



# Reaching Frequent Beer Consumers In the Providence Market

THE PROVIDENCE  
**PHOENIX**



# 93% OF PROVIDENCE PHOENIX READERS ARE OF LEGAL DRINKING AGE

Report: MEDIA PROFILE REPORT  
Market: PROVIDENCE, RI for MAY-JUN 2002  
Bases: ADULTS  
Media: PROVIDENCE PHOENIX  
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

Target Analysis



Media Persons: 162,500

% In Target: 92.8%

93% OF PROVIDENCE PHOENIX READERS ARE AGE 21+





# 60% OF PROVIDENCE PHOENIX READERS ARE MALE... A PRIME TARGET FOR MILLER.

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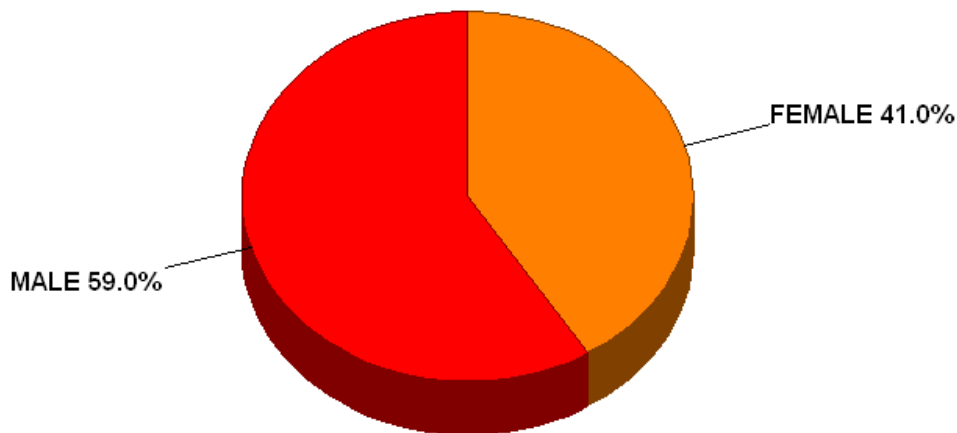
THE MEDIA AUDIT

Gender Profile

Media Persons: 162,500

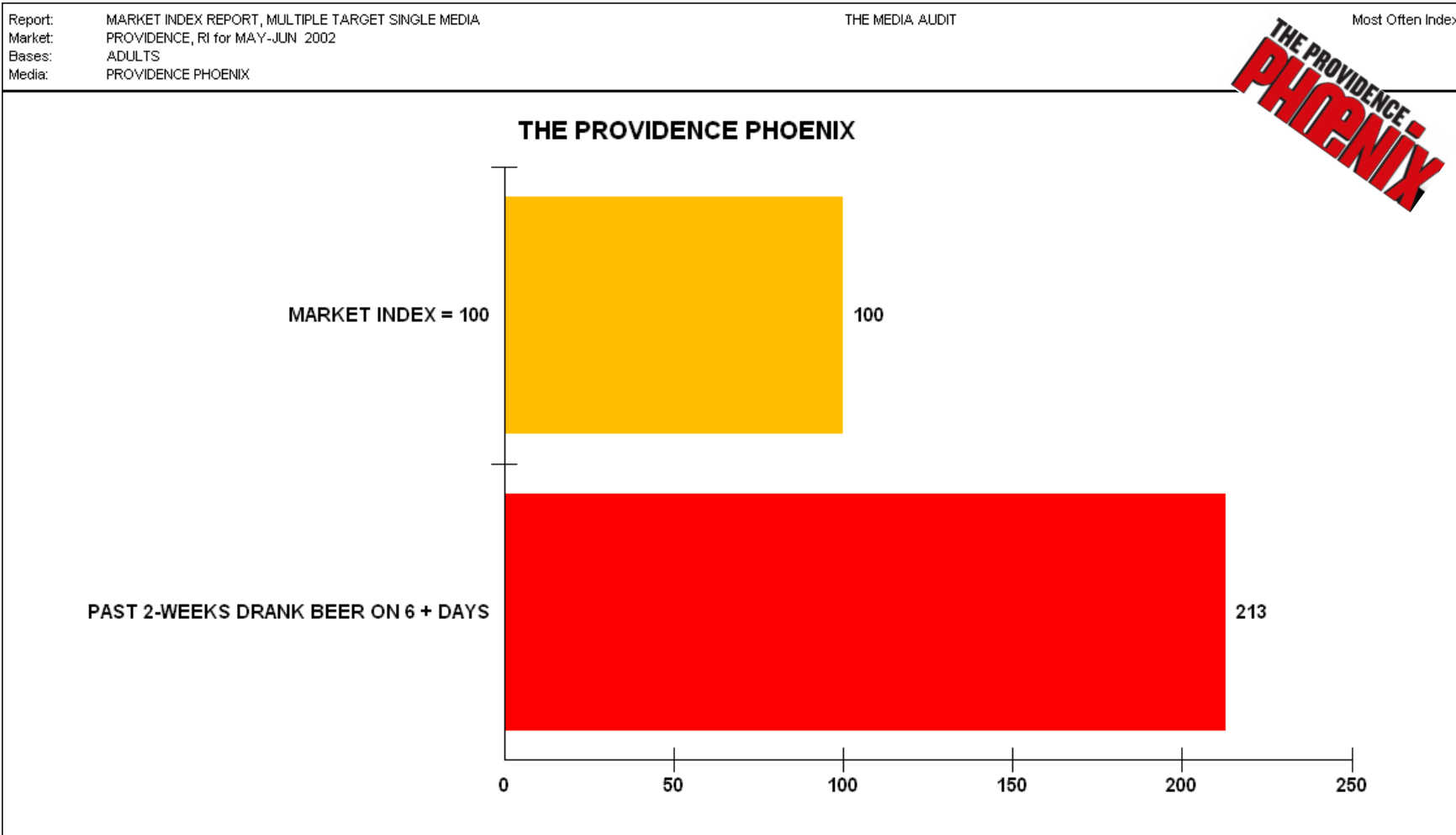


## THE PROVIDENCE PHOENIX GENDER PROFILE





# The Phoenix Outperforms the Providence Market in Delivering FREQUENT BEER CONSUMERS BY 113%.





# The Phoenix Reaches MORE Frequent Beer Consumers than all but one Providence Market Radio Station

**THE MEDIA AUDIT**  
RANKER REPORT  
ADULTS



Report Market: PROVIDENCE, RI  
Report Period: MAY-JUN 2002  
TARGET: PAST 2-WEEKS DRANK BEER ON 6 + DAYS

BASE POPULATION: 1,221,300

% IN TARGET: 6.9%

RANK	MEDIA	CUME PERSONS	CUME RATING	
1	WHJY-FM	25,500	30.1	
2	PROVIDENCE PHOENIX	16,900	19.9	
3	WBRU-FM	11,700	13.8	
4	WCTK-FM	9,600	11.3	
5	WVVK-FM	9,400	11.1	
6	WVVR-FM	8,300	9.8	
7	WPRO-FM	6,800	8.0	
8	WSKD	5,800	6.8	
9	WPRO	5,500	6.5	
10	WHJJ	4,900	5.8	
11	WVSN-FM	4,800	5.7	
12	WVLI-FM	4,400	5.2	
13	WVBB-FM	4,300	5.1	
14	WZRI-FM	3,400	4.0	
15	WFHN-FM	2,600	3.1	
16	WVSK-FM	2,400	2.8	
17	WVAK-FM	2,300	2.7	
18	WVNBH	2,000	2.4	
19	WVRI	1,300	1.5	
20	WRIU-FM	*	*	
21	WVBSM	*	*	
22	WVSA	*	*	
23	WVRI	*	*	
24	WVLE	*	*	
25	WVAV	*	*	
26	WVADK	*	*	



# MORE Frequent Beer Consumers Read the Providence Phoenix Than Read RI Monthly or Providence Monthly

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Market: PROVIDENCE, RI for MAY-JUN 2002  
Bases: ADULTS  
Target: PAST 2-WEEKS DRANK BEER ON 6+ DAYS

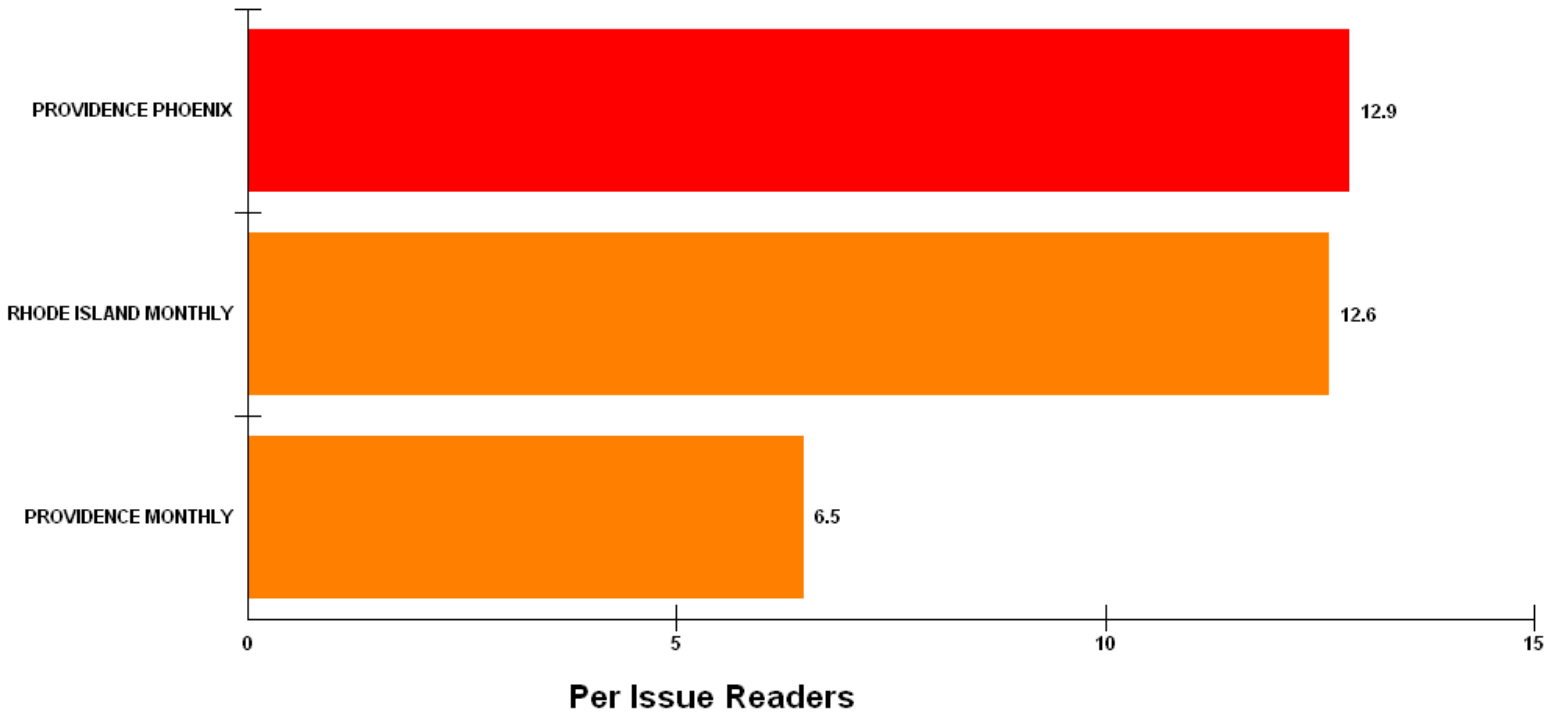
THE MEDIA AUDIT



Base Population: 1,221,300

% In Target: 6.9%

## PAST 2-WEEKS DRANK BEER ON 6+ DAYS





The same is true in neighboring Boston.

The Boston Phoenix is a market leader in reaching Frequent Beer Consumers.

