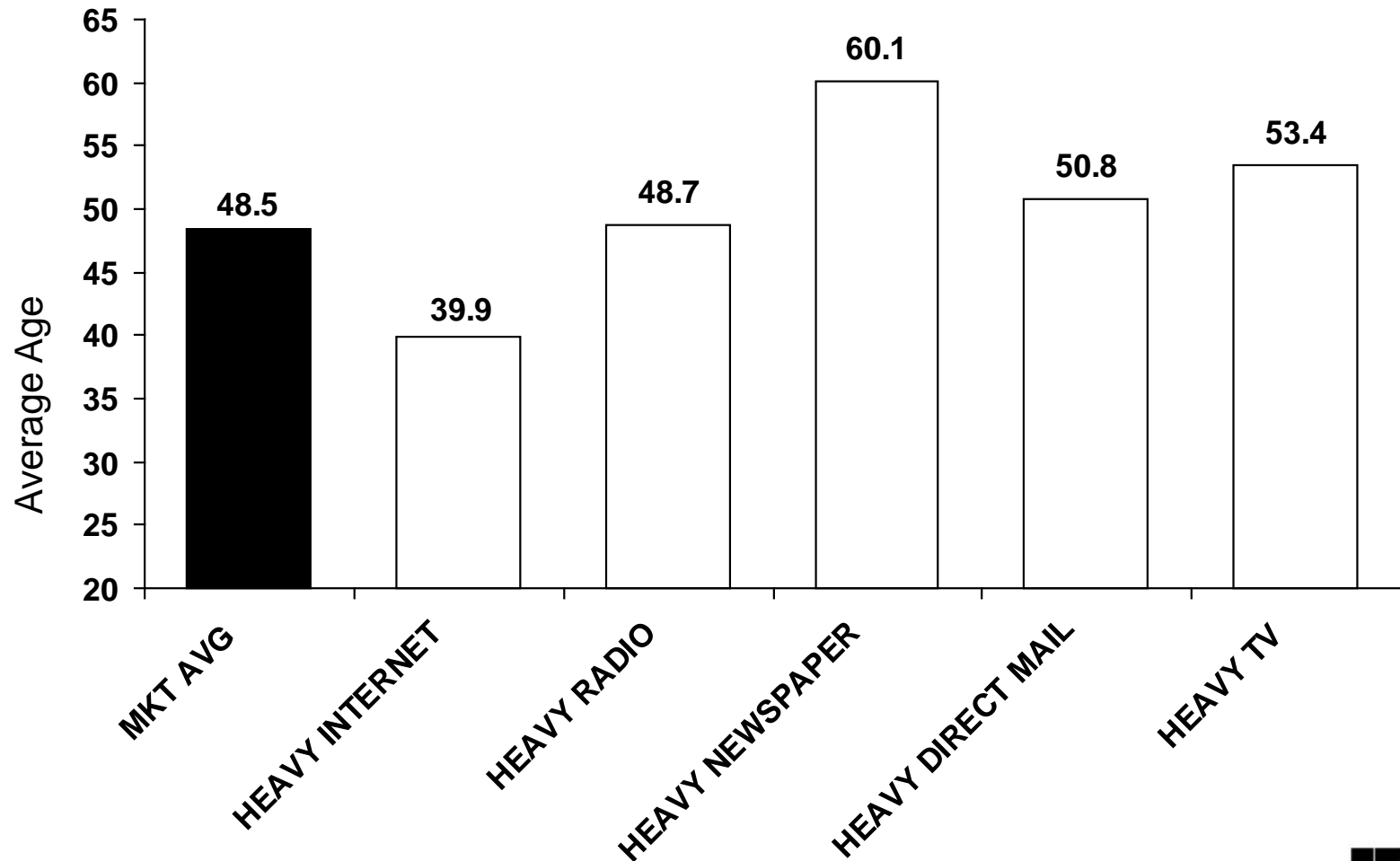


HEAVY INTERNET USERS HAVE HIGHER INCOMES Than Heavy Users of Other Media



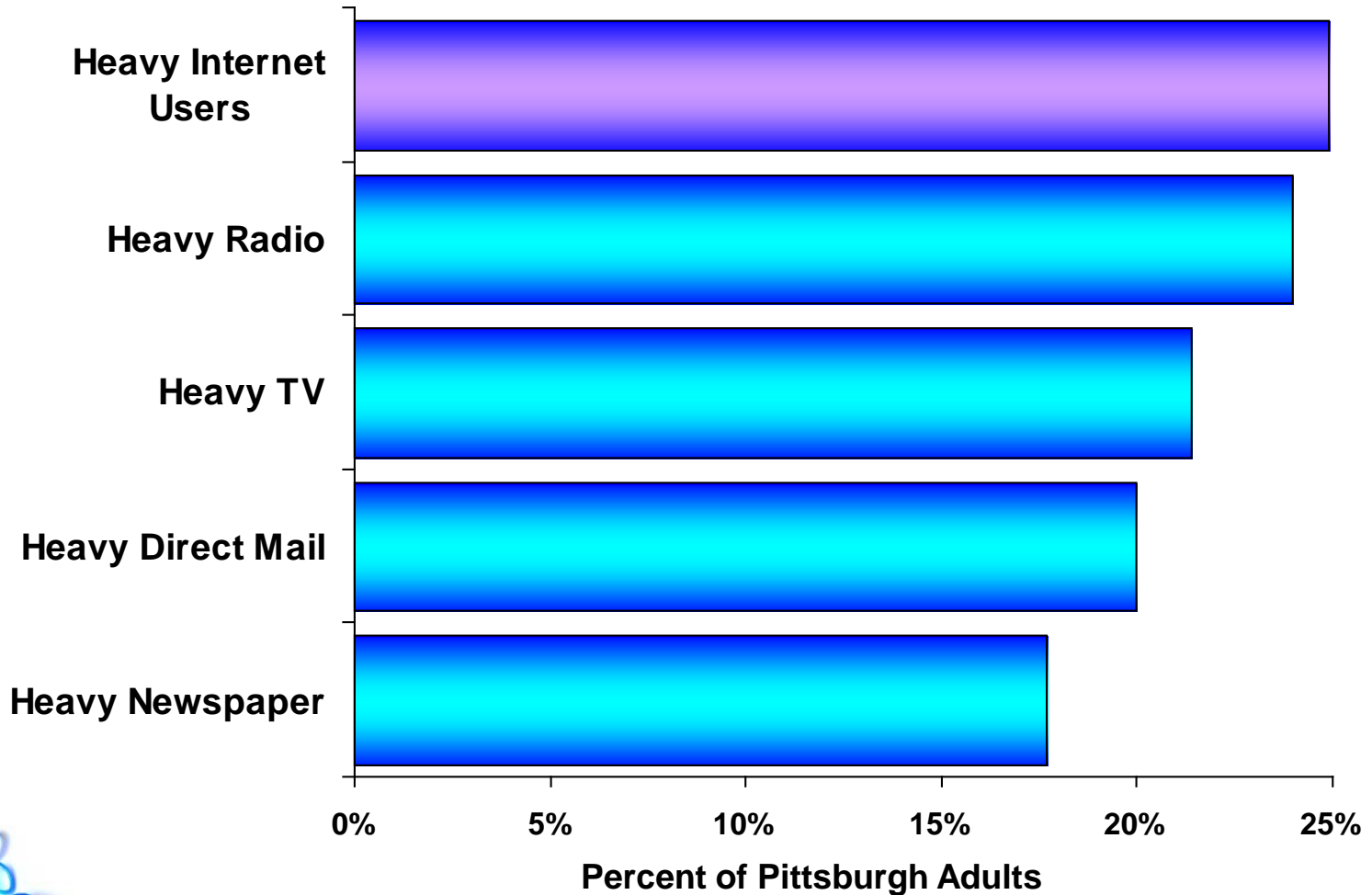


HEAVY INTERNET USERS ARE YOUNGER Than Heavy Users of Other Media



Pittsburgh and The Internet

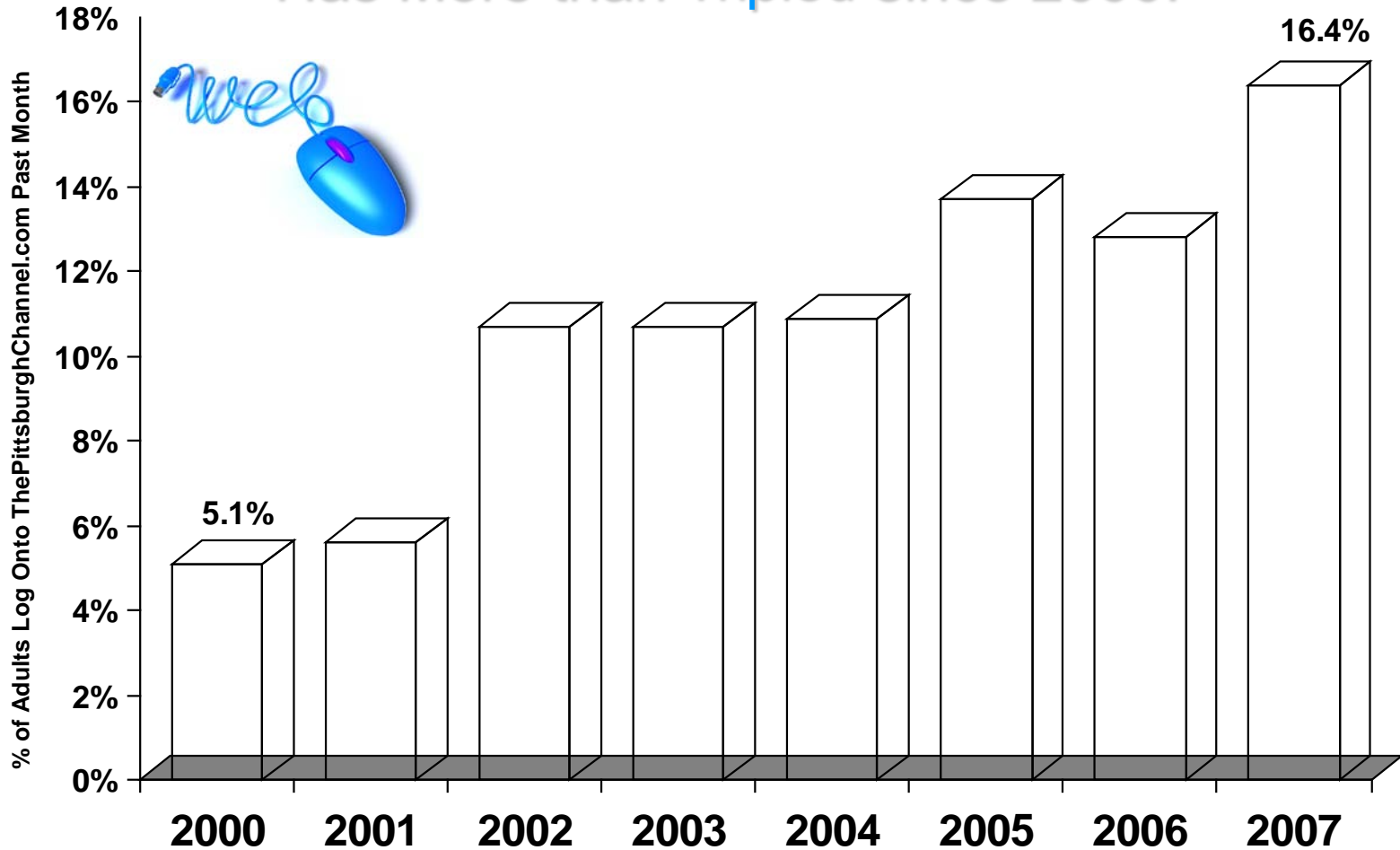
There are more Pittsburgh adults Heavily Exposed to the Internet than heavily exposed to any other medium.



ThePittsburghChannel.com

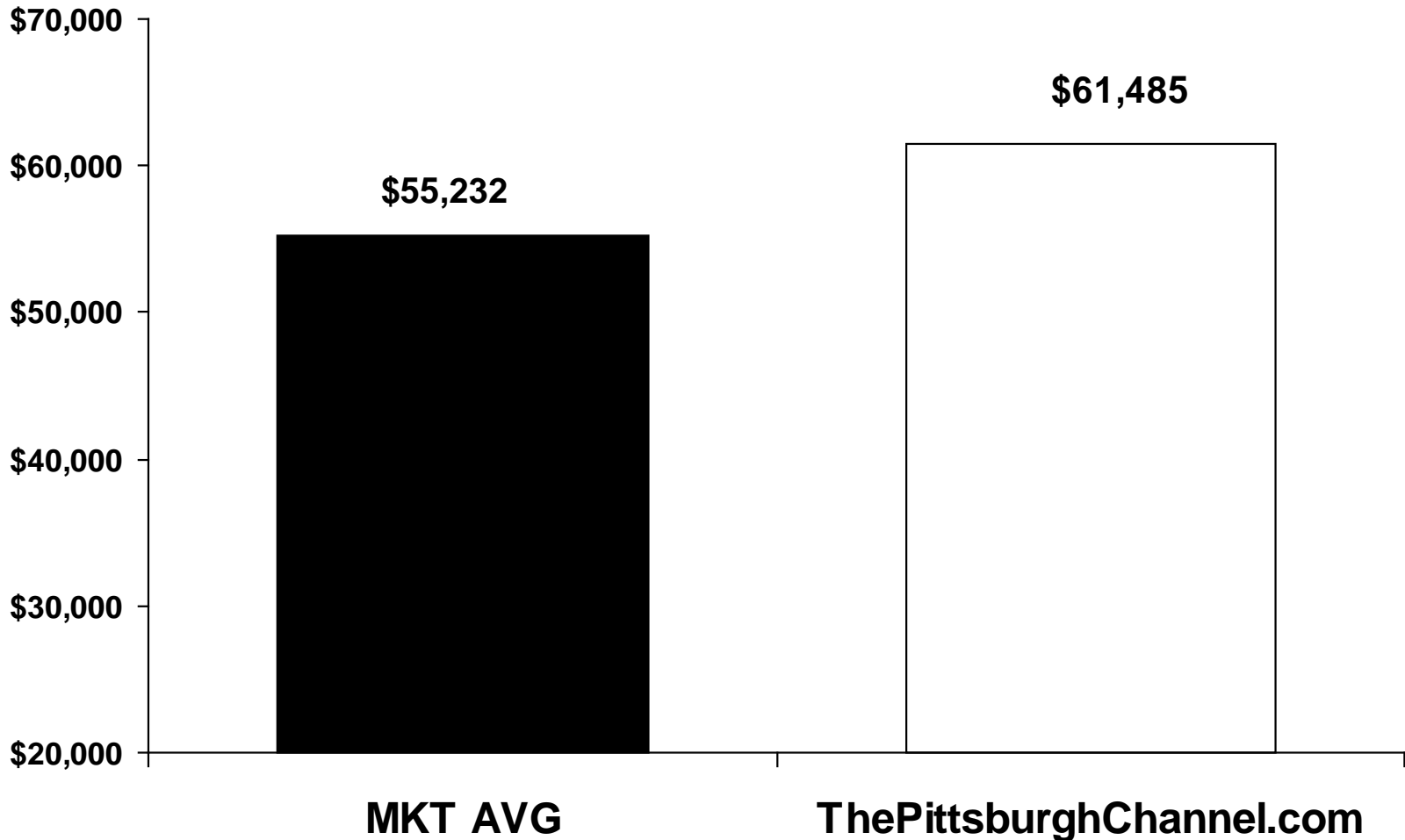


ThePittsburghChannel.com Market Penetration Has More than Tripled since 2000.





ThePittsburghChannel.com Outperforms the Market In Average Household Income

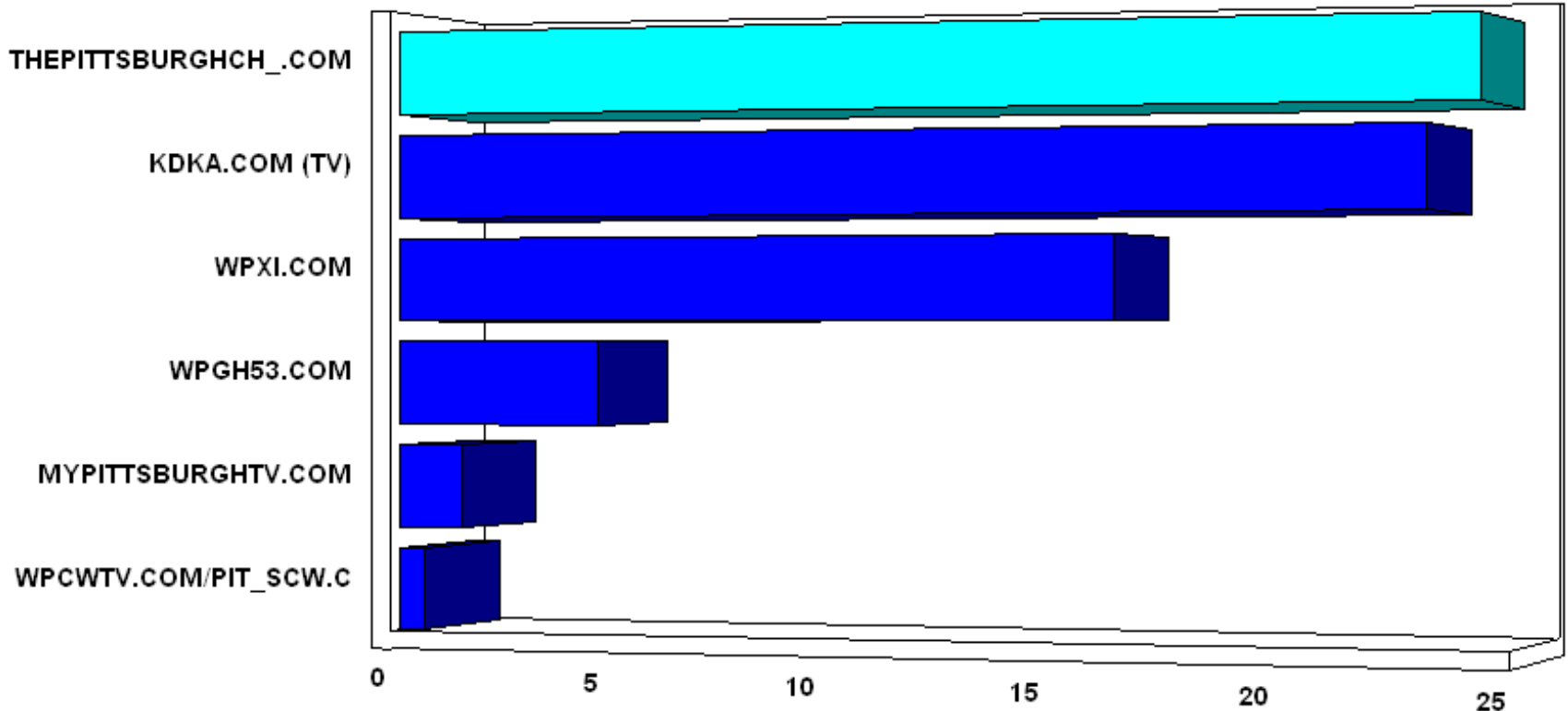




VERSUS TV WEBSITES

ThePittsburghChannel.com Reaches MORE of Pittsburgh's Highly Educated

ADVANCED COLLEGE DEGREE

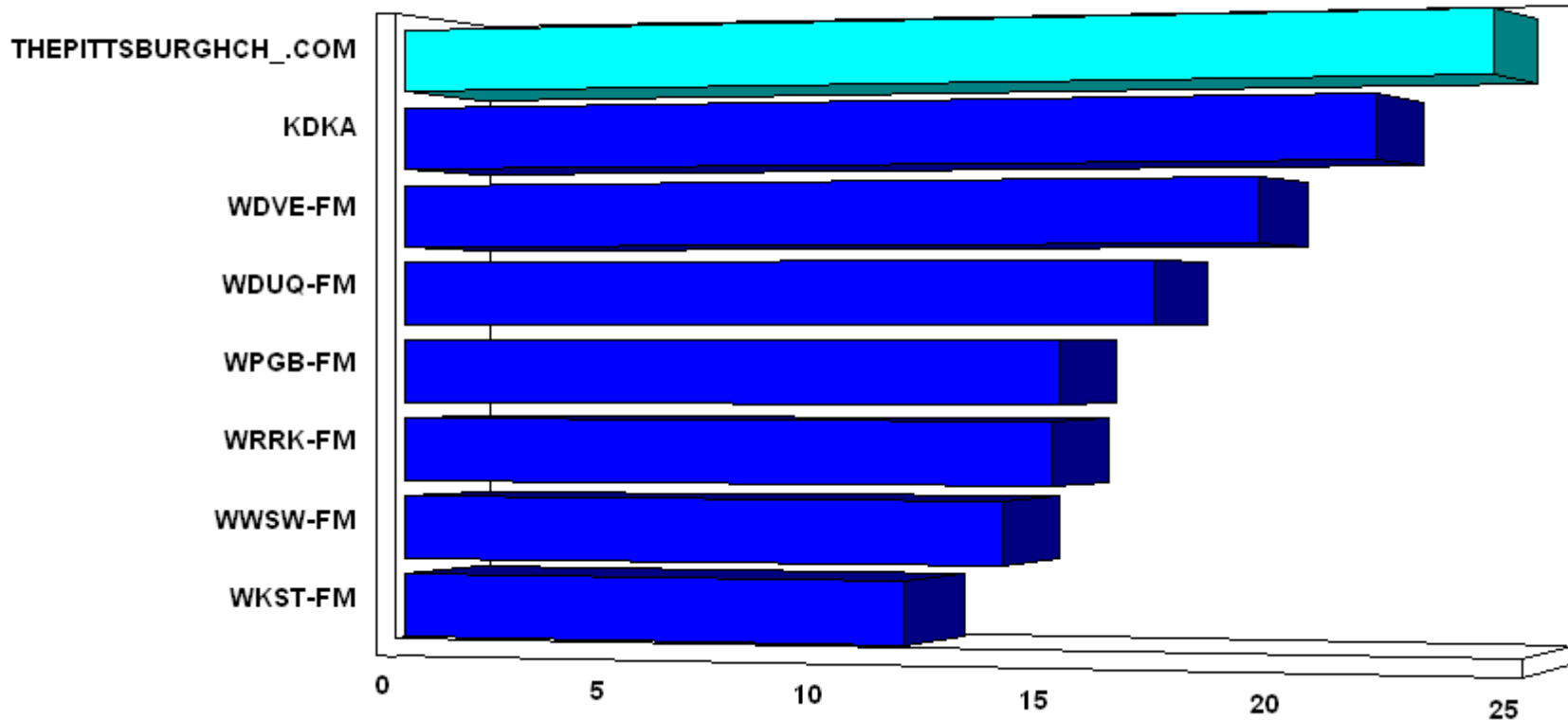




VERSUS RADIO

ThePittsburghChannel.com Reaches MORE of
Pittsburgh's Highly Educated

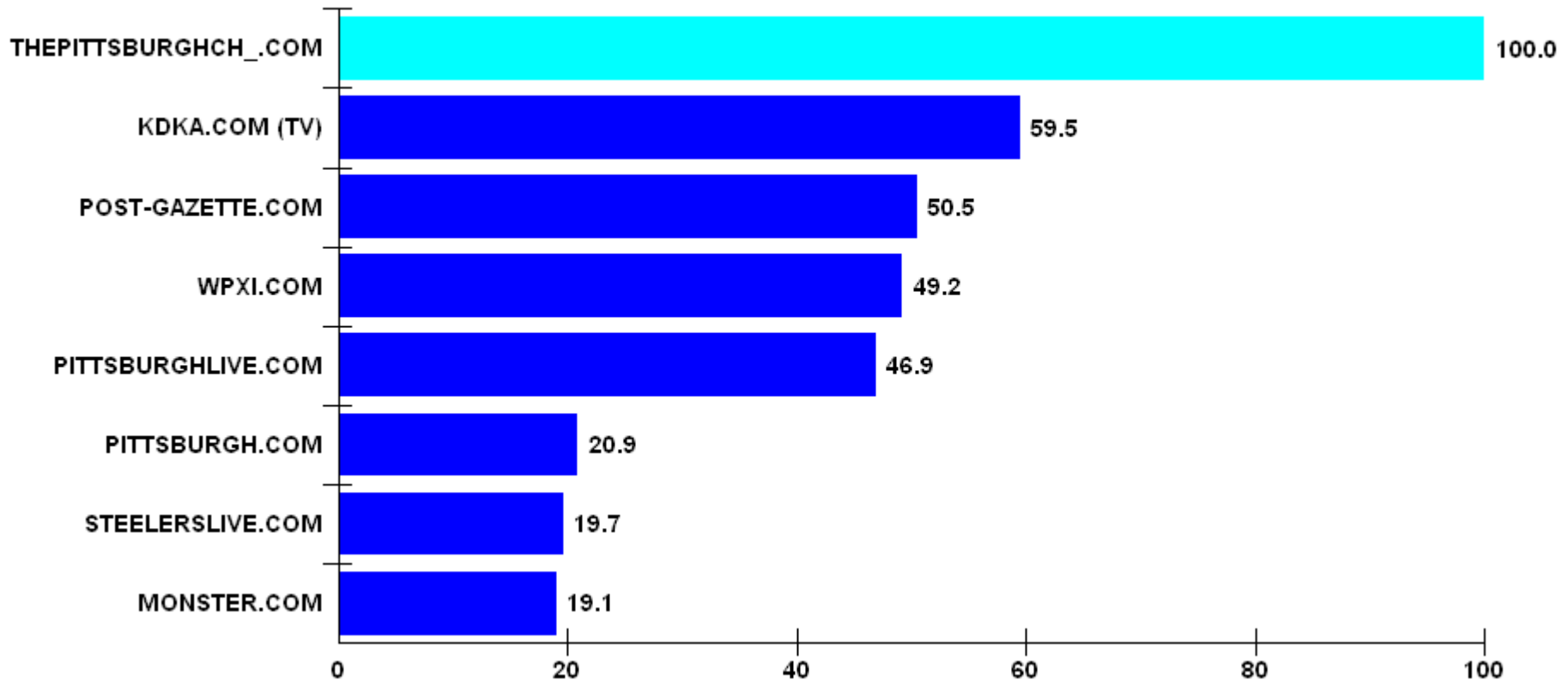
ADVANCED COLLEGE DEGREE





Over 40% of the Users of ThePittsburghChannel.com can not be reached by any other Local Website.

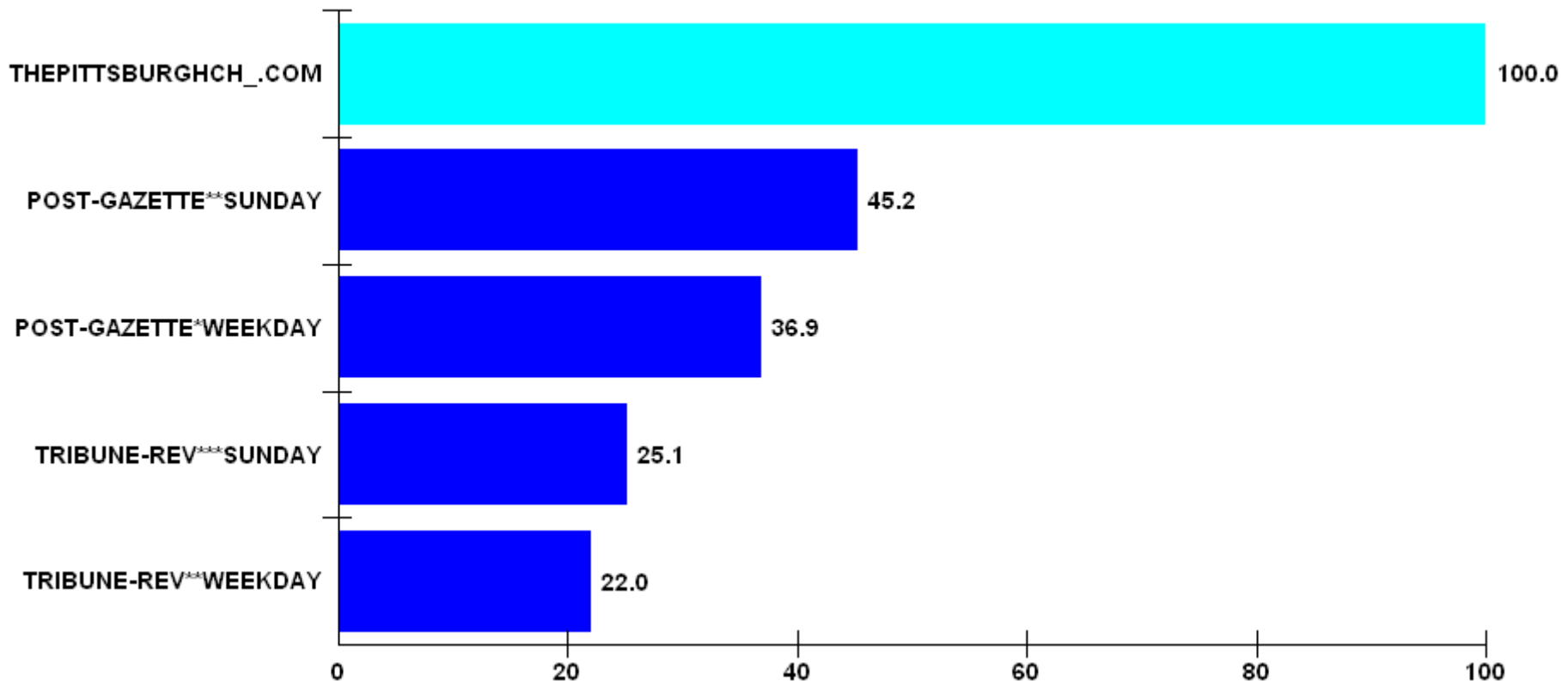
Adults 18+ Reach of ThePittsburghChannel.com





Over 55% of the Users of ThePittsburghChannel.com can not be reached by the daily newspapers.

Adults 18+ Reach of ThePittsburghChannel.com





Over 72% of the Users of ThePittsburghChannel.com can not be reached by radio.

Adults 18+ Reach of ThePittsburghChannel.com

