

# Increasing Revenue Using The Media Audit

New Jersey Market  
Study was taken  
Feb/Mar'07 & Jul/Aug'07

## Real- Estate



Everything Jersey

Report: TARGET PROFILE REPORT  
Market: NEW JERSEY (14 COUNTIES) for FEB-MAR/JUL-AUG 2007  
Bases: ADULTS AGE 18+  
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

THE MEDIA AUDIT

Target Analysis

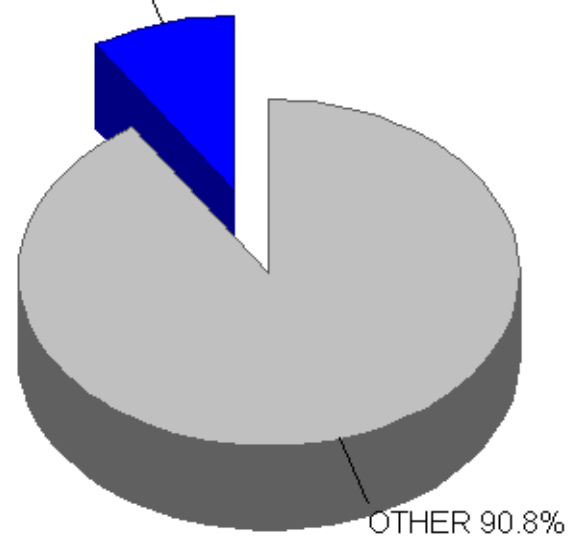
Base Population: 5,230,500

% In Target: 9.2%

Target Persons: 481,400

### Target Analysis

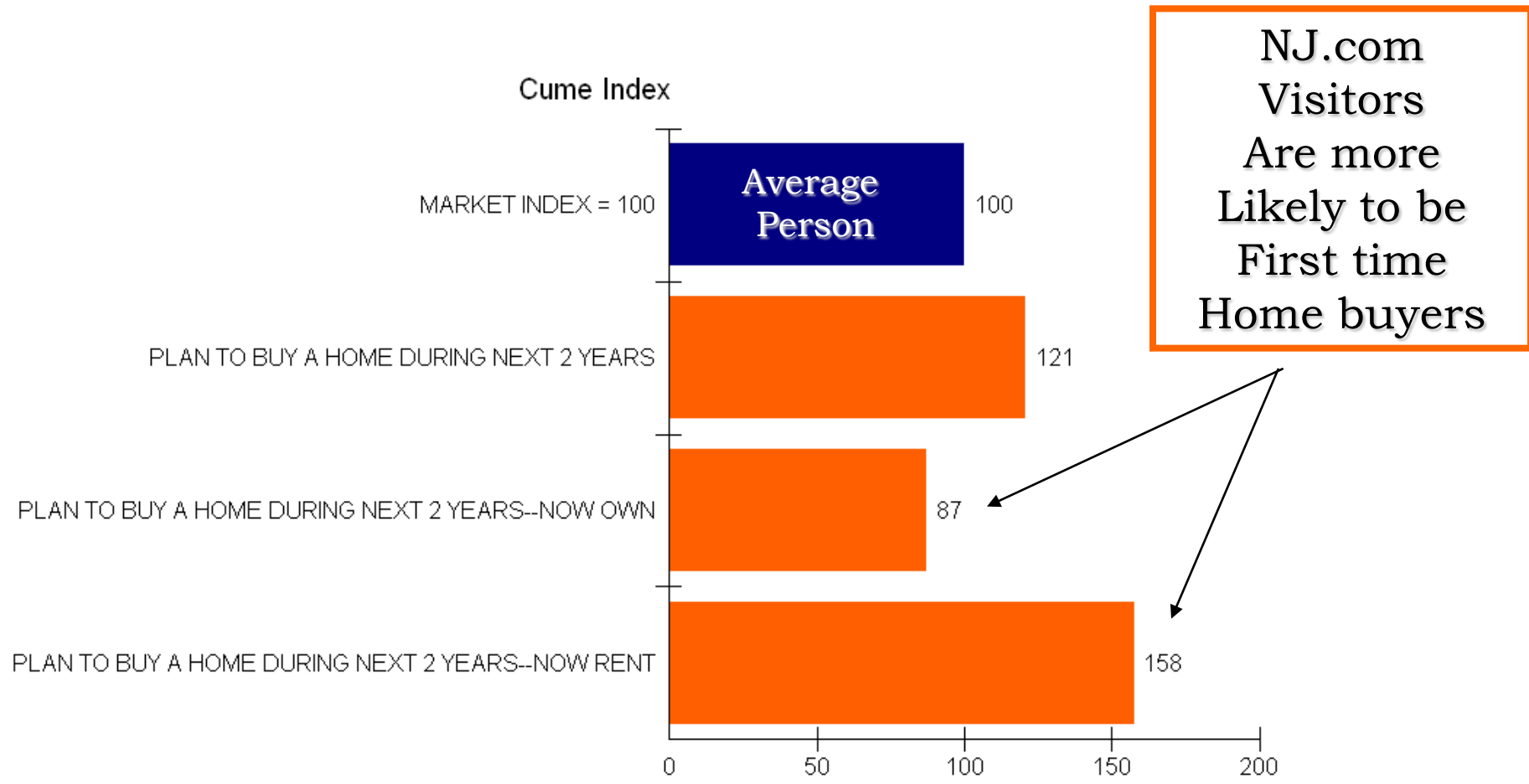
PLAN TO BUY A HOME DURING NEXT 2 YEARS 9.2%



1 out of 10 people in NJ are planning A Real Estate purchase



Everything Jersey



**Everything Jersey**

Report: TARGET VS. MEDIA PROFILE REPORT  
 Market: NEW JERSEY (14 COUNTIES) for FEB-MAR/JUL-AUG 2007  
 Bases: ADULTS AGE 18+  
 Media: NJ.COM  
 Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

NJ.com reaches the key 25-54  
 Demographic of first time home buyers  
 NJ.com visitors are also very affluent

Target Persons: 481,400

Market Profile Groups	Target Percent	0	18	35	53	Media Percent	0	18	35	53
GENDERS--MALE	46.7	[Red bar to 46.7]				51.7	[Red bar to 51.7]			
GENDERS--FEMALE	53.3	[Red bar to 53.3]				48.3	[Red bar to 48.3]			
AGES--18-20	13.0	[Blue bar to 13.0]				11.8	[Blue bar to 11.8]			
AGES--21-24	4.5	[Blue bar to 4.5]				3.7	[Blue bar to 3.7]			
AGES--25-34	40.1	[Blue bar to 40.1]				17.0	[Blue bar to 17.0]			
AGES--35-44	18.9	[Blue bar to 18.9]				28.0	[Blue bar to 28.0]			
AGES--45-49	4.2	[Blue bar to 4.2]				11.7	[Blue bar to 11.7]			
AGES--50-54	4.0	[Blue bar to 4.0]				10.5	[Blue bar to 10.5]			
AGES--55-64	8.4	[Blue bar to 8.4]				10.1	[Blue bar to 10.1]			
AGES--65-74	3.5	[Blue bar to 3.5]				6.0	[Blue bar to 6.0]			
AGES--75 +	3.4	[Blue bar to 3.4]				1.2	[Blue bar to 1.2]			
ETHNICITY--WHITE	47.1	[Black bar to 47.1]				52.1	[Black bar to 52.1]			
ETHNICITY--BLACK	13.8	[Black bar to 13.8]				12.6	[Black bar to 12.6]			
ETHNICITY--HISPANIC	16.3	[Black bar to 16.3]				16.8	[Black bar to 16.8]			
ETHNICITY--ASIAN	14.0	[Black bar to 14.0]				13.3	[Black bar to 13.3]			
INCOME--< 15K	1.8	[Dark red bar to 1.8]				2.4	[Dark red bar to 2.4]			
INCOME--15K-25K	8.6	[Dark red bar to 8.6]				3.4	[Dark red bar to 3.4]			
INCOME--25K-35K	6.4	[Dark red bar to 6.4]				6.7	[Dark red bar to 6.7]			
INCOME--35K-50K	30.4	[Dark red bar to 30.4]				24.9	[Dark red bar to 24.9]			
INCOME--50K-75K	19.9	[Dark red bar to 19.9]				18.5	[Dark red bar to 18.5]			
INCOME--75K-100K	10.8	[Dark red bar to 10.8]				15.1	[Dark red bar to 15.1]			
INCOME--100K-150K	9.6	[Dark red bar to 9.6]				14.8	[Dark red bar to 14.8]			
INCOME--150K+	12.6	[Dark red bar to 12.6]				14.1	[Dark red bar to 14.1]			

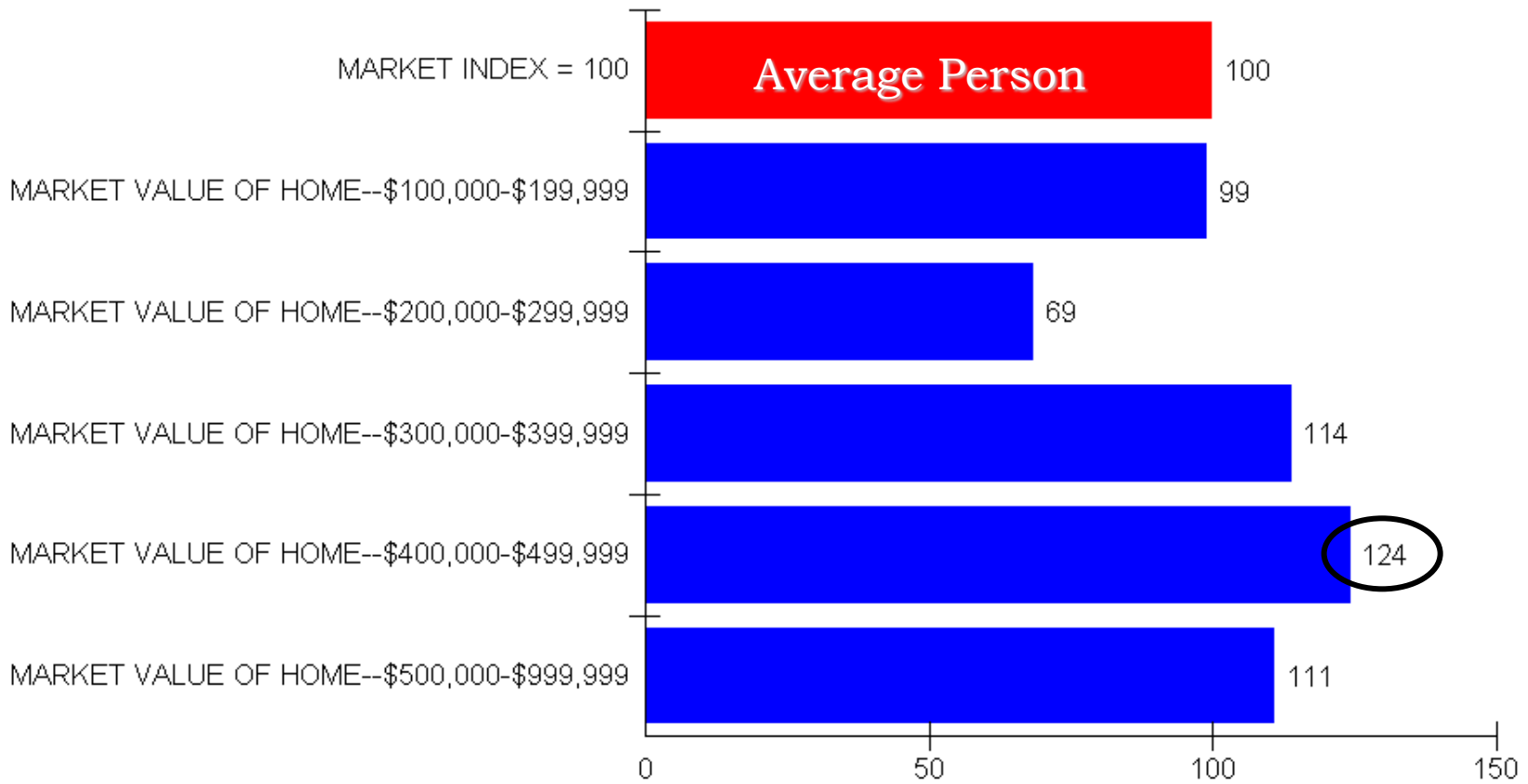
First Time Home Buyer

NJ.com Visitors



Everything Jersey

# NJ.com visitors are more likely to buy \$400K Plus homes



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Report: RANKER REPORT  
Market: NEW JERSEY (14 COUNTIES) for FEB-MAR/JUL-AUG 2007  
Bases: ADULTS AGE 18+  
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW RENT

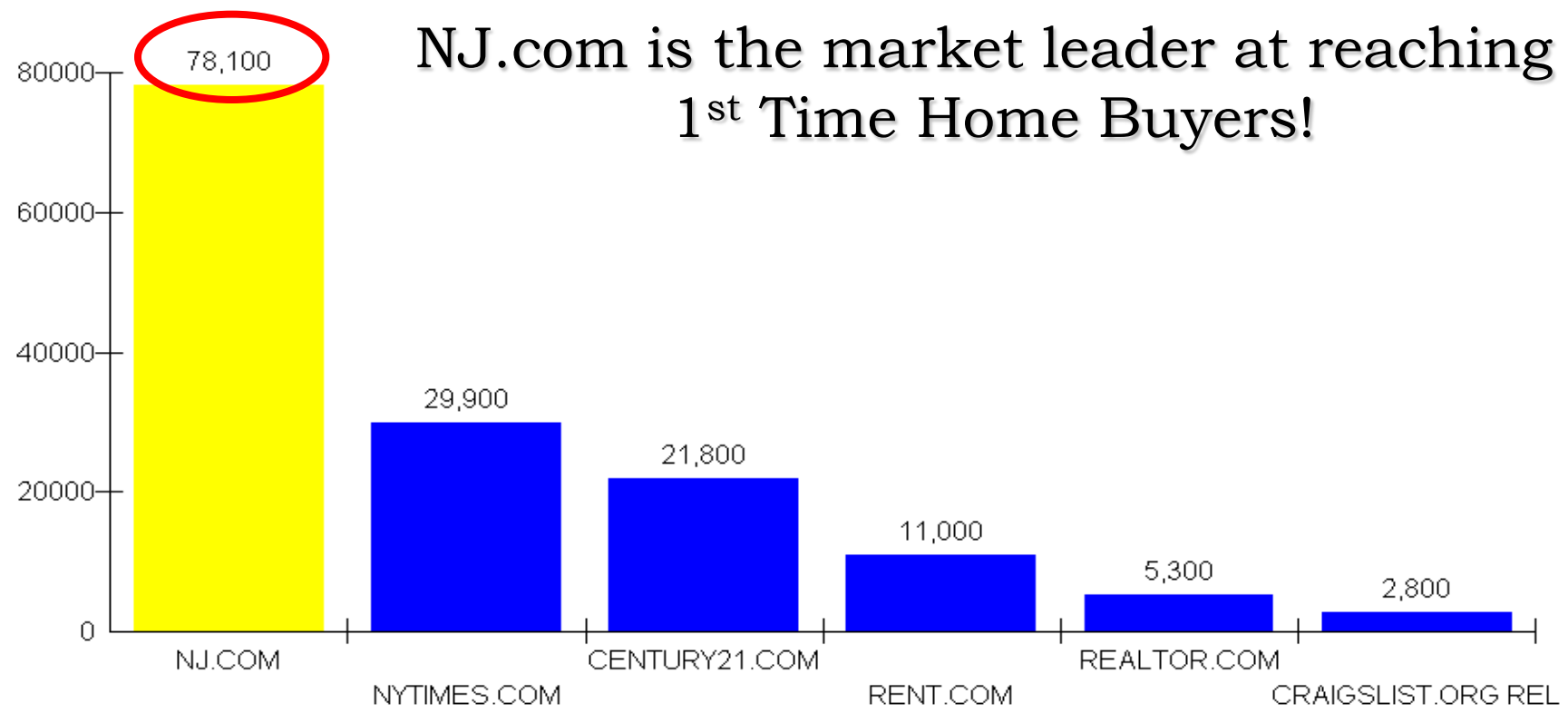
THE MEDIA AUDIT

Cume Ratings

Base Population: 5,230,500

% In Target: 4.1%

Target Persons: 215,900



**Everything Jersey**

Report: RANKER REPORT  
Market: NEW JERSEY (14 COUNTIES) for FEB-MAR/JUL-AUG 2007  
Bases: ADULTS AGE 18+  
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW OWN

THE MEDIA AUDIT

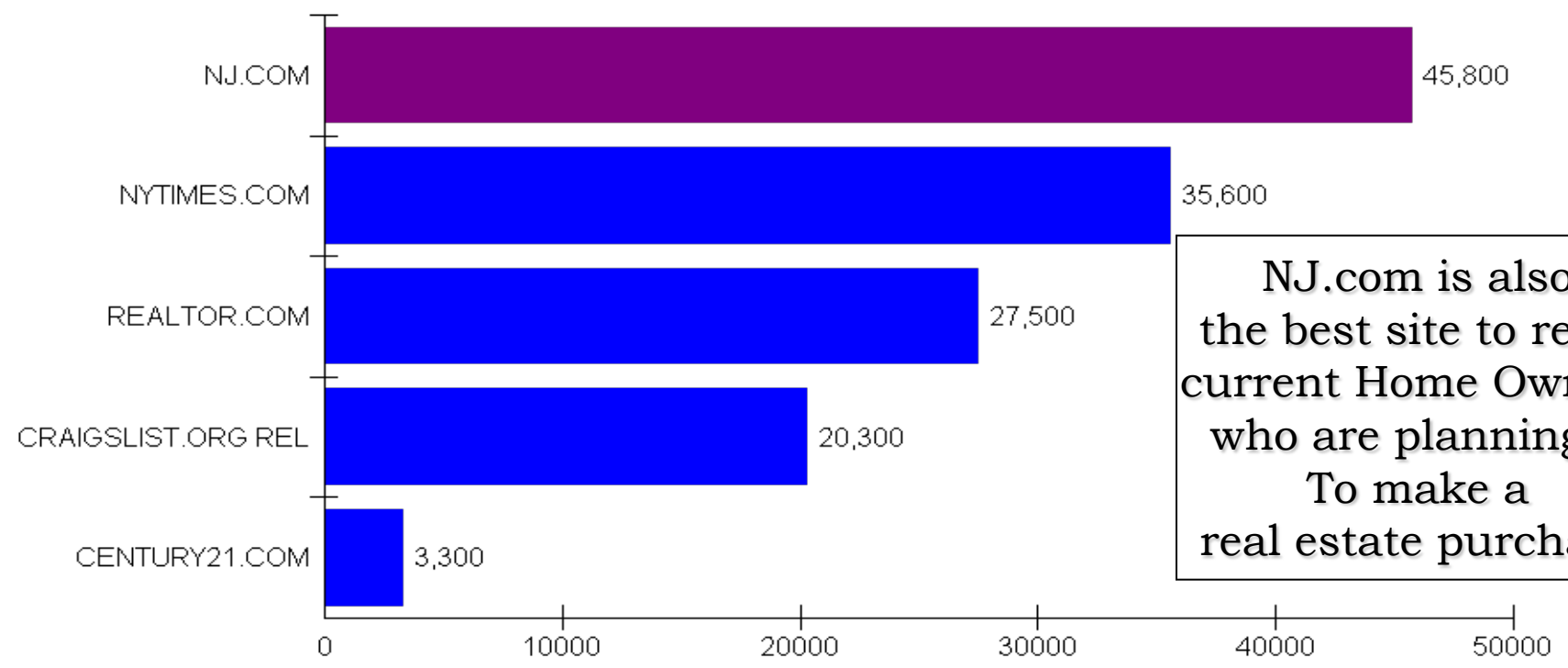
Cume Ratings

Base Population: 5,230,500

% In Target: 4.4%

Target Persons: 228,800

### Cume Ratings



NJ.com is also the best site to reach current Home Owners who are planning to make a real estate purchase!



Everything Jersey

Report: RANKER REPORT  
 Market: NEW JERSEY (14 COUNTIES) for FEB-MAR/JUL-AUG 2007  
 Bases: ADULTS AGE 18+  
 Target: MARKET VALUE OF HOME--\$200,000-\$299,999

Home \$200,00 - \$299,000

Base Population: 5,230,500

Rank	Media	Cume Persons	Cume Rating
1	NJ.COM	69,700	15.7
2	NYTIMES.COM	46,500	10.5
3	REALTOR.COM	19,000	4.3
4	CRAIGSLIST.ORG REL	10,700	2.4
5	RENT.COM	6,600	1.5
6	CENTURY21.COM	3,300	0.7

Report: RANKER REPORT  
 Market: NEW JERSEY (14 COUNTIES) for FEB-MAR/JUL-AUG 2007  
 Bases: ADULTS AGE 18+  
 Target: MARKET VALUE OF HOME--\$300,000-\$399,999

Home \$300,00 - \$399,000

Base Population: 5,230,500

Rank	Media	Cume Persons	Cume Rating
1	NJ.COM	165,800	26.2
2	NYTIMES.COM	100,200	15.8
3	REALTOR.COM	45,200	7.1
4	CENTURY21.COM	17,300	2.7
5	CRAIGSLIST.ORG REL	11,600	1.8
6	RENT.COM	*	*



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Report: RANKER REPORT  
 Market: NEW JERSEY (14 COUNTIES) for FEB-MAR/JUL-AUG 2007  
 Bases: ADULTS AGE 18+  
 Target: MARKET VALUE OF HOME--\$400,000-\$499,999

Home \$400,00 - \$499,000

Base Population: 5,230,500

Rank	Media	Cume Persons	Cume Rating
1	NJ.COM	179,700	28.5
2	NYTIMES.COM	68,000	10.8
3	CRAIGSLIST.ORG REL	22,800	3.6
4	REALTOR.COM	21,200	3.4
5	CENTURY21.COM	13,200	2.1
6	RENT.COM	*	*

Report: RANKER REPORT  
 Market: NEW JERSEY (14 COUNTIES) for FEB-MAR/JUL-AUG 2007  
 Bases: ADULTS AGE 18+  
 Target: MARKET VALUE OF HOME--\$500,000 PLUS

Home \$500,00+

Base Population: 5,230,500

Rank	Media	Cume Persons	Cume Rating
1	NJ.COM	251,700	27.4
2	NYTIMES.COM	181,200	19.7
3	REALTOR.COM	43,900	4.8
4	CRAIGSLIST.ORG REL	10,600	1.2
5	CENTURY21.COM	3,200	0.3
6	RENT.COM	*	*



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Report: RANKER REPORT  
Market: NEW JERSEY (14 COUNTIES) for FEB-MAR/JUL-AUG 2007  
Bases: ADULTS AGE 18+  
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW RENT

THE MEDIA AUDIT

Cume Ratings

Base Population: 5,230,500

% In Target: 4.1%

Target Persons: 215,900

### Cume Ratings



# Television.com Competitors



Everything Jersey

# NJ.com is #1 across the board for any priced home!

Report: COMPOSITE AVERAGE REPORTS  
 Market: NEW JERSEY (14 COUNTIES) for FEB-MAR/JUL-AUG 2007  
 Bases: ADULTS AGE 18+  
 Target 1: MARKET VALUE OF HOME--\$200,000-\$299,999  
 Target 2: MARKET VALUE OF HOME--\$300,000-\$399,999  
 Target 3: MARKET VALUE OF HOME--\$400,000-\$499,999  
 Target 4: MARKET VALUE OF HOME--\$500,000-\$999,999  
 Target 5: MARKET VALUE OF HOME--\$1,000,000 PLUS

THE MEDIA AUDIT

Media	Target #1	Target #2	Target #3	Target #4	Target #5	Composite Average	0	9	18	27
<b>NJ.COM</b>	15.7	26.2	28.5	25.5	38.0	26.8				
WNBC.COM	14.9	21.2	19.4	15.6	35.4	21.3				
WCBSTV.COM	8.4	15.0	9.4	11.3	22.9	13.4				
MYFOXNY.COM/FOXSNY.C	9.1	9.1	11.1	9.3	11.2	9.9				
7ONLINE.COM	4.8	10.2	7.7	12.6	3.1	7.7				



**Everything Jersey**