

# KUVM-TV34 Houston, TX



## The Media Audit



Report: RANKER REPORT  
Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008  
Bases: ADULTS AGE 18+  
Target: ADULTS AGE 18+

THE MEDIA AUDIT

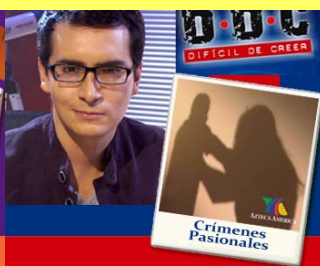
Cume Ratings

Base Population: 4,124,888

% In Target: 100.0%

Target Persons: 4,124,888

## AZTECA KUVM-TV34 reaches 220,258 18+ Viewers every week.



# KUVM-TV34 AZTECA 18+ Weekly Cume Viewer Profile

Report: MEDIA QUICK PROFILE  
 Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008  
 Bases: ADULTS AGE 18+  
 Media: C34 KUVM AZT TOTAL

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 4,124,889

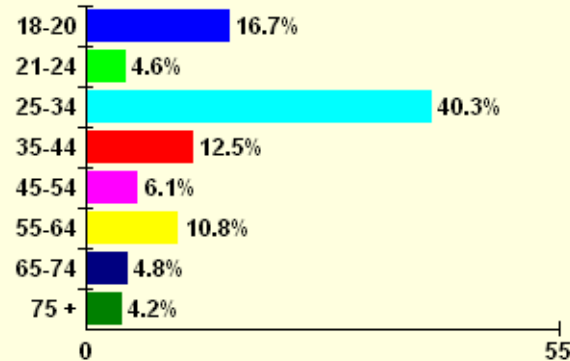
% in Media: 5.3

Media Persons: 220,258

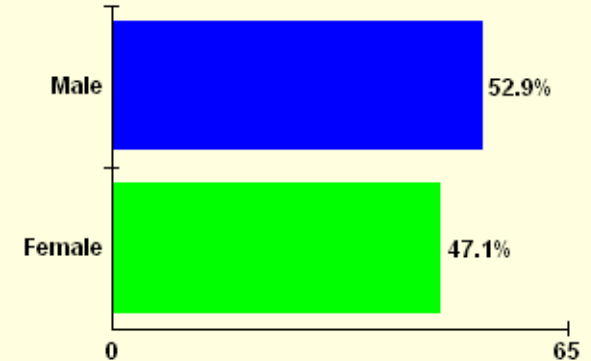
## Audience Profile

**Total Income: \$10,485,148,000**  
**Mean Income: \$47,604**  
**Mean Age: 36**  
**Home Owners: 66%**  
**Mean Home Value: \$144,267**  
**Mean Miles Past Week: 219**

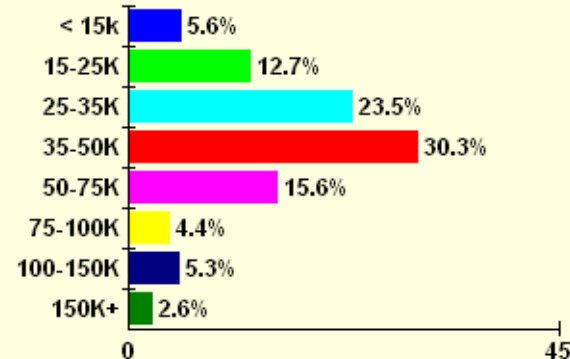
## Age Analysis



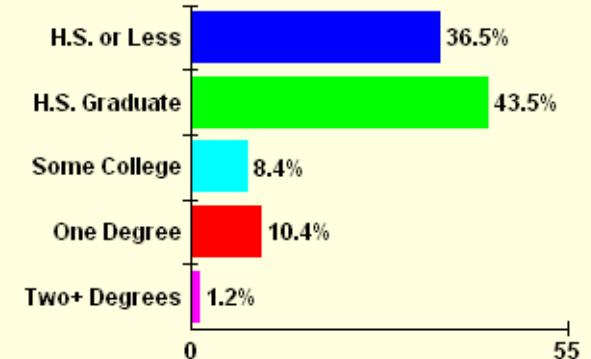
## Gender Profile



## Annual Income



## Education Profile



**AZTECA AMERICA**

# A Houston, TX Sales Example



The  
Media  
Audit



Report: TARGET PROFILE REPORT  
Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008  
Bases: ADULTS AGE 18+  
Target: PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.

THE MEDIA AUDIT

Target Analysis

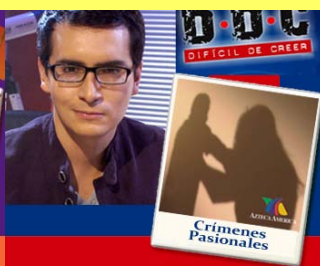
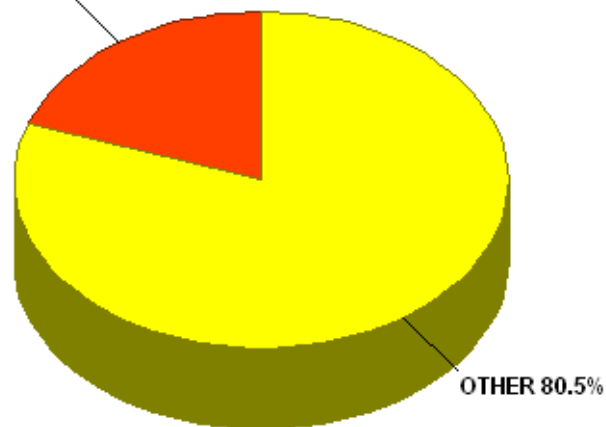
Base Population: 4,124,888

% In Target: 19.5%

Target Persons: 804,957

## 804,957 18+ Houston Area Adults Plan to Buy A Mattress during Next 12 Months

PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC. 19.5%



Market: HOUSTON, TX 10/1 DEC/07-JAN 2008 / MAY-JUL 2008  
 Bases: ADULTS AGE 18+  
 Target: PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.

TOTAL

Base Population: 4,124,889

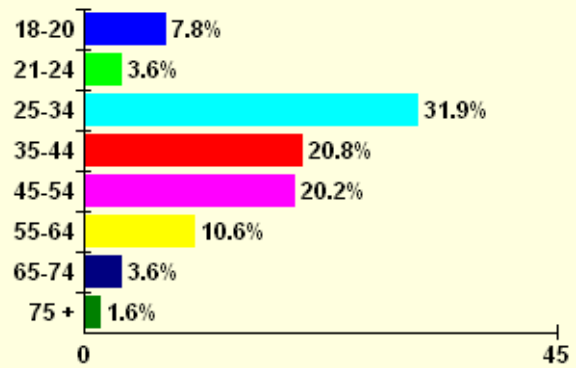
% in Target: 19.5

Target Persons: 804,958

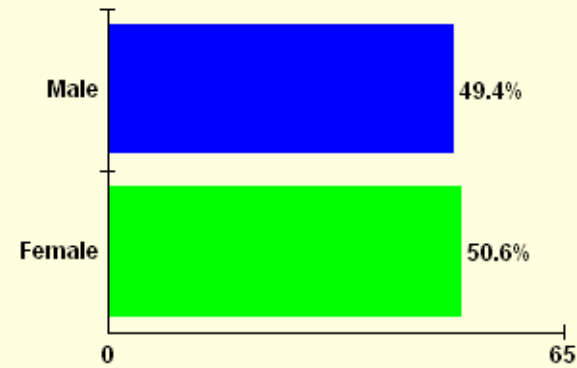
**Audience Profile**

Total Income: \$55,191,416,750  
 Mean Income: \$68,564  
 Mean Age: 39  
 Home Owners: 58%  
 Mean Home Value: \$208,369  
 Mean Miles Past Week: 267

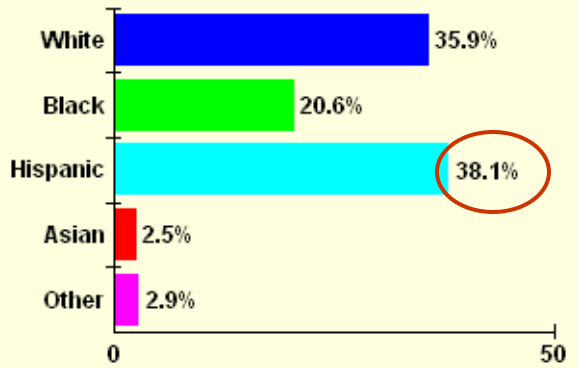
**Age Analysis**



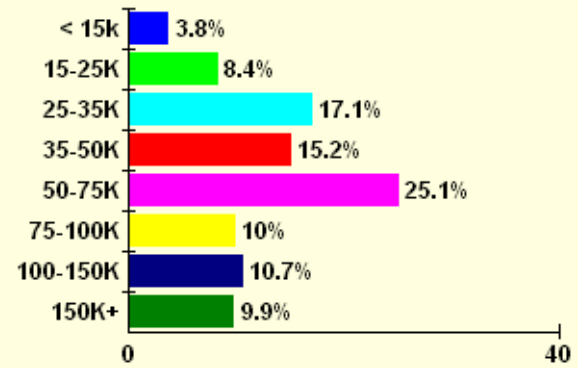
**Gender Profile**



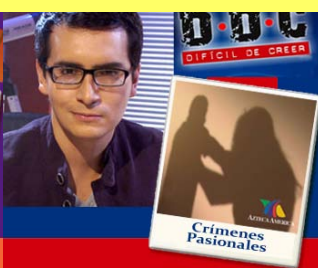
**Ethnicity Profile**



**Annual Income**



Nearly 40% of Houston Area Bed / Mattress Purchasers are HISPANIC



Report: MEDIA DAY ANALYSIS  
Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008  
Bases: RACE--HISPANIC DESCENT  
Target: PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.

THE MEDIA AUDIT

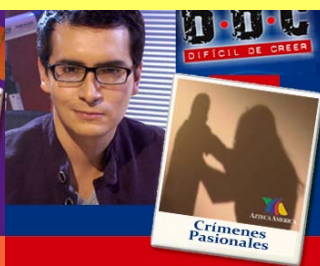
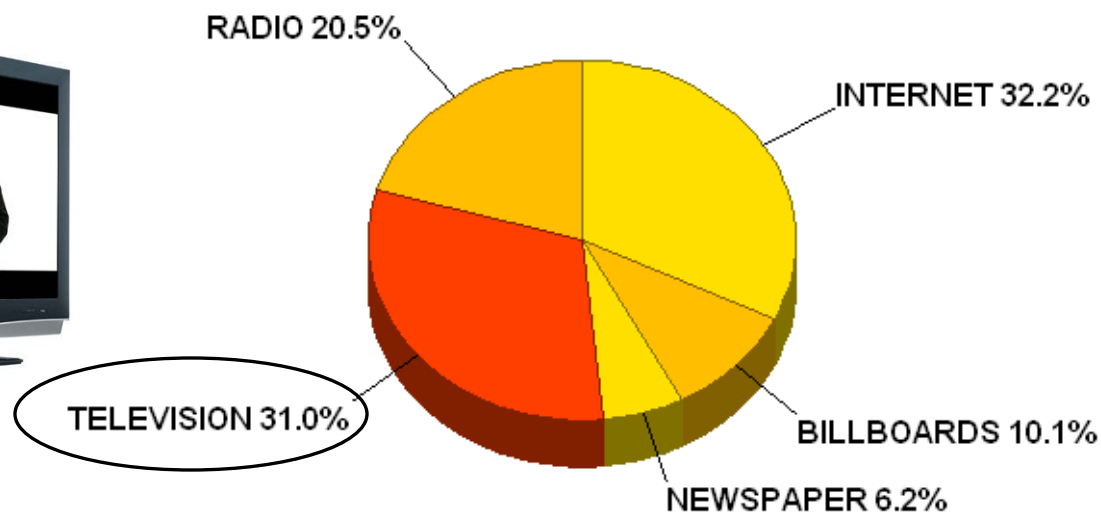
Target Market

Base Population: 1,271,875

% In Target: 24.1%

Target Persons: 306,925

## Hispanic Bed / Mattress Buyers Spend 31% of their Media Day with TELEVISION



Report: RANKER REPORT  
 Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008  
 Bases: RACE--HISPANIC DESCENT  
 Target: SHOP FURNITUREMATTRESS--MATTRESS GIANT

THE MEDIA AUDIT

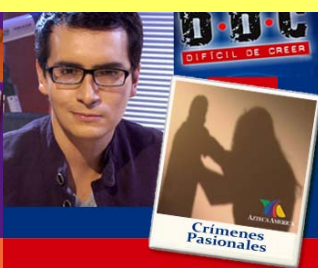
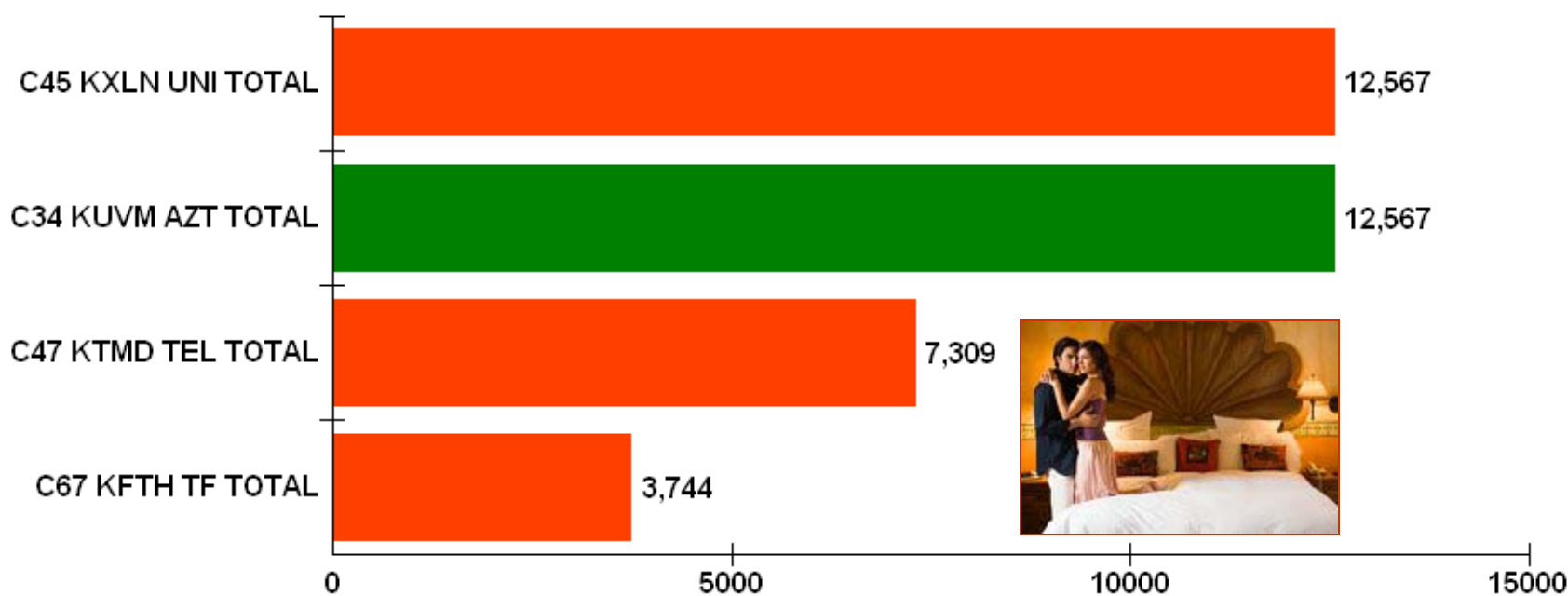
Cume Ratings

Base Population: 1,271,875

# Mattress Giant.

Target Persons: 46,858

## KUVM-TV34 is a Leader in Reaching the Most Hispanic MATTRESS GIANT CUSTOMERS





Report: RANKER REPORT  
 Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008  
 Bases: RACE--HISPANIC DESCENT  
 Target: SHOP FURNITUREMATTRESS--MATTRESS GIANT

THE MEDIA AUDIT

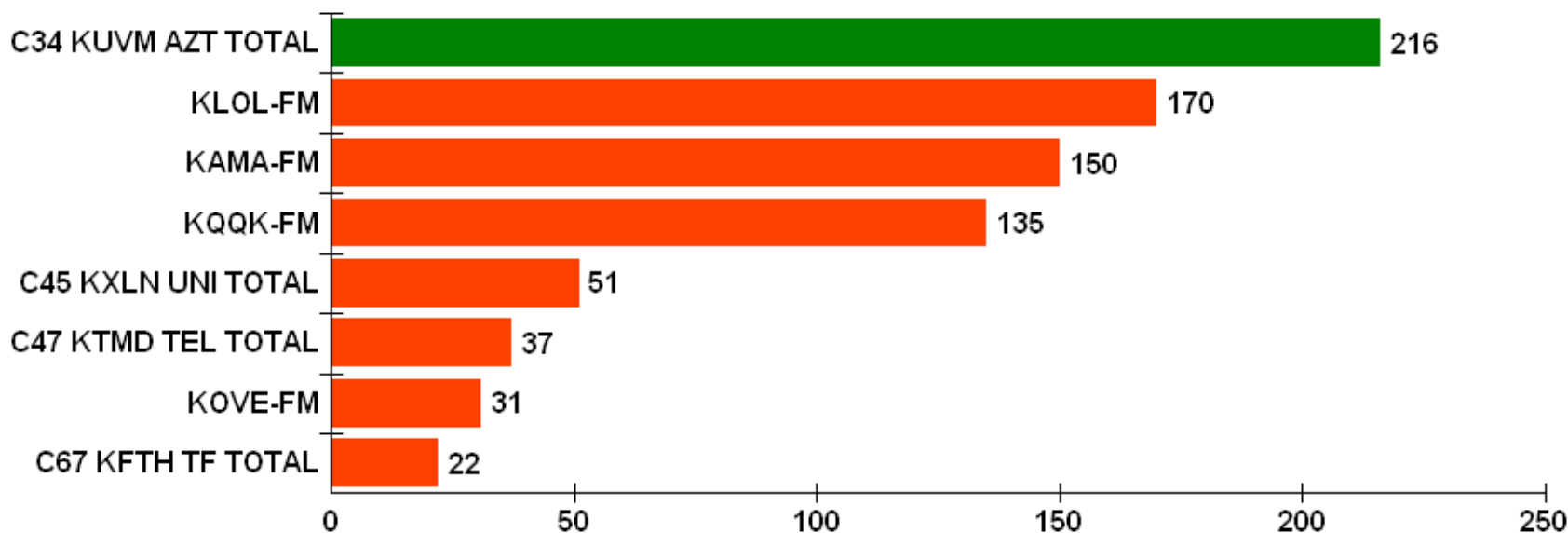
Cume Index

Base Population: 1,271,875

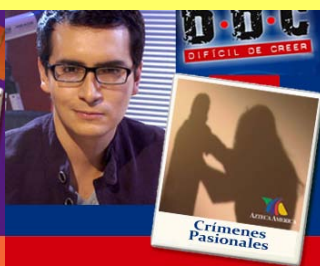
# Mattress Giant.

Target Persons: 46,858

## KUVM-TV34 is the Most Targeted & Efficient of all Hispanic Media



## IN REACHING MATTRESS GIANT CUSTOMERS



# KUVM-TV34 ranks # 1

In Mattress Giant Customers with the Highest Household Incomes

Report: CROSSTAB INCOME REPORT  
 Market: HOUSTON, TX for DEC'07-JAN 2008 / MAY-JUL 2008  
 Bases: ADULTS AGE 18+  
 Primary Target: SHOP FURNITURE/MATTRESS--MATTRESS GIANT

THE MEDIA AUDIT

Base Persons: 4,124,888  
 Base Income: \$281,466,652,250



Primary Target: 4.6% of Base Persons  
 Primary Target Income: 6.0% of Base Income

Target	Avg (Mean) Income	\$0	\$56,914	\$113,827
PAST WEEK CUME TV VIEWING--CH 34 KUVM-TV AZT	113,826			
PAST WEEK CUME TV VIEWING--CH 45 KXLN-TV UNI	99,905			
PAST WEEK CUME TV VIEWING--CH 67 KFTH-TV TF	87,500			
PAST WEEK CUME TV VIEWING--CH 47 KTMD-TV TEL	85,136			

## Mattress Giant.

