



# DELIVERING HIGHLY QUALIFIED ORANGE COUNTY INVESTMENT PROSPECTS



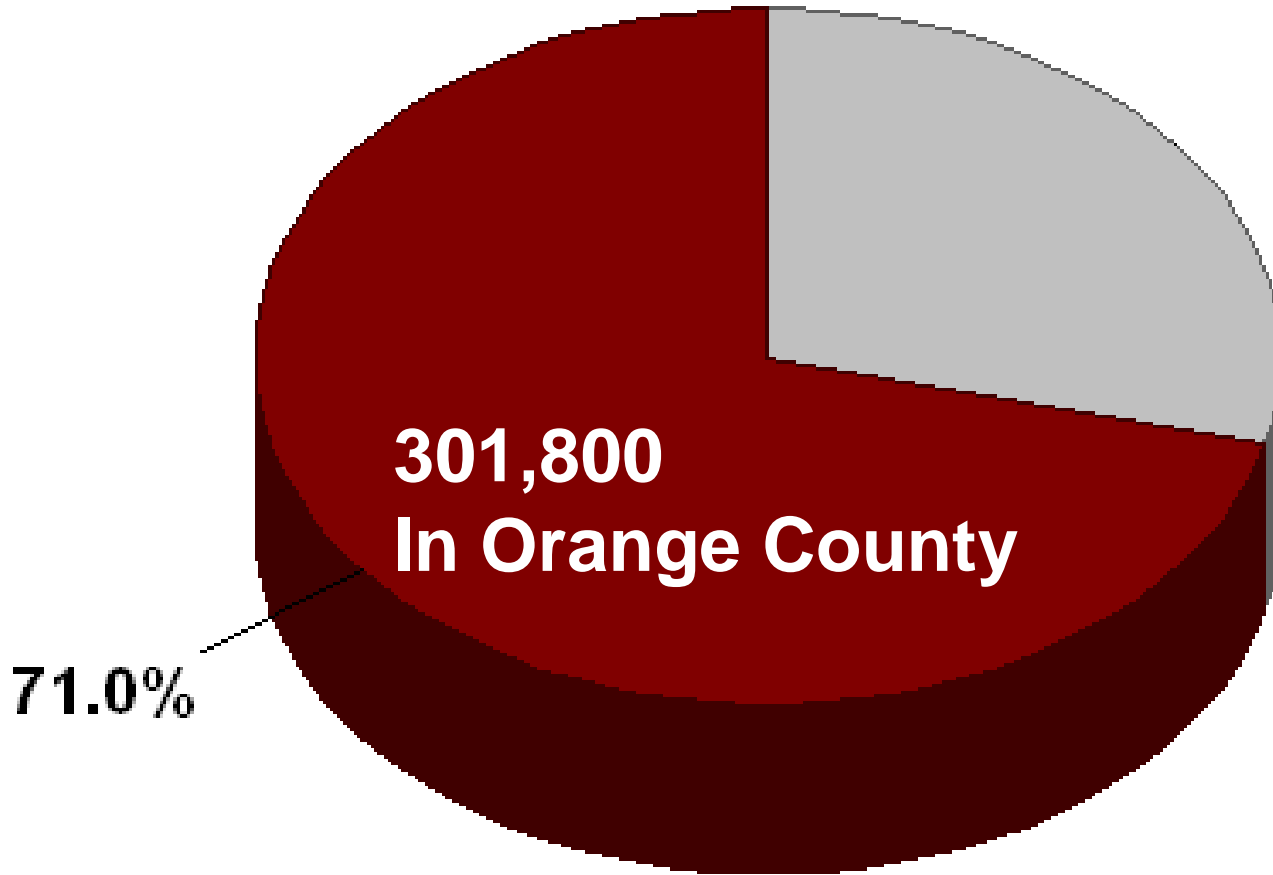
**Northern Trust**



# DEMOGRAPHICS

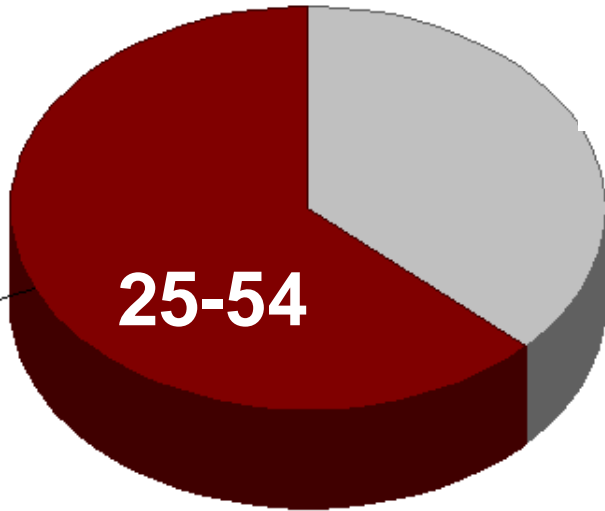


**OC METRO Reaches 425,100 Adults in the Los Angeles Market.  
71% Live in Highly Affluent Orange County.**

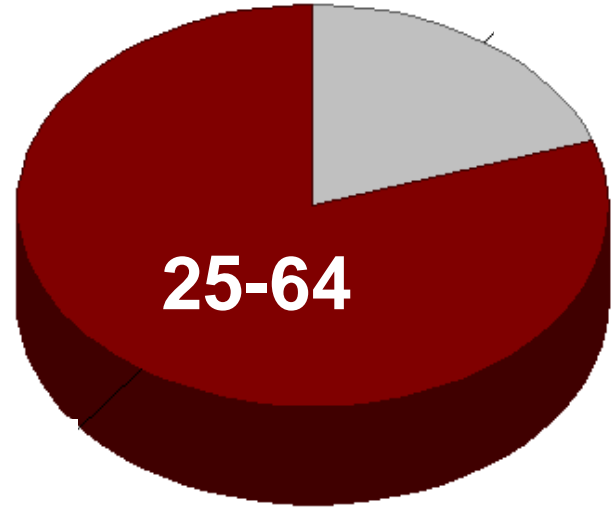


Cume Adults 18+: 425,100

**REACHING PRIME INVESTOR AGE DEMOGRAPHICS**



**63% of Readers as Age 25-54**

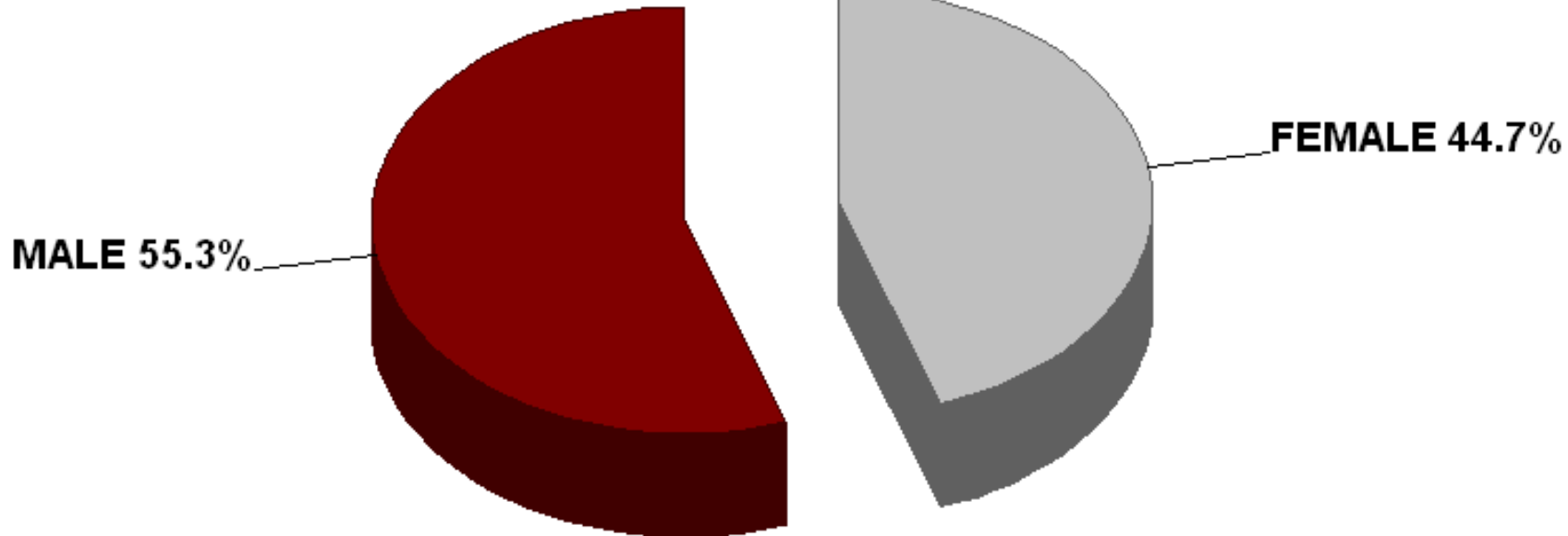


**80% of Readers as Age 25-64**

**AVERAGE AGE: 45.9**

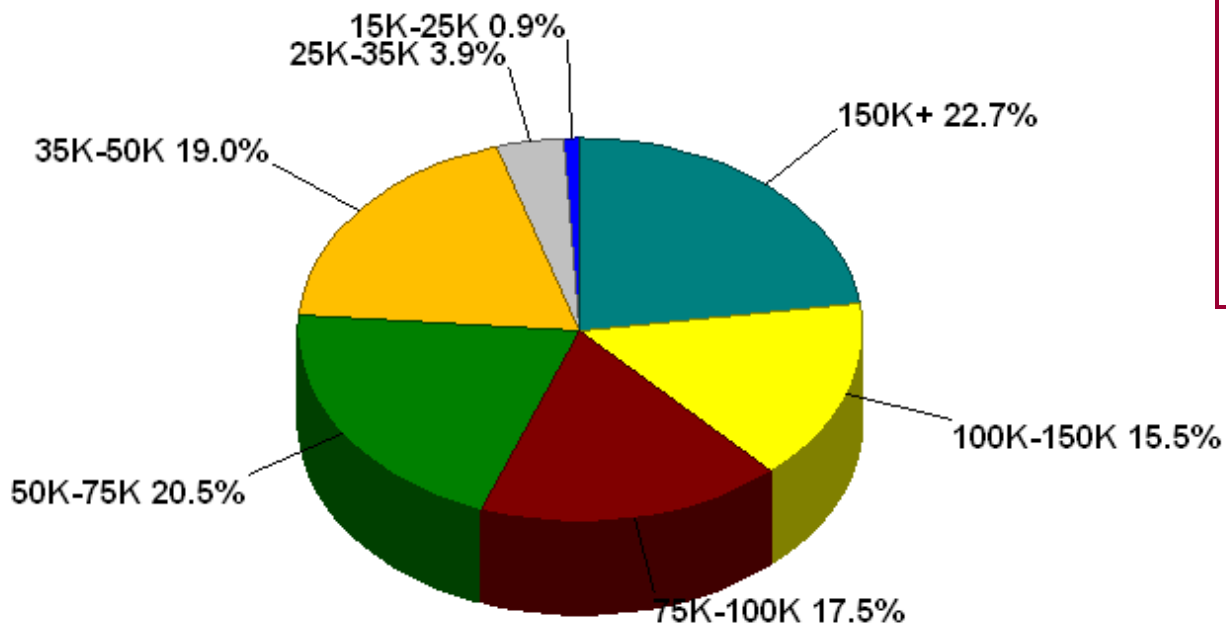


**OC METRO's READERSHIP SKEWS MALE**





## OC METRO ANNUAL INCOME PROFILE



Average Income of  
OCMETRO  
Adults 25-54:

**\$96,646**

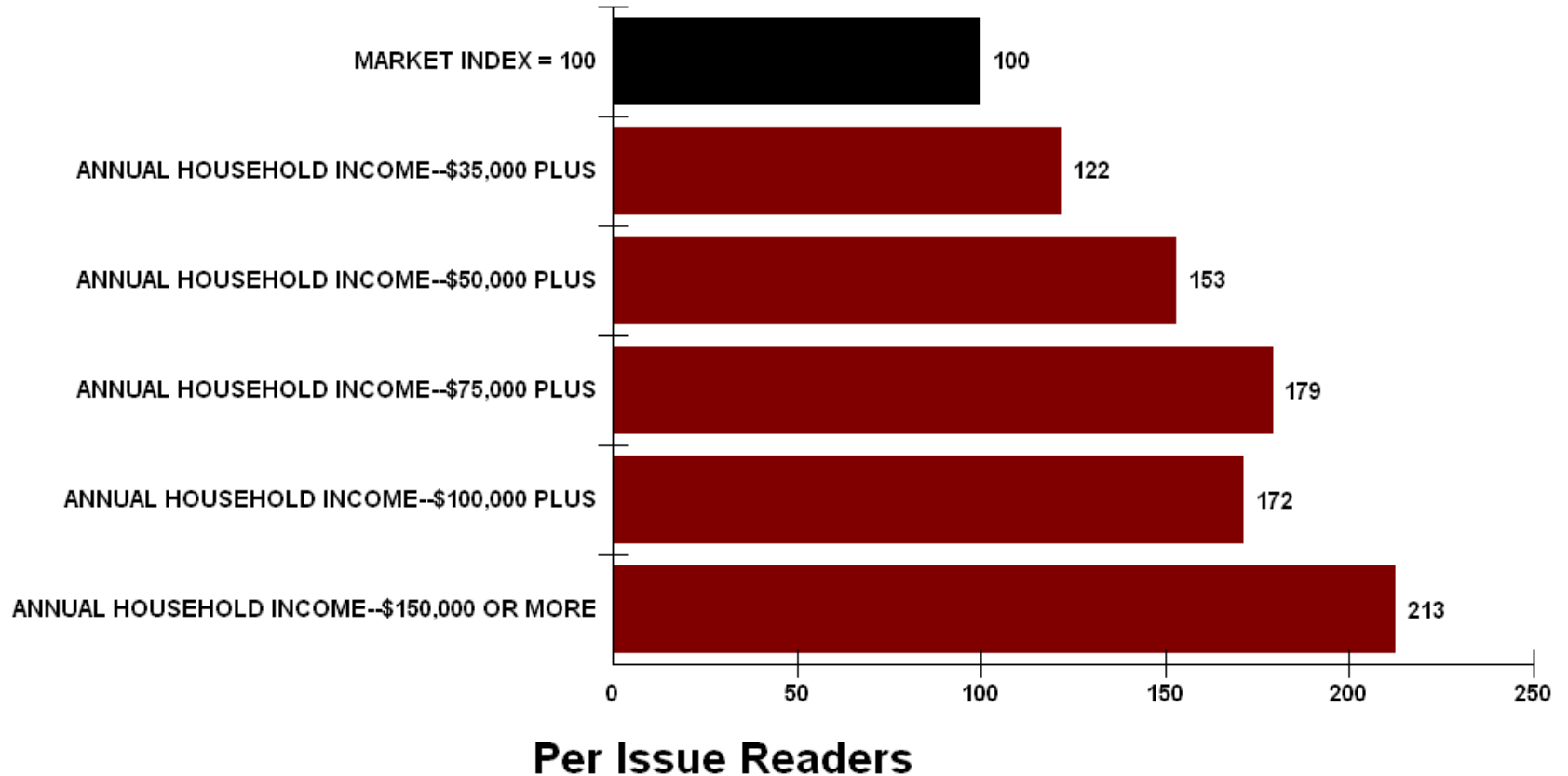
# **OUTPERFORMING THE MARKET**



## DELIVERING HIGH INCOME ADULTS

**OCMETRO's** readers have substantial affluence. The higher the income, the stronger **OCMETRO** gets. This is a great opportunity for Northern Trust to build its high income investor business.

### OC METRO

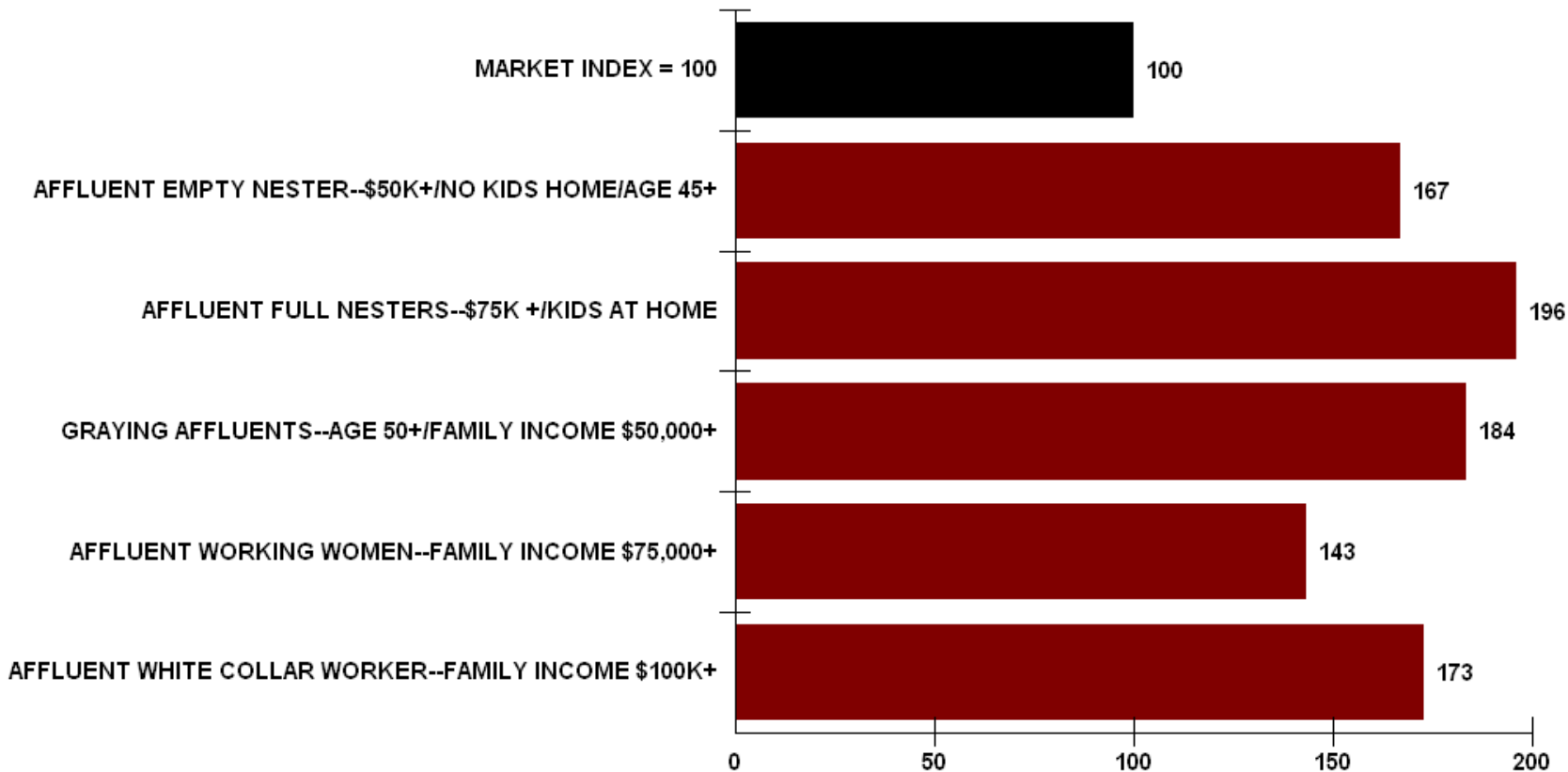






**OCMETRO** Outperforms the Market in Delivering All Affluent Lifestyles...broadening the base of Investor Prospects.

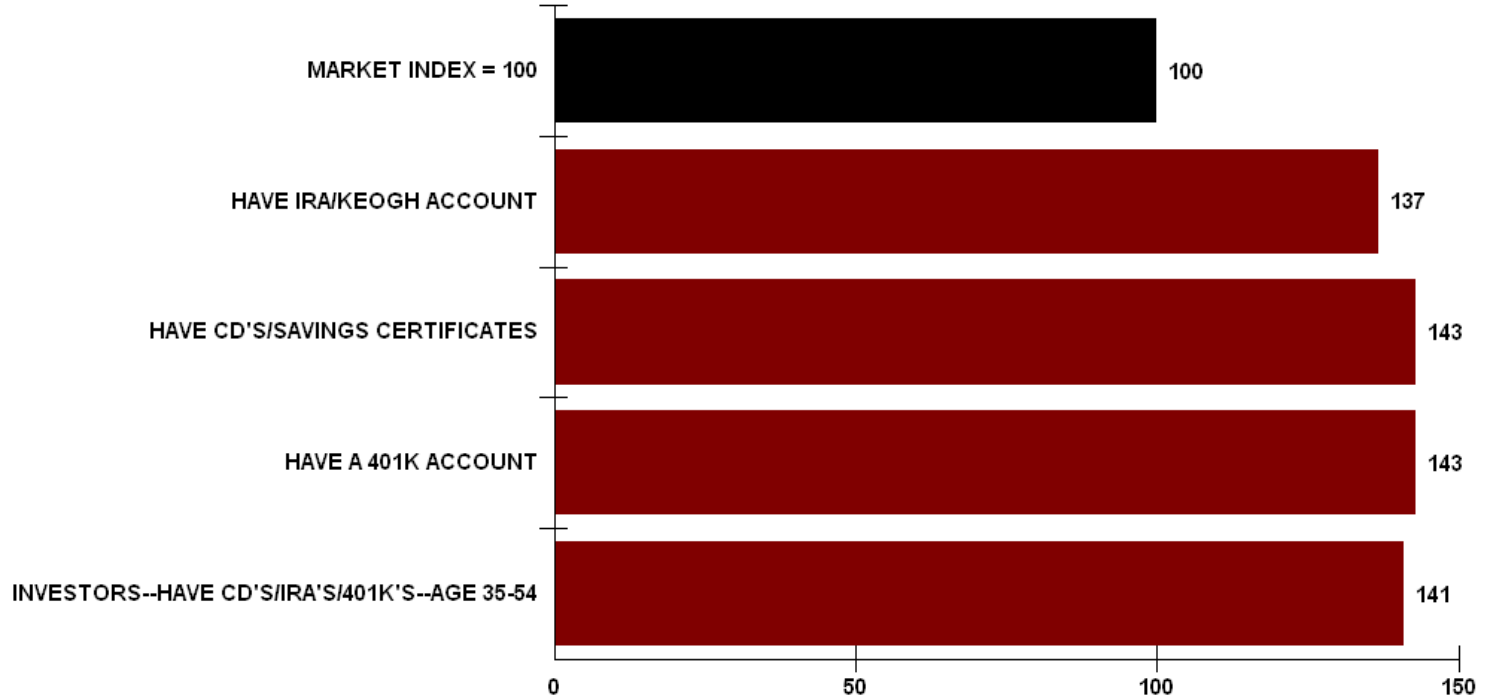
### OC METRO DELIVERS AFFLUENTS





**OCMETRO** readers are heavy users of investment services, providing a great opportunity to snag new investor prospects.

### OC METRO DELIVERS INVESTORS



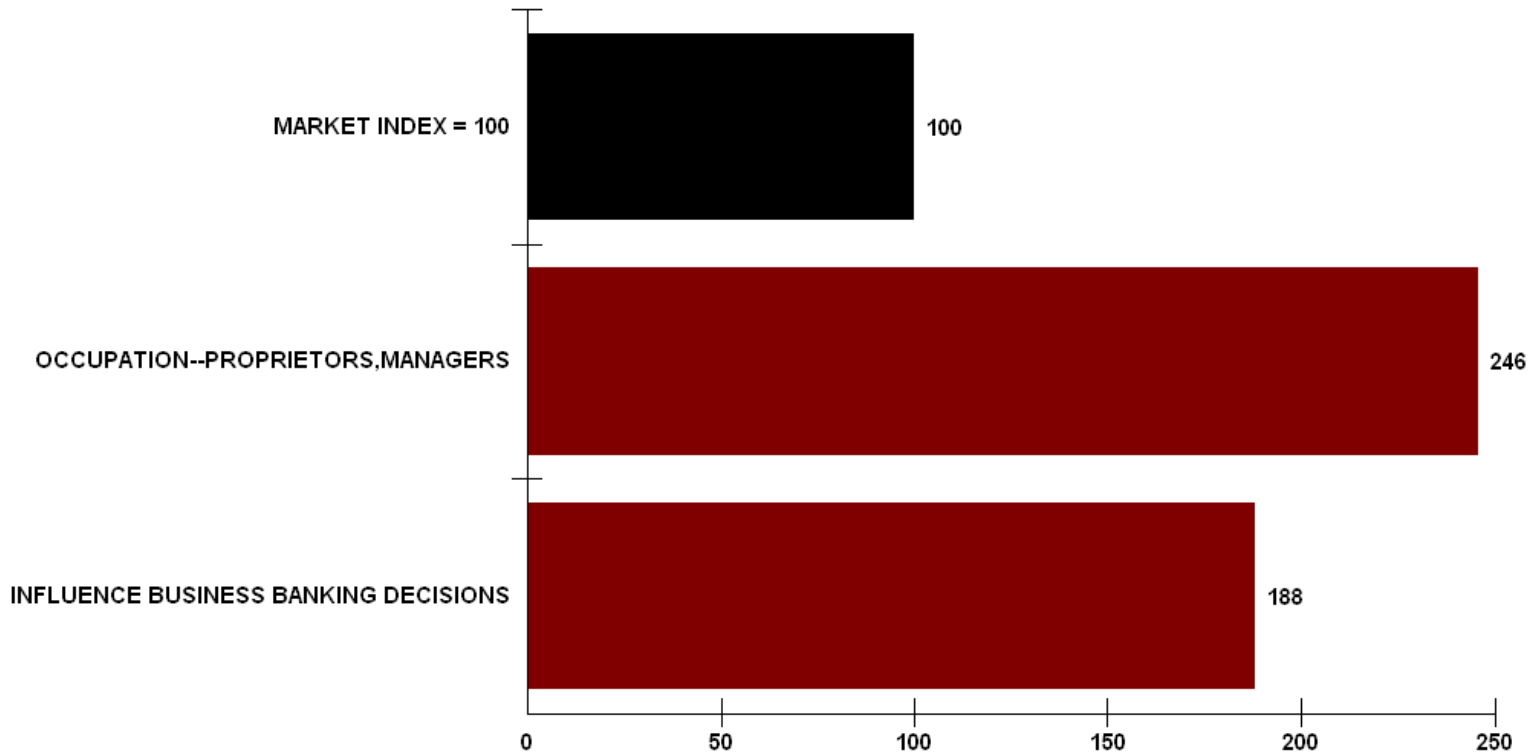
# OCMETRO

the business lifestyle magazine

## REACHING PRIME BUSINESS BANKING

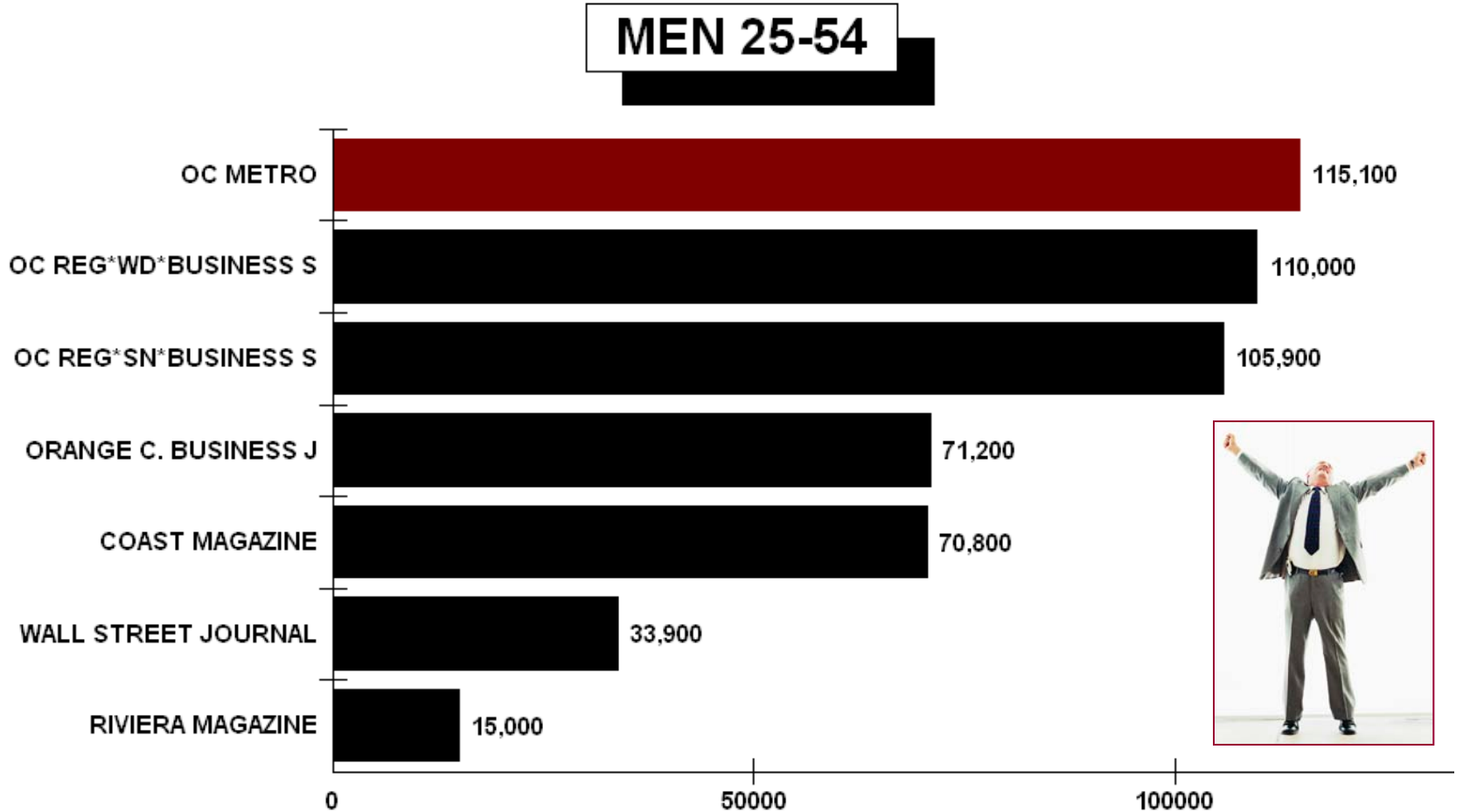


**OCMETRO** not only delivers general market affluents, but also business owners and business banking influencers. This translates into increasing your commercial business.



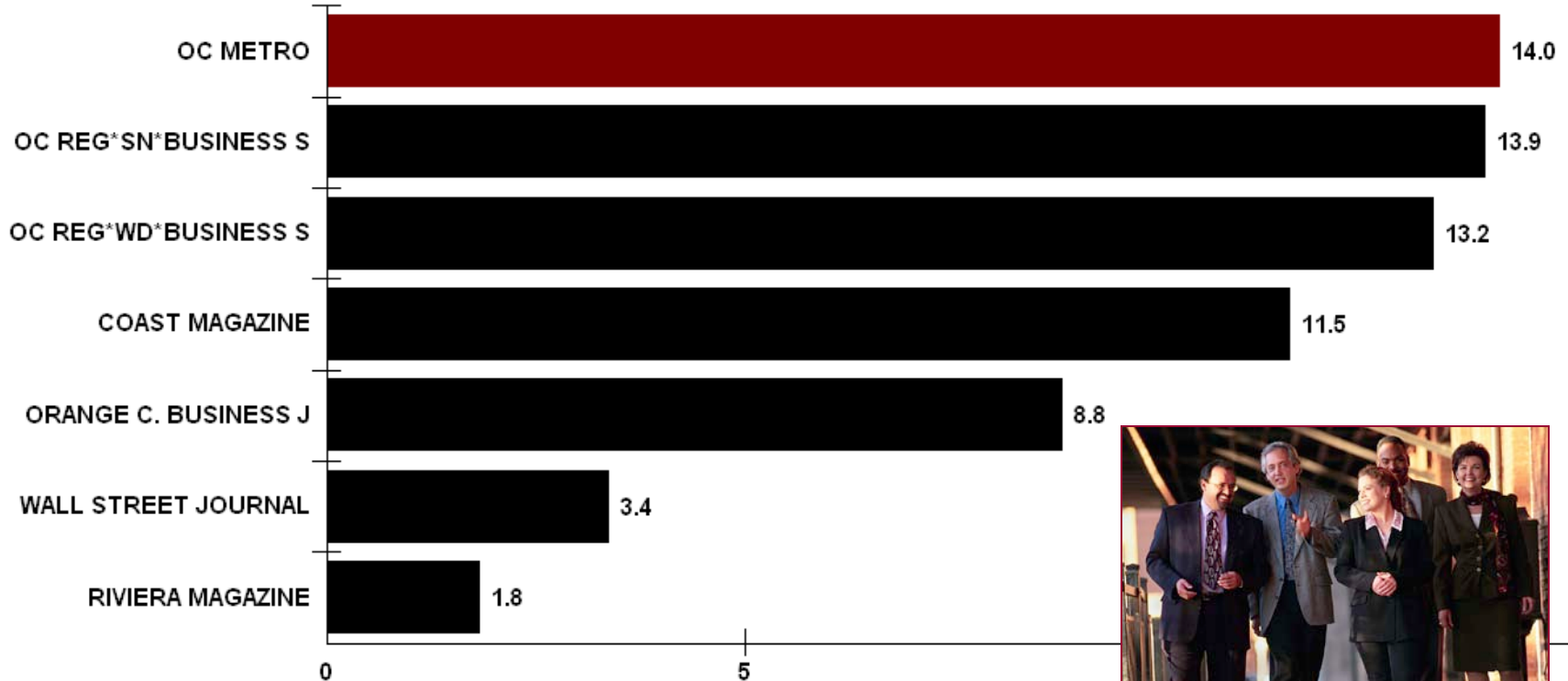
**SUBSTANTIAL REACH  
OF  
INVESTOR PROSPECTS**

**OCMETRO Reaches MORE Prime Investors...MEN 25-54**



In addition... **OCMETRO** Reaches **MORE** Adults 25-54, delivering the affluent women as well as the men.

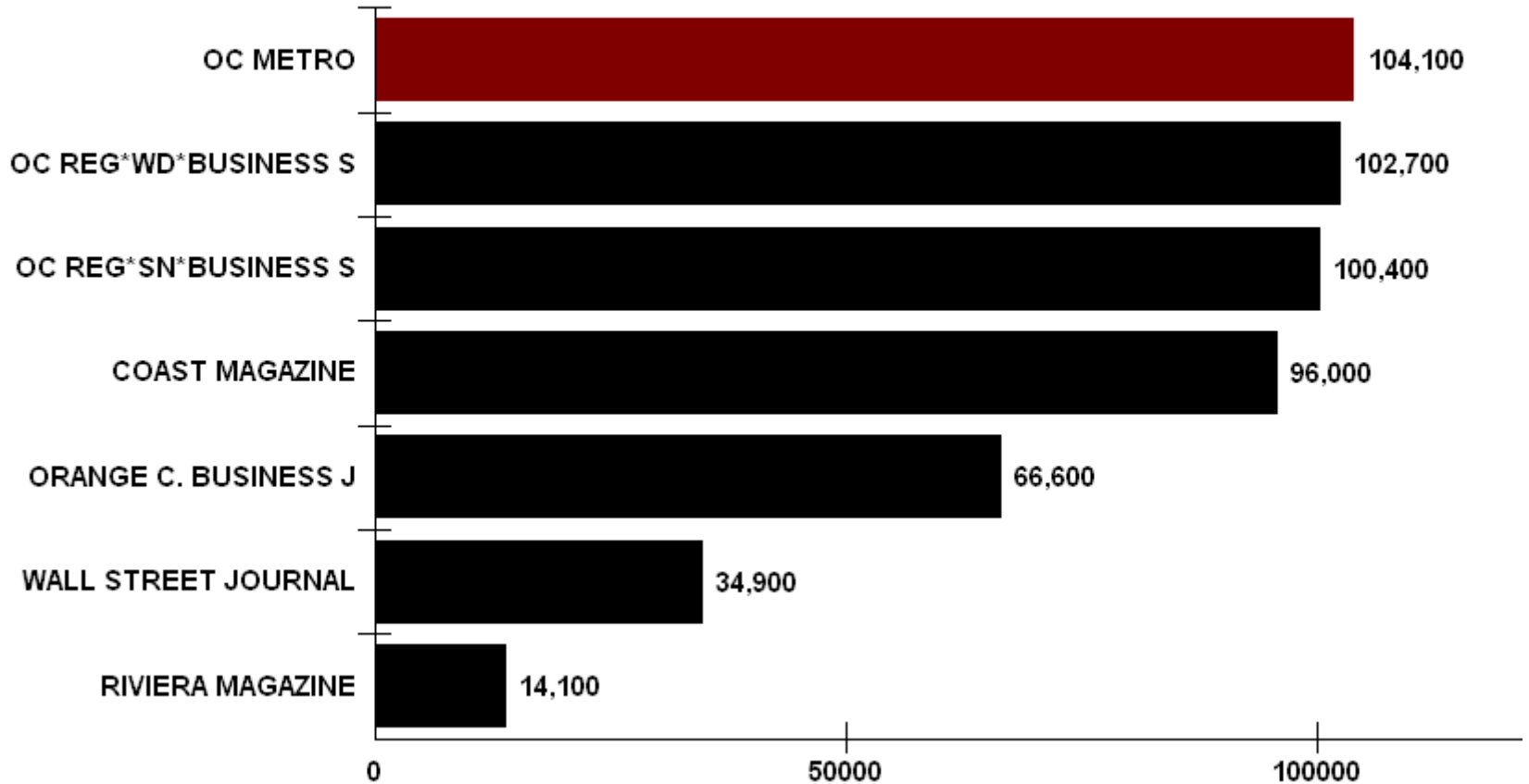
ADULTS 25-54





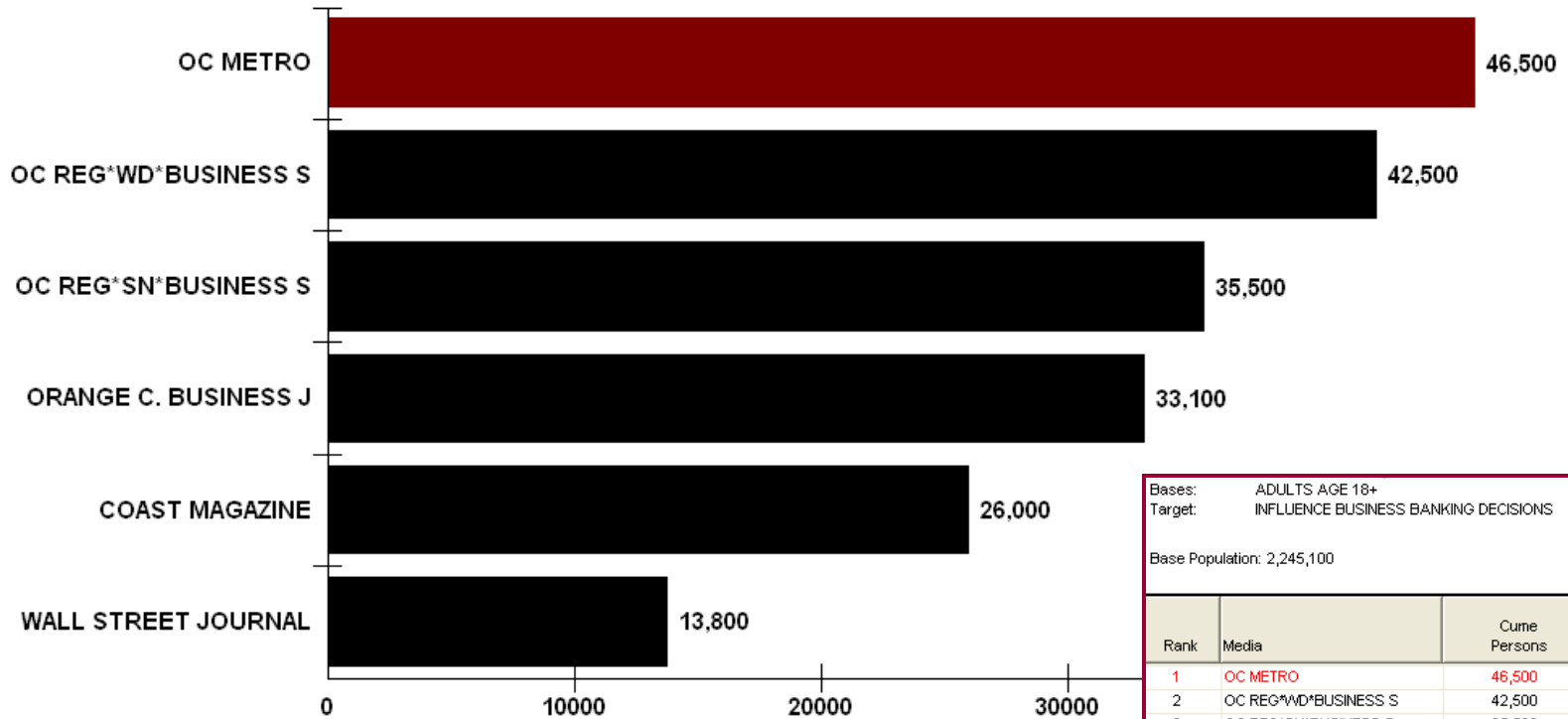
More High Income Adults Equals MORE Investor Prospects.

\$100,000 Household Income



**OCMETRO DELIVERS THE MOST BUSINESS BANKING DECISION MAKERS.**  
Add this to the highly qualified personal investors, and you have an unbeatable combination!

**BUSINESS BANKING DECISION MAKERS**



Bases: ADULTS AGE 18+  
Target: INFLUENCE BUSINESS BANKING DECISIONS  
Base Population: 2,245,100

Rank	Media	Cume Persons
1	OC METRO	46,500
2	OC REG*WD*BUSINESS S	42,500
3	OC REG*SN*BUSINESS S	35,500
4	ORANGE C. BUSINESS J	33,100
5	COAST MAGAZINE	26,000
6	WALL STREET JOURNAL	13,800
7	RIVIERA MAGAZINE	*