



DELIVERING MEDICAL PROFESSIONALS IN THE MIAMI MARKET





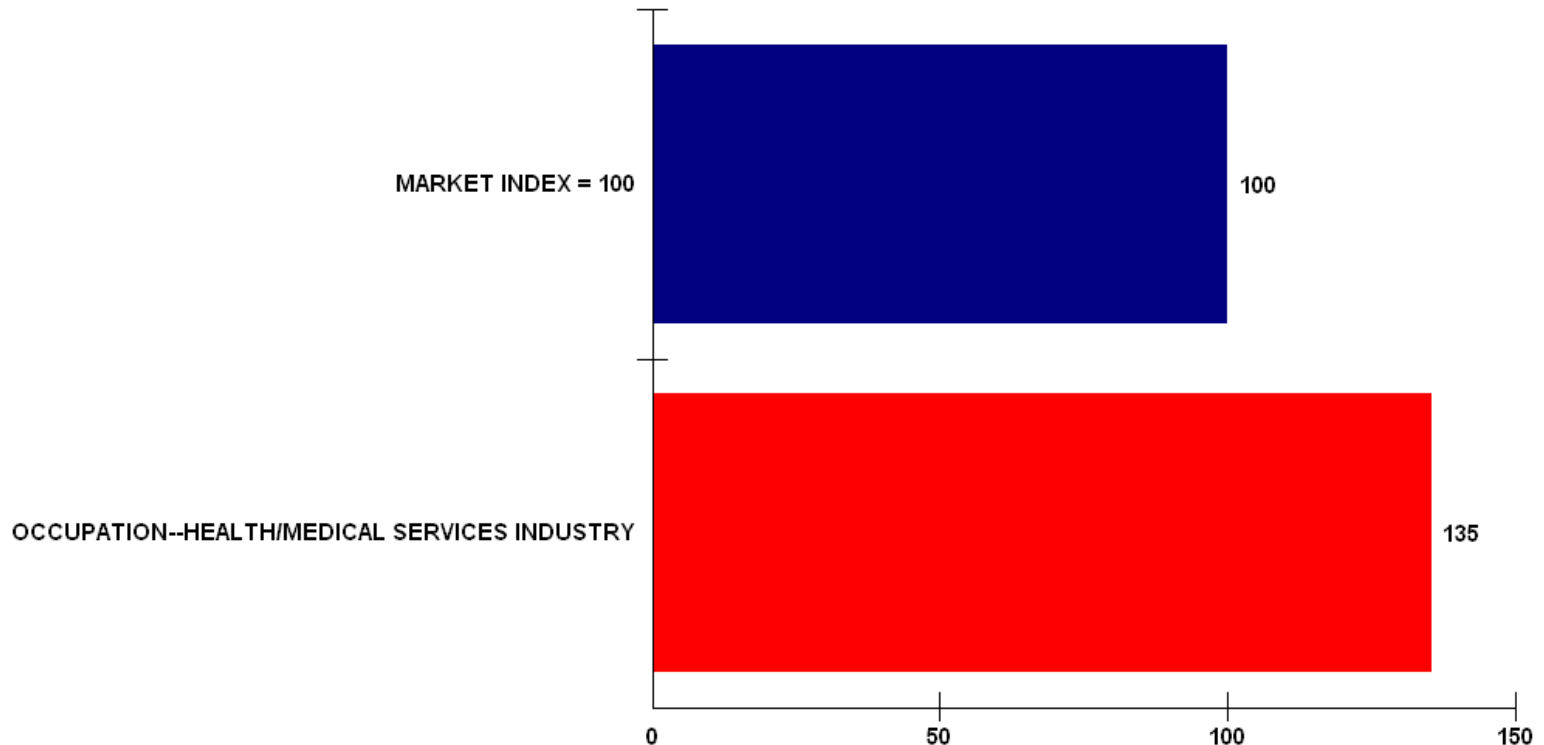
New Times reaches Medical Professionals **EFFICIENTLY**...outperforming the market by 35% in reaching medical professionals.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/DEC'05-MAR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: NEW TIMES

THE MEDIA AUDIT

Cume Index

NEW TIMES READERS



Source: **The Media Audit** Miami/Ft. Lauderdale, FL May-July'05/Dec'05-Mar'06

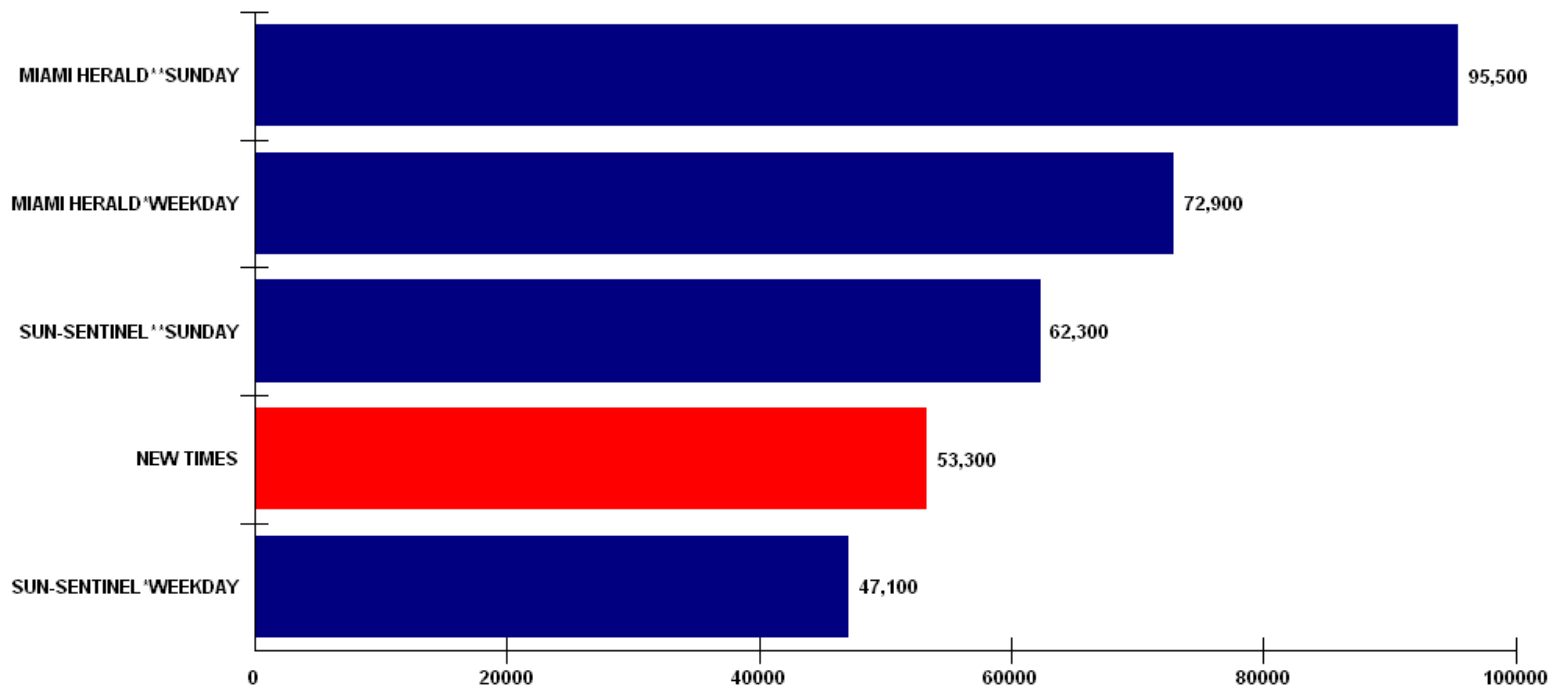


New Times reaches 53,300 medical professionals in the Miami Market.

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/DEC'05-MAR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Target: OCCUPATION--HEALTH/MEDICAL SERVICES INDUSTRY

Base Population: 3,132,100 % In Target: 6.1% Target Persons: 190,800

Occupation--Health / Medical Services Industries



Source: **The Media Audit** Miami/Ft. Lauderdale, FL May-July'05/Dec'05-Mar'06

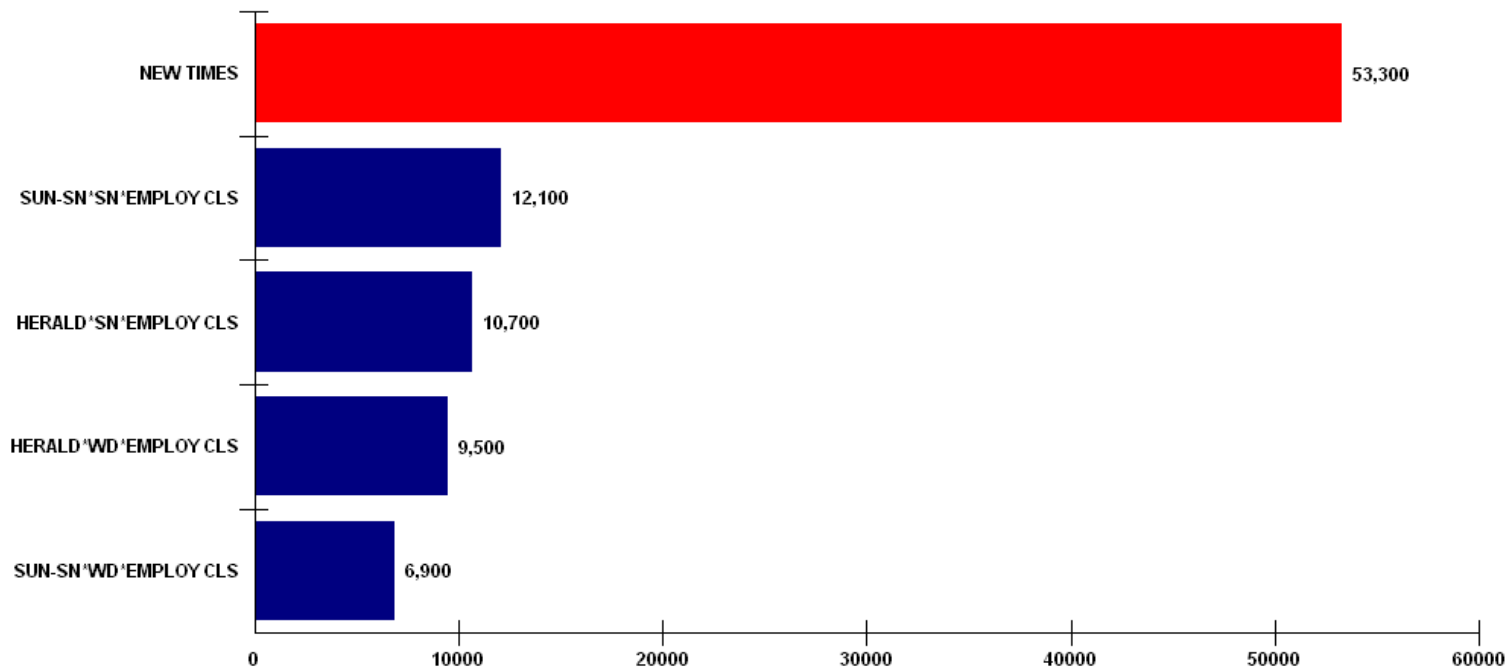


New Times reaches **DRAMATICALLY MORE** Medical Professionals than the Employment Sections of the Dailies.

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings
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Source: **The Media Audit** Miami/Ft. Lauderdale, FL May-July'05/Dec'05-Mar'06



New Times reaches **DRAMATICALLY MORE** Medical Professionals than **ANY** Radio Station

Report: RANKER REPORT		THE MEDIA AUDIT		
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/DEC'05-MAR 2006				
Bases: GENERAL BASE = ADULTS AGE 18+				
Target: OCCUPATION--HEALTHMEDICAL SERVICES INDUSTRY				
Base Population: 3,132,100		% In Target: 6.1%		
Rank	Media	Cume Persons	Cume Rating	0 9 18 28
1	NEW TIMES	53,300	27.9	
2	WLYF-FM	29,000	15.2	
3	WHYI-FM	26,800	14.0	
4	WEDR-FM	22,000	11.5	
5	WHQT-FM	20,000	10.5	
6	WBGQ-FM	18,700	9.8	
7	WFLC-FM	16,900	8.9	
8	WMMJ-FM	16,000	8.4	
9	WMIJ-FM	16,000	8.4	
10	WLVE-FM	15,900	8.3	
11	WXDJ-FM	15,100	7.9	
12	WLRN-FM	15,000	7.9	
13	WPOW-FM	13,800	7.2	
14	WIOD	12,500	6.6	
15	WCMQ-FM	11,800	6.2	
16	WHDR-FM	10,800	5.7	
17	WVGE-FM	10,200	5.3	
18	WRTO-FM	10,000	5.2	
19	WKIS-FM	9,900	5.2	
20	WINZ	7,200	3.8	
21	WMCU-FM	6,600	3.5	
22	WRMA-FM	6,100	3.2	
23	WQBA	5,900	3.1	
24	WAFG-FM	5,800	3.0	
25	WAGI	5,100	2.7	
26	WSUA	4,900	2.6	
27	WLDI-FM	4,500	2.4	
28	WMBM	4,300	2.3	
29	WQAM	3,900	2.0	
30	WAMR-FM	3,700	1.9	
31	WIRP-FM	3,000	1.6	
32	WACC	2,400	1.3	
33	WKAT	1,600	0.8	
34	WFTL	1,500	0.8	