



**298,600 consumers have read one or more of the past four issues of N'Digo!**

**174,200 readers per average issue**

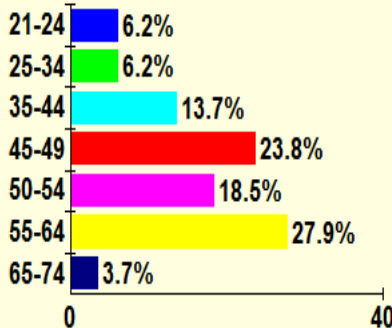
**79,300 Working Women with an Average Income of \$80,663, read N'Digo!**

Report: MEDIA QUICK PROFILE	THE MEDIA AUDIT	All Groups
Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007		TOTAL
Bases: WORKING WOMEN		
Media: N'DIGO		
Base Population: 2,081,100	% in Media: 3.8	Media Persons: 79,300

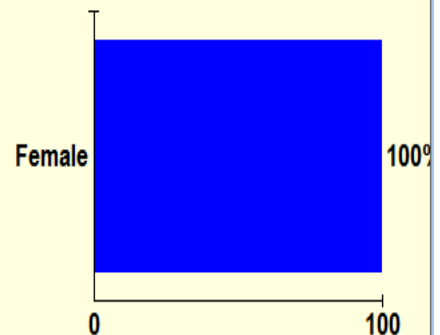
### The Audience Has...

Total Income: \$6,388,500,000  
 Annual Mean Income: \$80,663  
 Mean Age: 48  
 Home Owners: 68%  
 Mean Home Value: \$230,277  
 Mean Miles Driven Past Week: 83

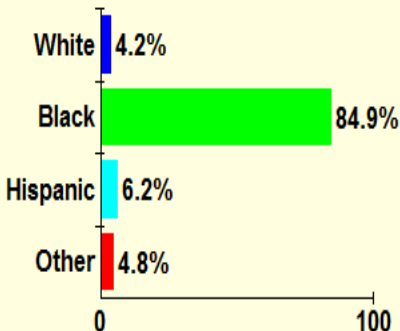
### Age Analysis



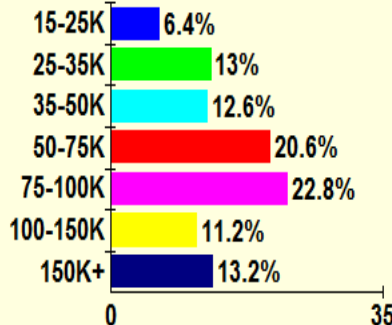
### Gender Profile



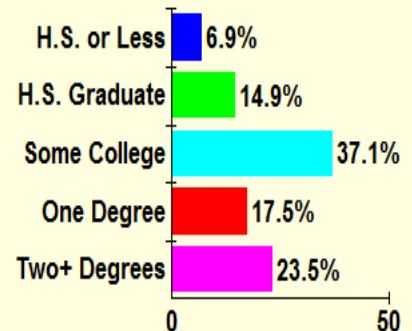
### Ethnicity Profile



### Annual Income



### Education Profile



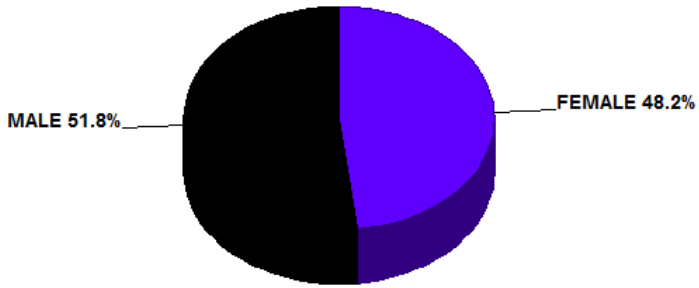


## 24% of ALL African Americans in Chicago read N'Digo!

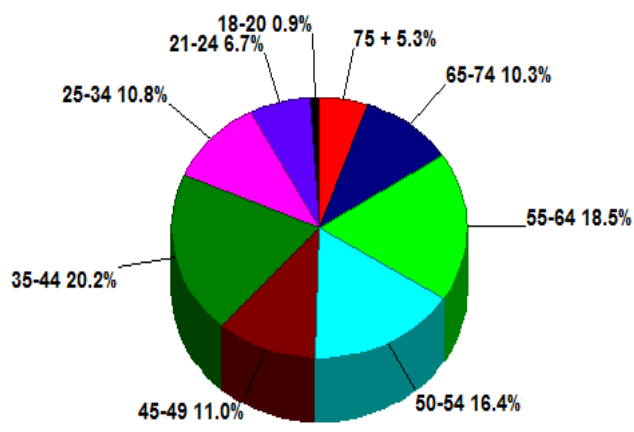
### 1 in 8 read every issue!



N'Digo Gender Profile



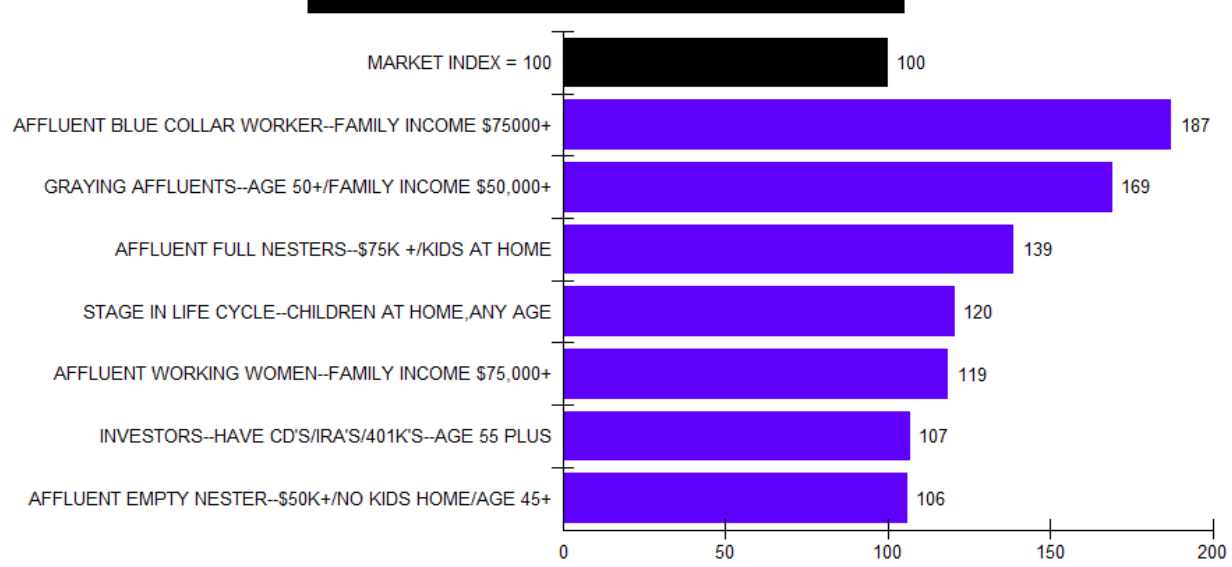
Age Analysis

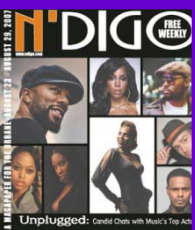


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007  
 Bases: ADULTS AGE 18+  
 Media: N'DIGO

THE MEDIA AUDIT Cume Index

### N'Digo Readers are Affluent Families!

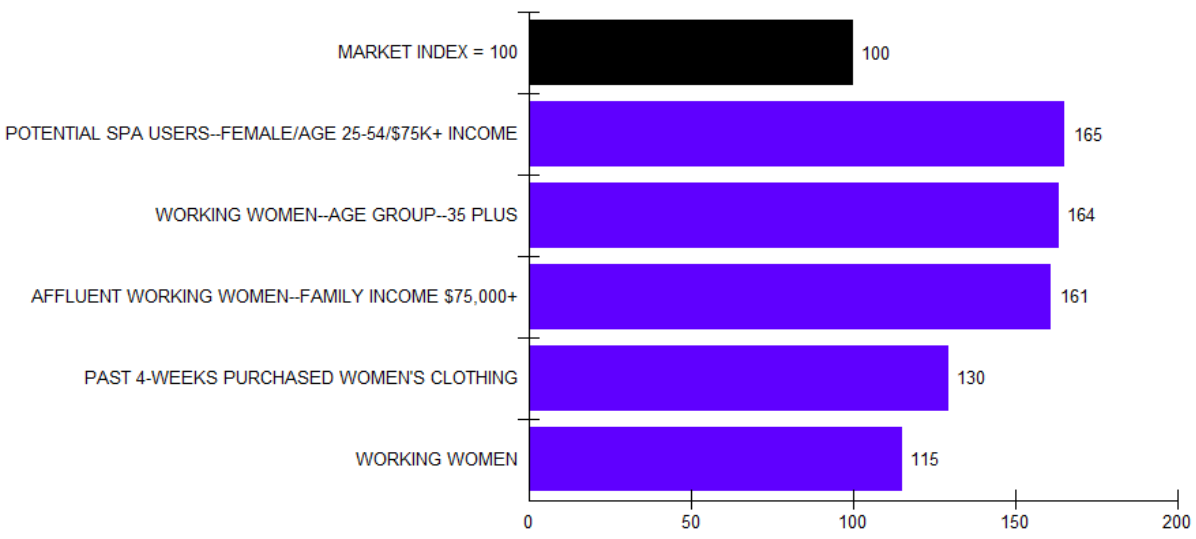




## N'Digo delivers Affluent Working Women!

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT THE MEDIA AUDIT Most Often Index  
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007  
 Bases: ADULTS AGE 18+  
 Media: N'DIGO

Each week, N'Digo is 61% more likely to reach Affluent Working Women!



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT THE MEDIA AUDIT Most Often Index  
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007  
 Bases: ADULTS AGE 18+  
 Media: N'DIGO

N'Digo Loyal Readers are Most Likely to Earn a High Income!

