



Stop the Presses On Your 2007 Advertising Plans



JACKSONVILLE
Business Journal

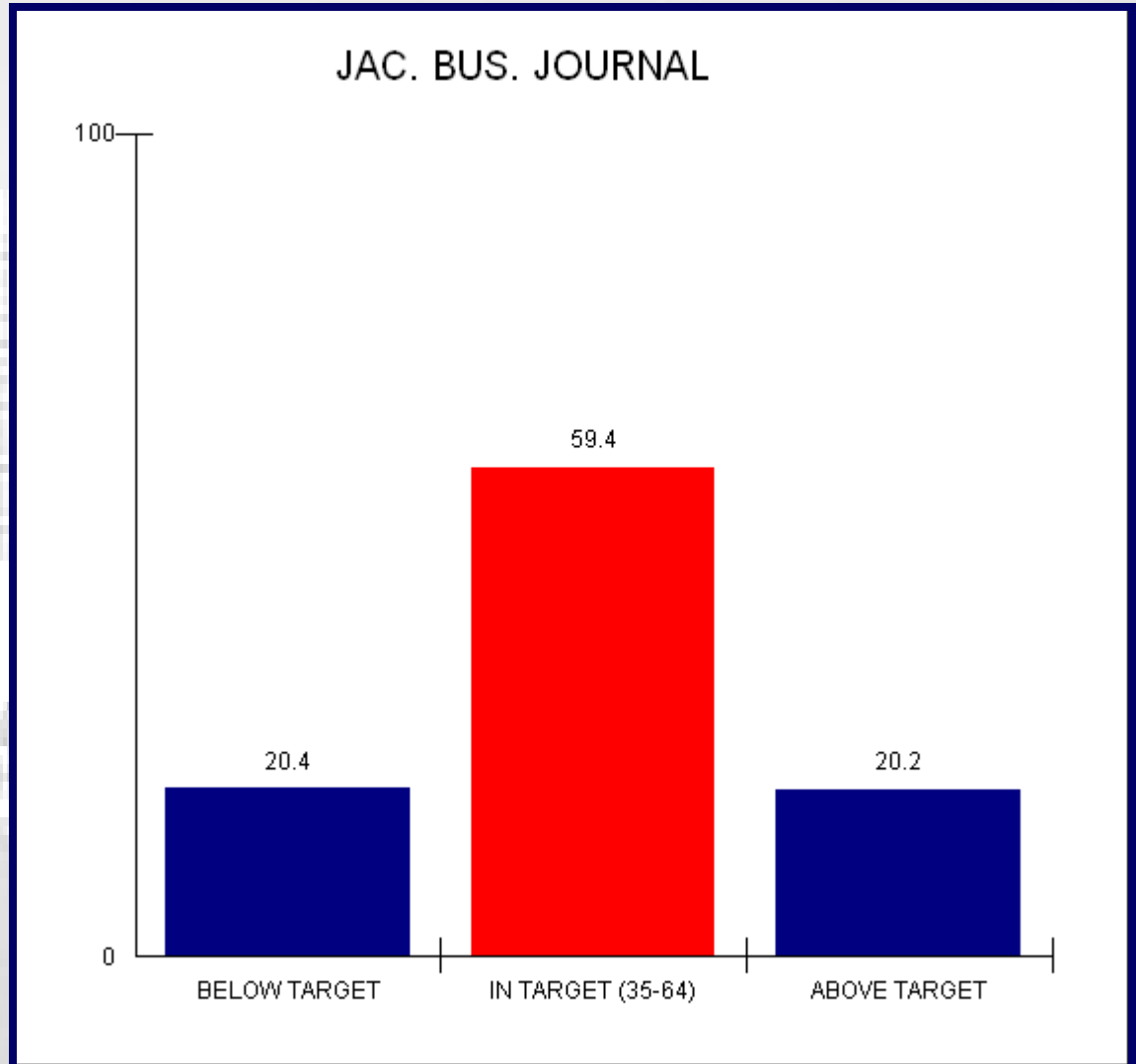




**Is a Major Player in the
Jacksonville Market and
an Important Element of
Your Media Mix.**

The Business Journal Delivers Jacksonville's Prime Demographics.

**60% of
The Business
Journal's
Readers are Age
35-64...
with the
remainder
equally balanced
between younger
and older.**



Delivers Jacksonville's Affluent Marketplace with Substantial Buying Power



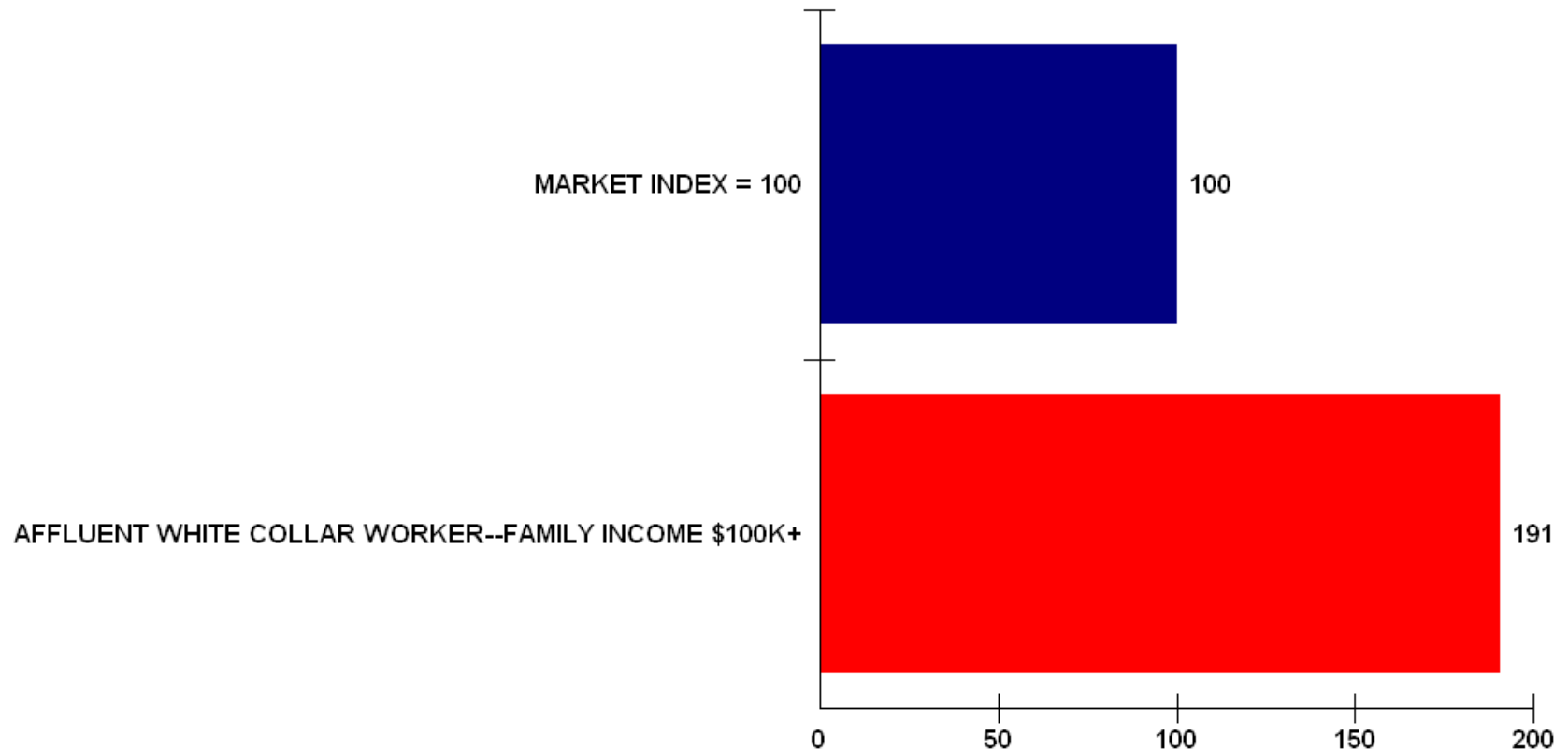


Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: JACKSONVILLE, FL for MAR-APR 2006
Bases: COUNTIES = BAKER ; CLAY ; DUVAL ; NASSAU ; ST. JOHNS
Media: JAC. BUS. JOURNAL

THE MEDIA AUDIT

Cume Index

The Business Journal Readers: 91% More Likely to be \$100K+ White Collar Workers



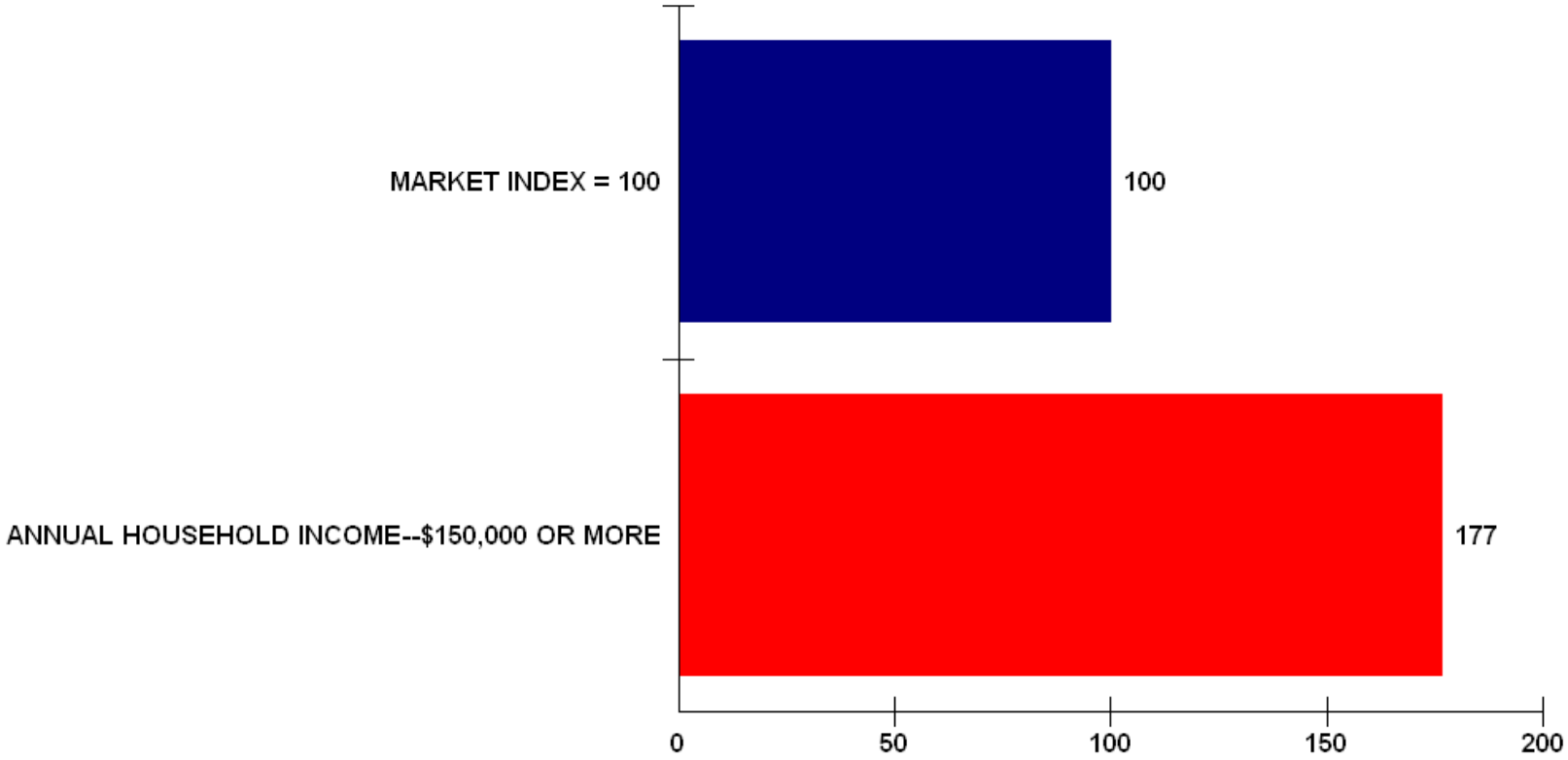


Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: JACKSONVILLE, FL for MAR-APR 2006
Bases: COUNTIES = BAKER ; CLAY ; DUVAL ; NASSAU ; ST. JOHNS
Media: JAC. BUS. JOURNAL

THE MEDIA AUDIT

Cume Index

The Business Journal Readers: 77% More Likely to Have \$150,000+ Incomes



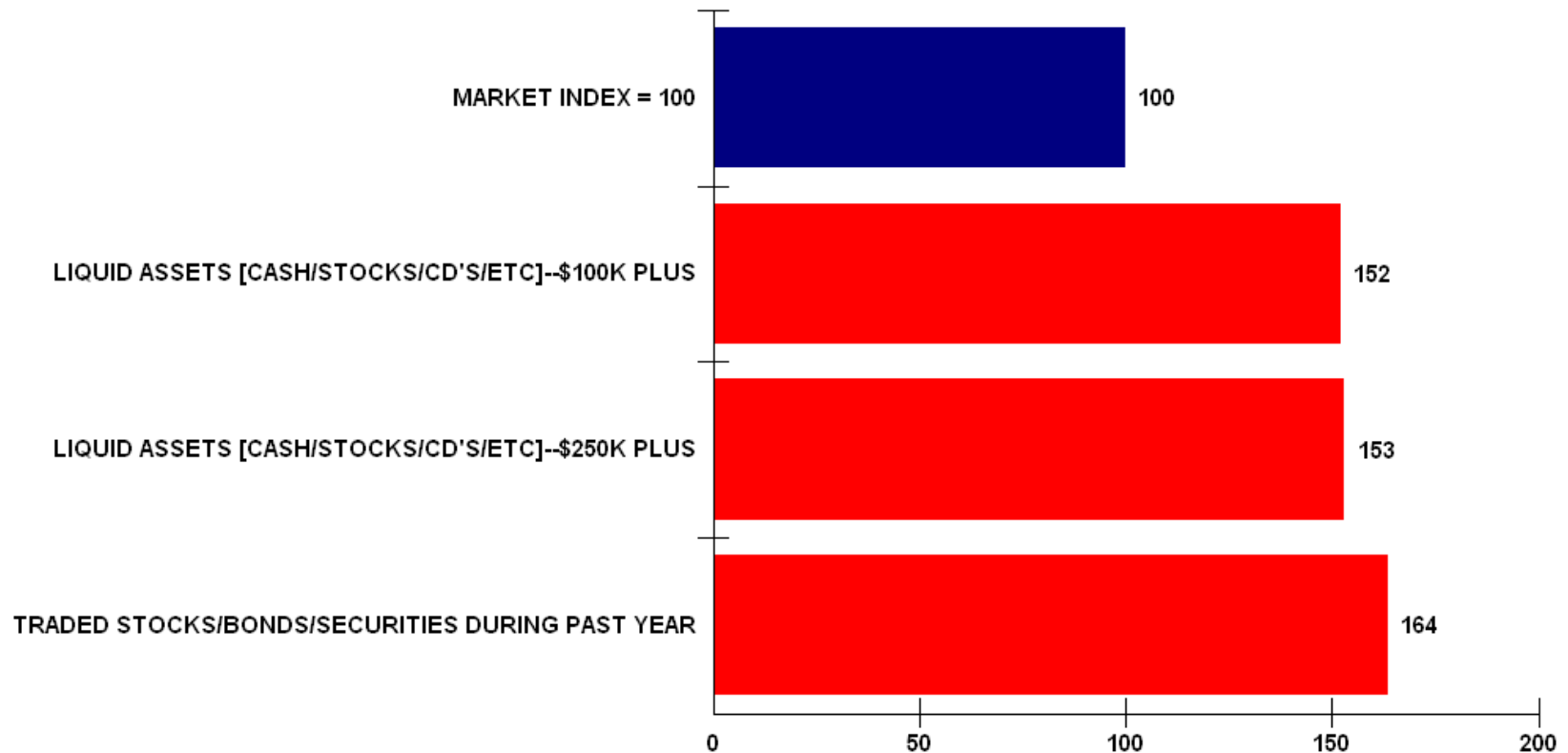


Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: JACKSONVILLE, FL for MAR-APR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: JAC. BUS. JOURNAL

THE MEDIA AUDIT

Cume Index

Business Journal is Highly Efficient in Reaching those with ACCUMULATED WEALTH





Report: RANKER REPORT
 Market: JACKSONVILLE, FL for MAR-APR 2006
 Bases: COUNTIES = BAKER ; CLAY ; DUVAL ; NASSAU ; ST. JOHNS
 Target: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE

THE MEDIA AUDIT

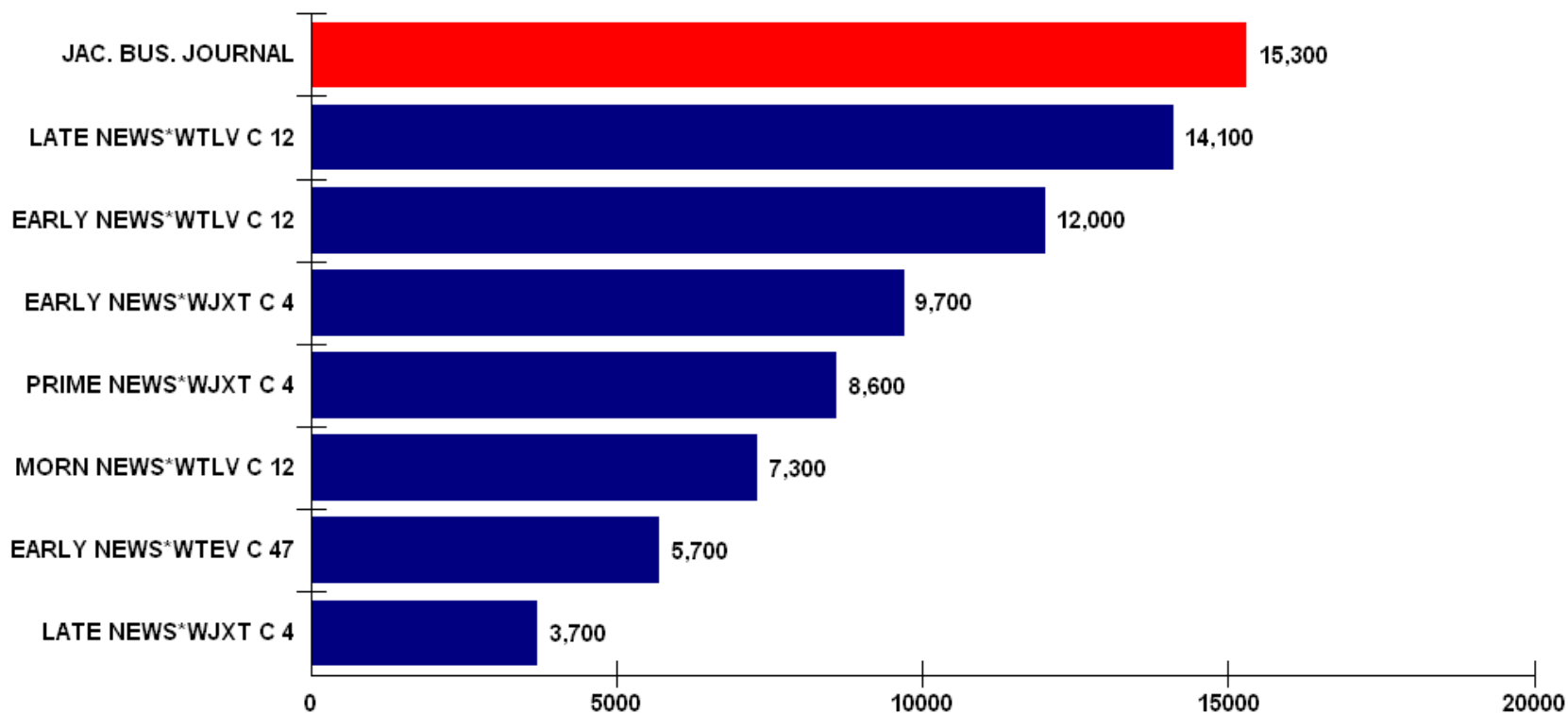
Cume Ratings

Base Population: 946,200

% In Target: 7.2%

Target Persons: 68,200

The Business Journal Reaches MORE \$150,000+ Income Adults



Than Any Local TV Newscast

vs. Newspaper



Report: RANKER REPORT
 Market: JACKSONVILLE, FL for MAR-APR 2006
 Bases: COUNTIES = BAKER ; CLAY ; DUVAL ; NASSAU ; ST. JOHNS
 Target: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE

THE MEDIA AUDIT

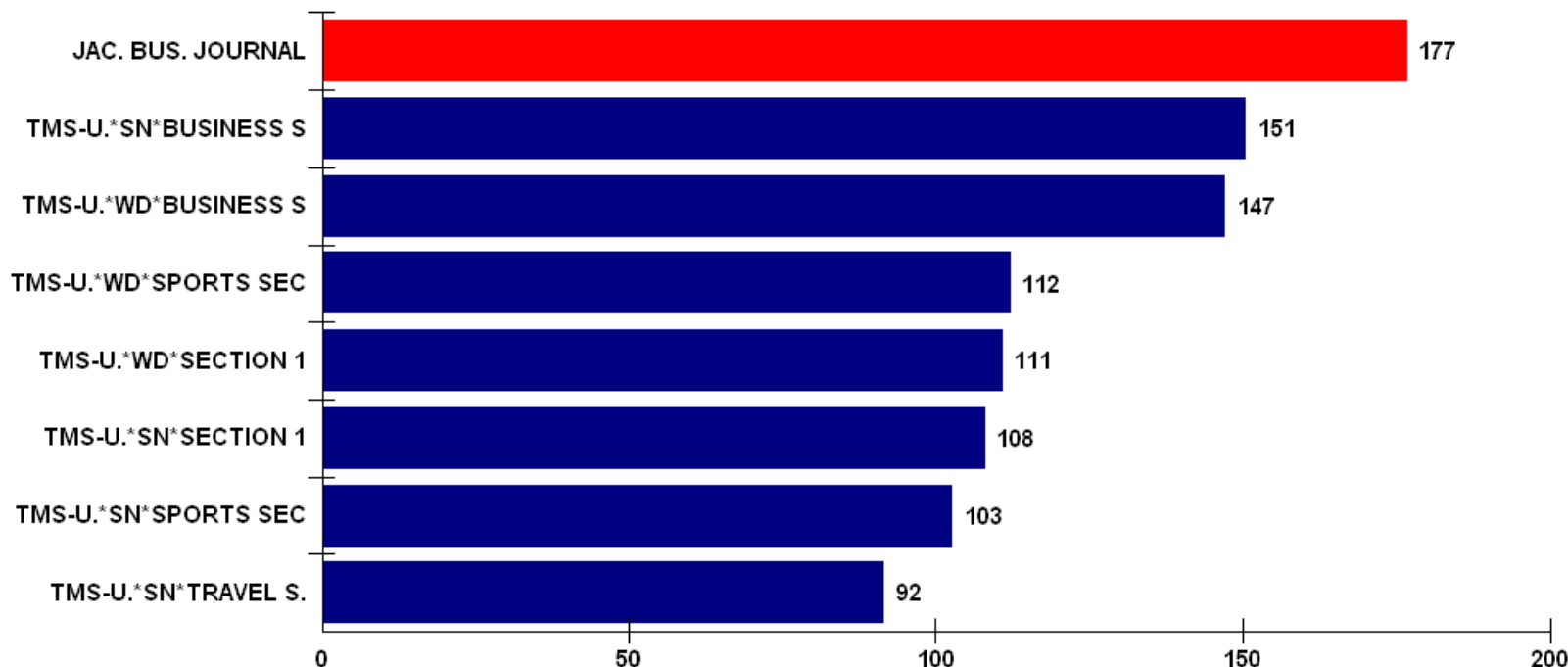
Cume Index

Base Population: 946,200

% In Target: 7.2%

Target Persons: 68,200

Business Journal is More Highly Targeted & Efficient than Any Newspaper Section



In Reaching \$150,000+ Income Adults in the Jacksonville Market

vs. Radio



Cume Ratings

Report: RANKER REPORT
 Market: JACKSONVILLE, FL for MAR-APR 2006
 Bases: COUNTIES = BAKER ; CLAY ; DUVAL ; NASSAU ; ST. JOHNS
 Target: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE

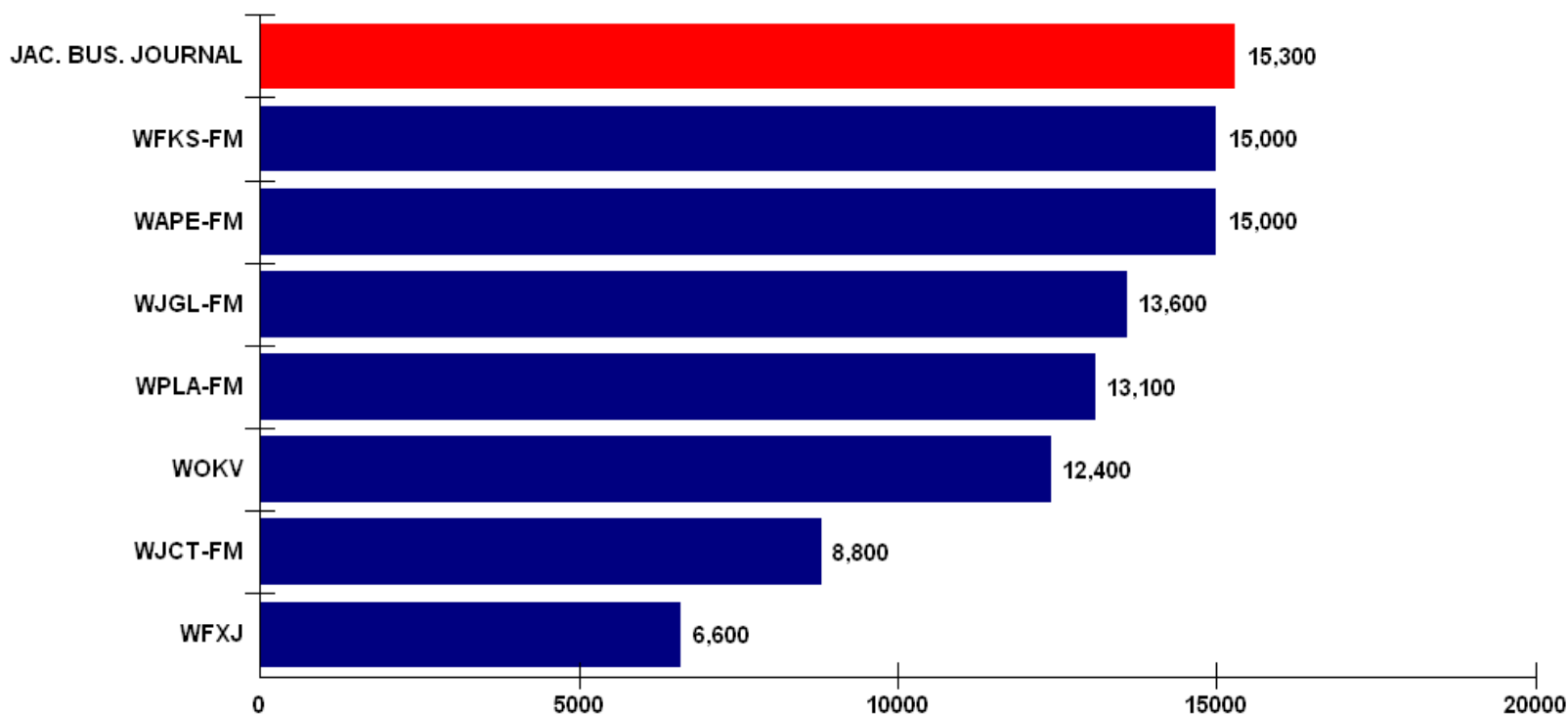
THE MEDIA AUDIT

Base Population: 946,200

% In Target: 7.2%

Target Persons: 68,200

The Business Journal Reaches MORE \$150,000+ Income Adults



Than ANY Radio Station

vs. Radio



Report: RANKER REPORT
Market: JACKSONVILLE, FL for MAR-APR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Target: BUSINESS OWNER/PARTNER/CORPORATE OFFICER

THE MEDIA AUDIT

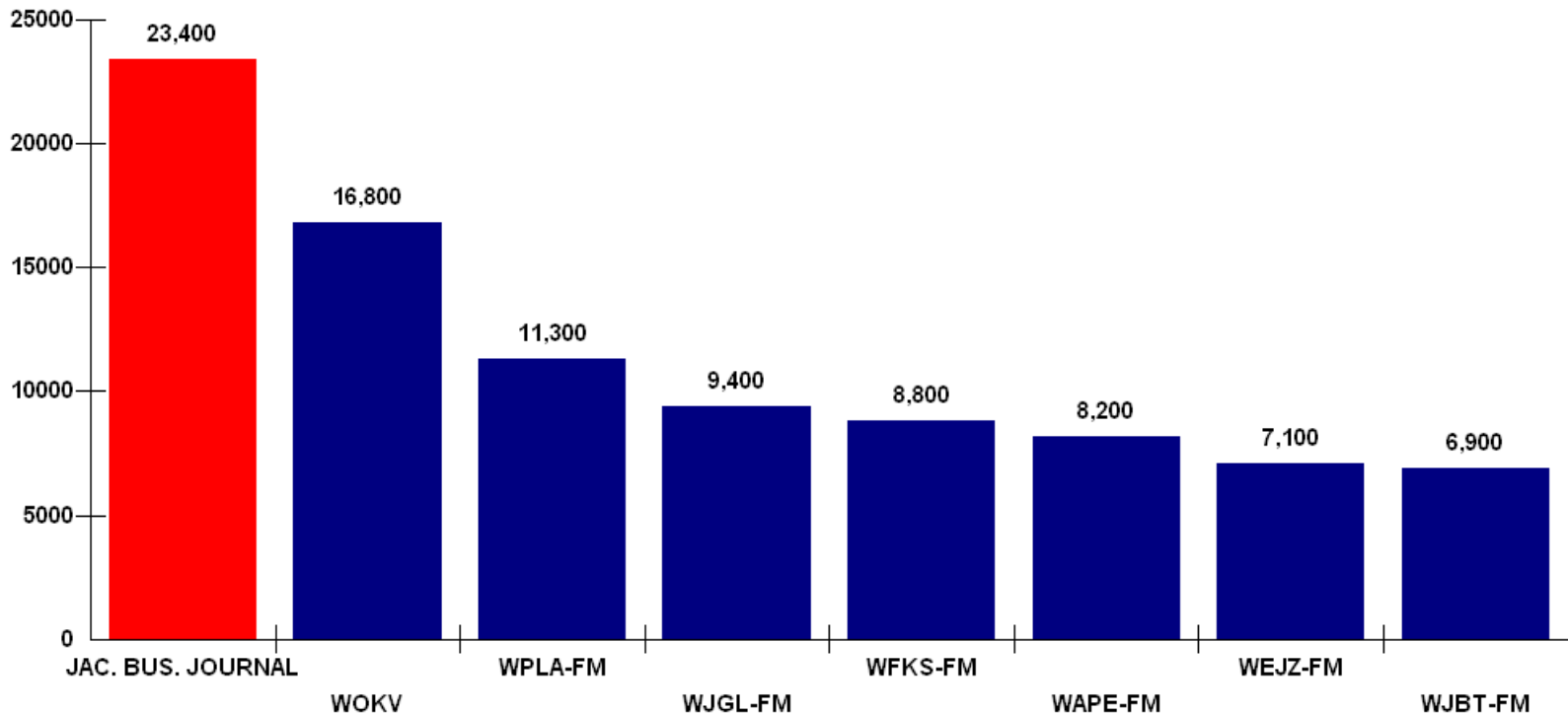
Cume Ratings

Base Population: 946,200

% In Target: 6.8%

Target Persons: 64,200

Jacksonville Business Journal Reaches MORE Business Owners



Than ANY Radio Station

vs. Newspaper



Report: RANKER REPORT
Market: JACKSONVILLE, FL for MAR-APR 2006
Bases: COUNTIES = BAKER ; CLAY ; DUVAL ; NASSAU ; ST. JOHNS
Target: BUSINESS OWNER/PARTNER/CORPORATE OFFICER

THE MEDIA AUDIT

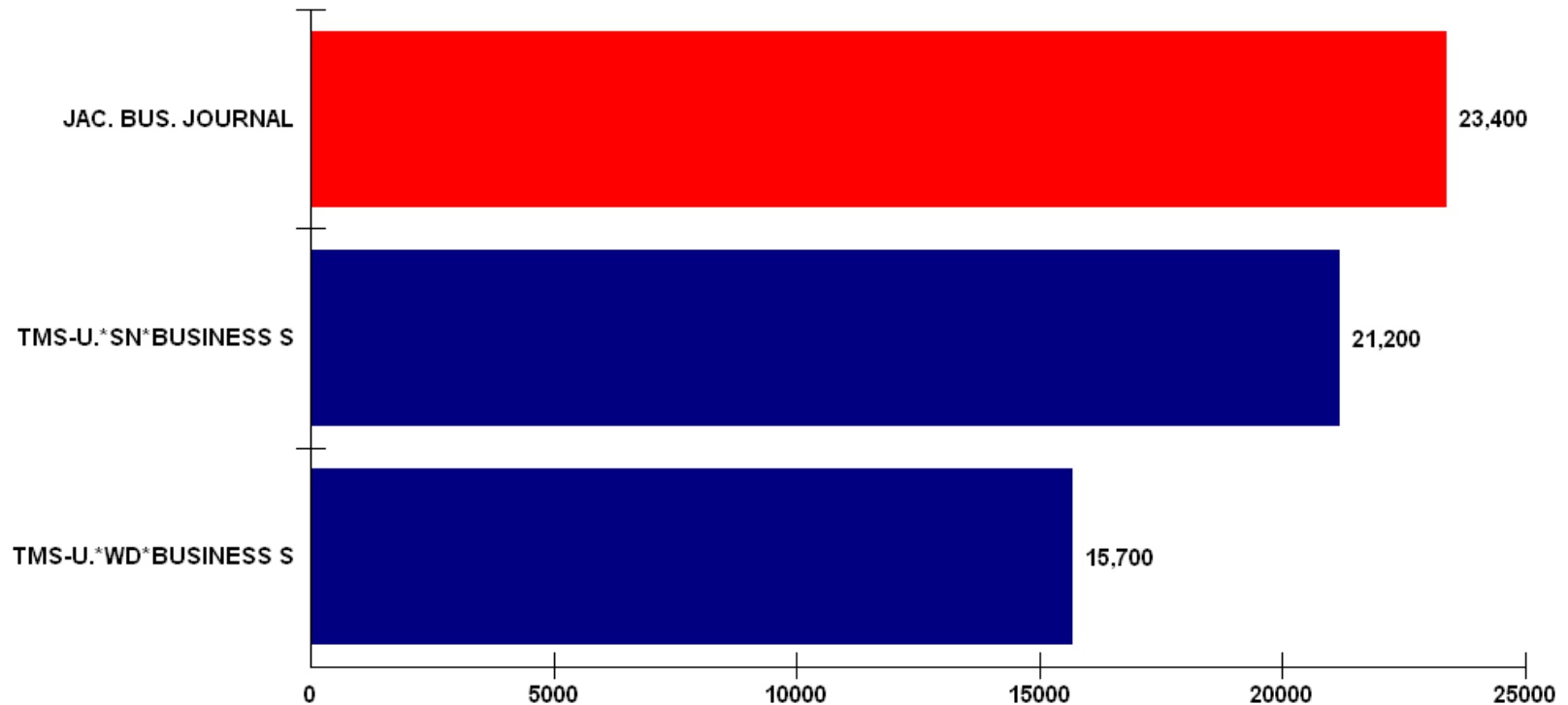
Cume Ratings

Base Population: 946,200

% In Target: 6.8%

Target Persons: 64,200

Business Journal Reaches MORE Business Owners than Times-Union Business Sections



vs. TV



Report: RANKER REPORT
Market: JACKSONVILLE, FL for MAR-APR 2006
Bases: COUNTIES = BAKER ; CLAY ; DUVAL ; NASSAU ; ST. JOHNS
Target: BUSINESS OWNER/PARTNER/CORPORATE OFFICER

THE MEDIA AUDIT

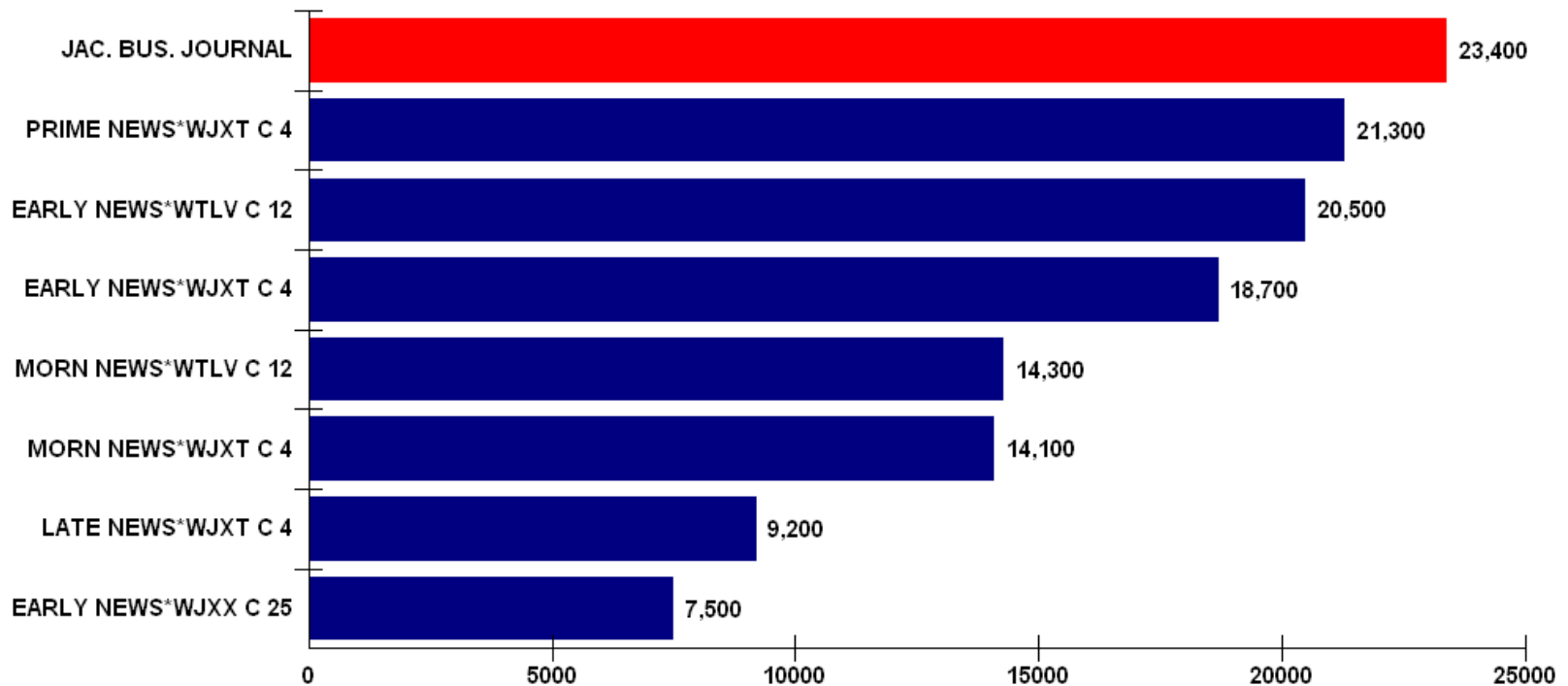
Cume Ratings

Base Population: 946,200

% In Target: 6.8%

Target Persons: 64,200

The Business Journal Reaches MORE Business Owners than ANY Local TV Newscast



Reaching the Jacksonville
Real Estate Market





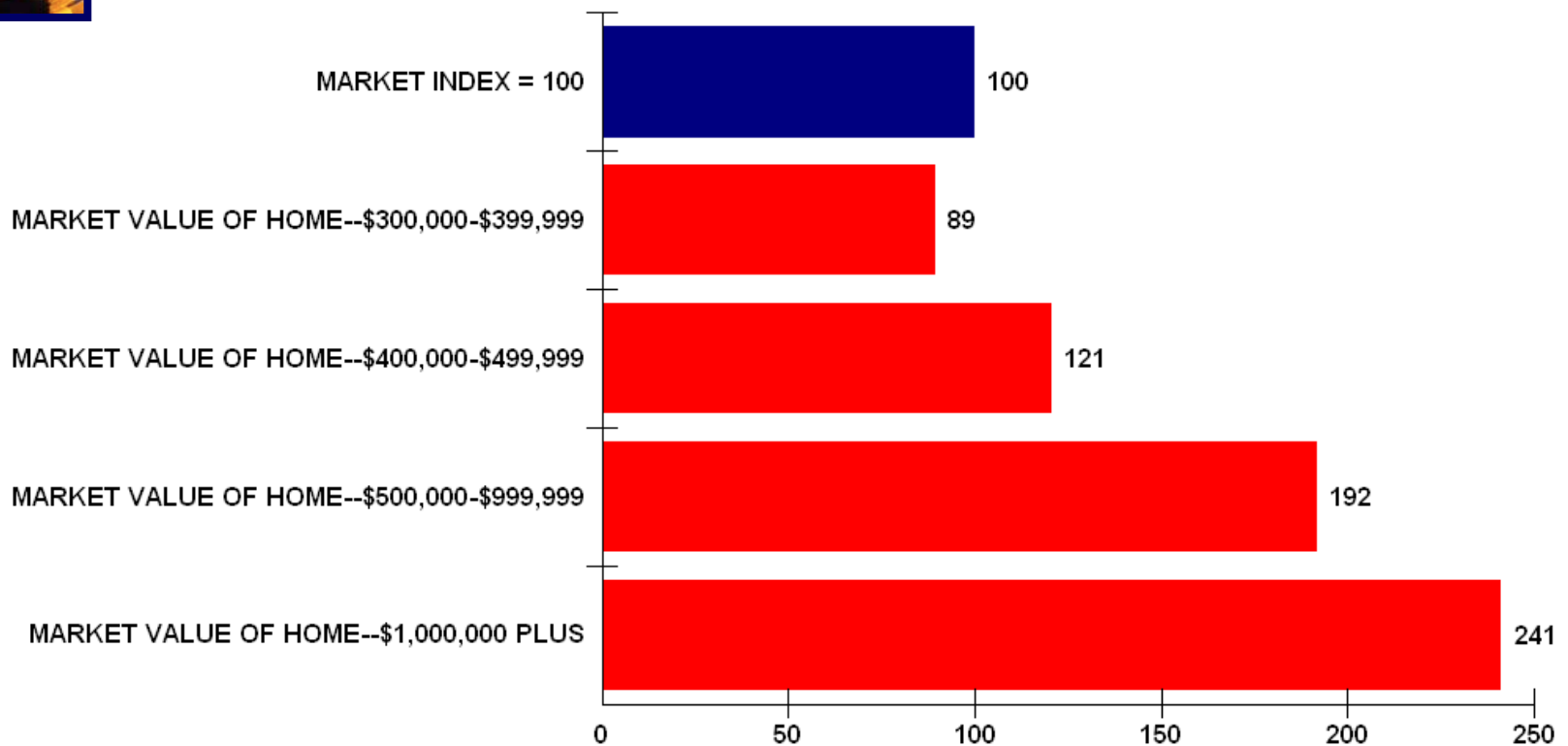
Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
 Market: JACKSONVILLE, FL for MAR-APR 2006
 Bases: COUNTIES = BAKER ; CLAY ; DUVAL ; NASSAU ; ST. JOHNS
 Media: JAC. BUS. JOURNAL

THE MEDIA AUDIT

Cume Index



The Business Journal Reader: 141% More Likely to Own MILLION DOLLAR PLUS HOMES



vs. Radio

Report: RANKER REPORT
Market: JACKSONVILLE, FL for MAR-APR 2006
Bases: COUNTIES = BAKER ; CLAY ; DUVAL ; NASSAU ; ST. JOHNS
Target: MARKET VALUE OF HOME--\$1,000,000 PLUS

THE MEDIA AUDIT

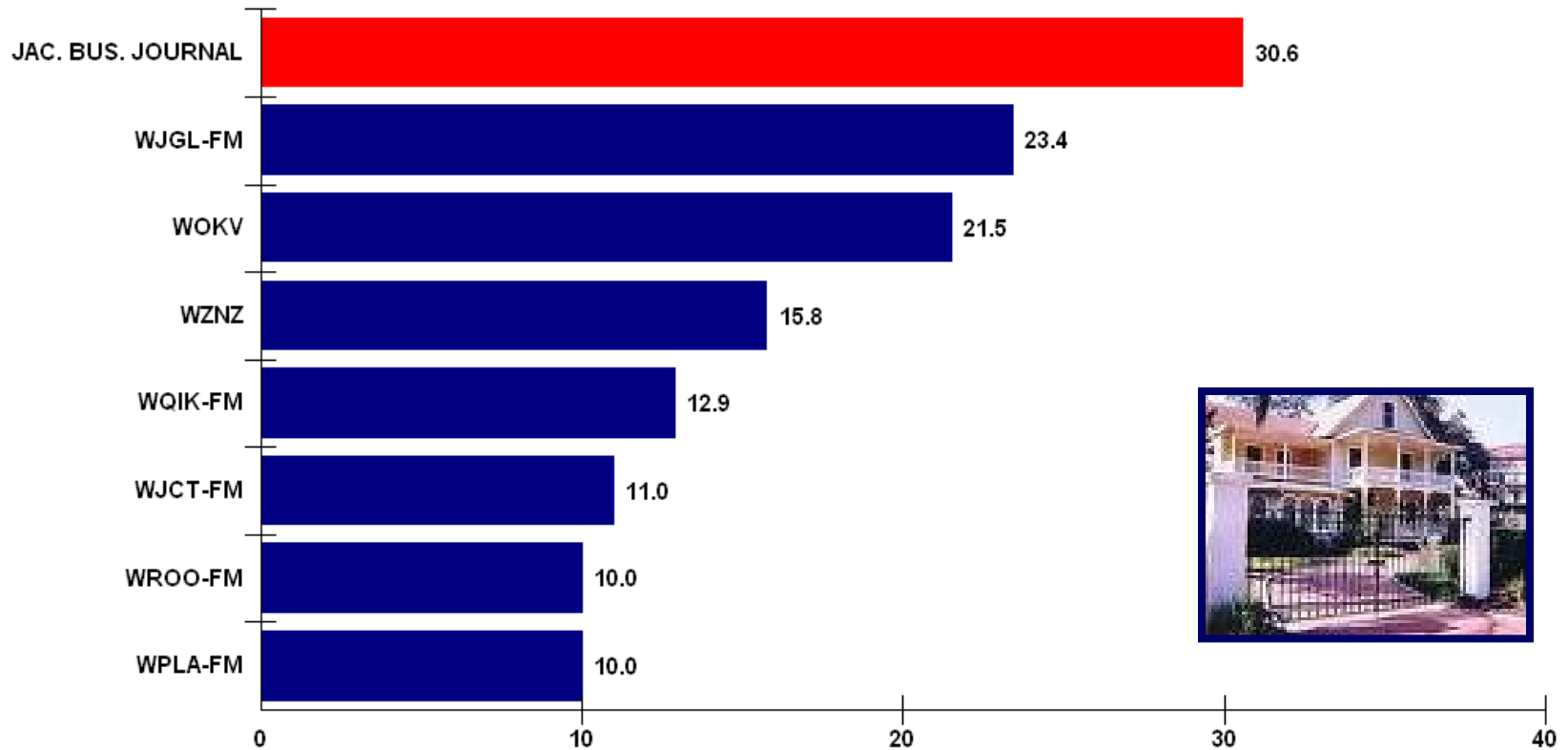
Cume Ratings

Base Population: 946,200

% In Target: 2.2%

Target Persons: 20,900

The Business Journal vs. Radio: Reaches MORE \$1,000,000+ Home Owners



vs. Newspaper



Report: RANKER REPORT
 Market: JACKSONVILLE, FL for MAR-APR 2006
 Bases: COUNTIES = BAKER ; CLAY ; DUVAL ; NASSAU ; ST. JOHNS
 Target: MARKET VALUE OF HOME--\$1,000,000 PLUS

THE MEDIA AUDIT

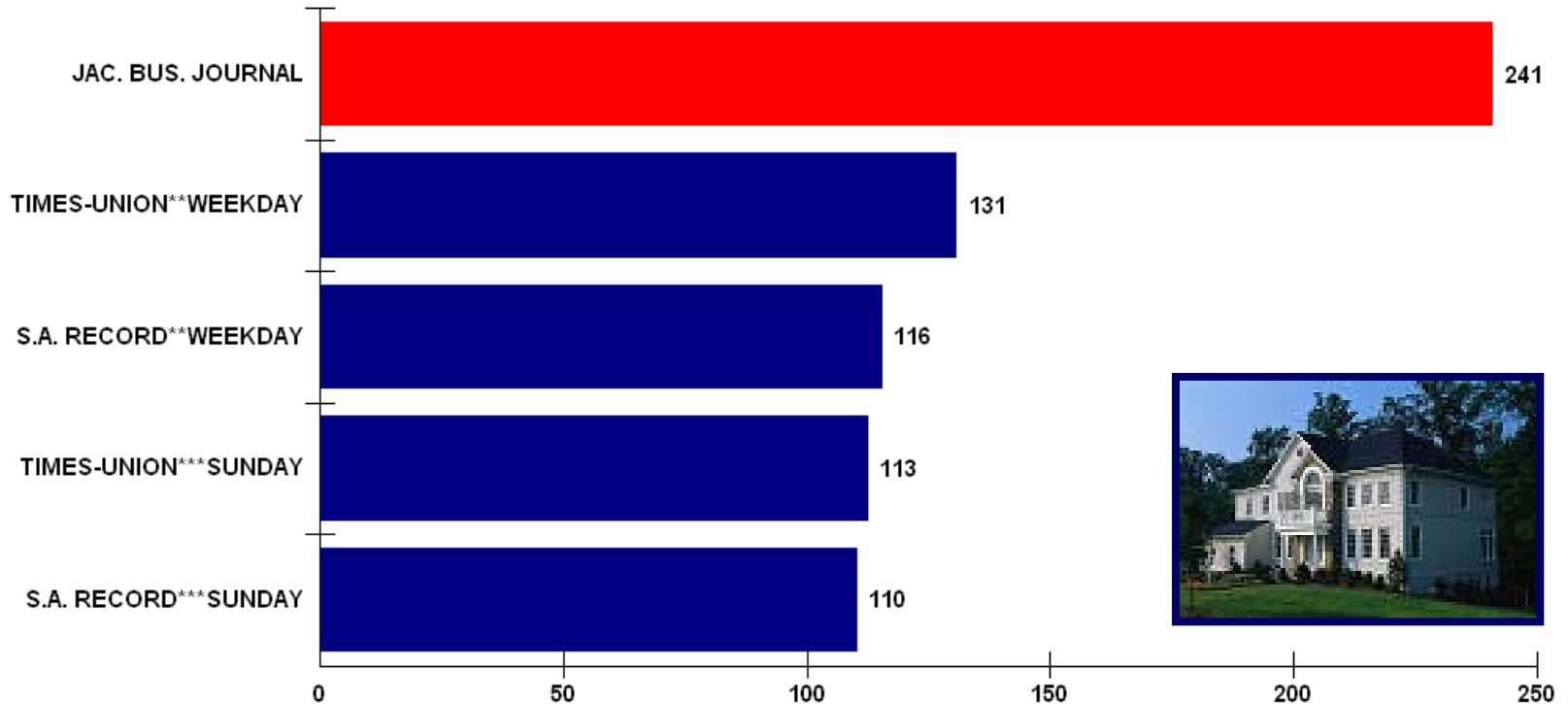
Cume Index

Base Population: 946,200

% In Target: 2.2%

Target Persons: 20,900

The Business Journal is More Highly Targeted and Efficient than Newspaper



In Reaching Million Dollar Plus Home Owners

vs. Newspaper



Report: RANKER REPORT
Market: JACKSONVILLE, FL for MAR-APR 2006
Bases: COUNTIES = BAKER ; CLAY ; DUVAL ; NASSAU ; ST. JOHNS
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW OWN

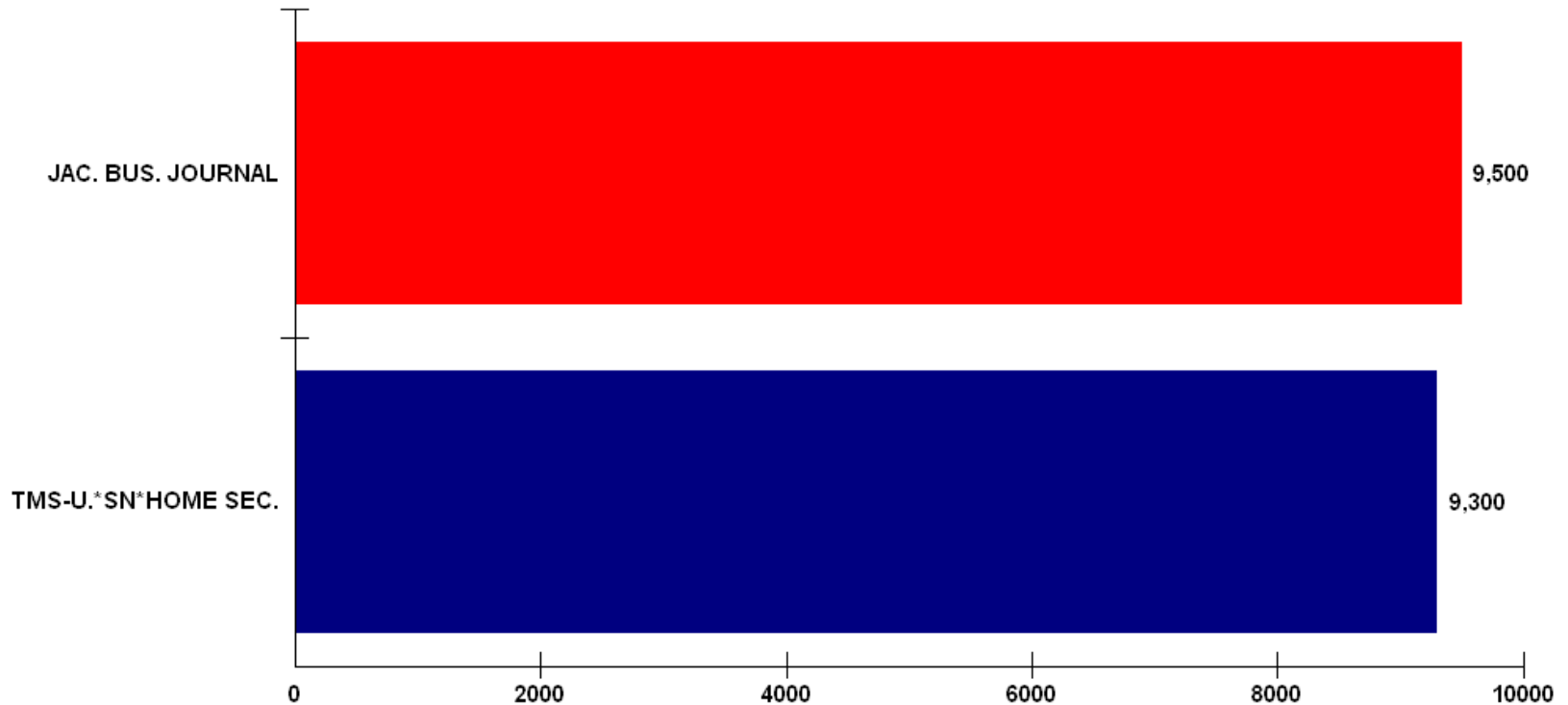
THE MEDIA AUDIT

Base Population: 946,200

% In Target: 7.8%

Target Persons: 73,700

The Business Journal Reaches MORE Home Buyers who Currently Own



Than the Times-Union Home Section

Report: RANKER REPORT
 Market: JACKSONVILLE, FL for MAR-APR 2006
 Bases: COUNTIES = BAKER ; CLAY ; DUVAL ; NASSAU ; ST. JOHNS
 Target: MARKET VALUE OF HOME--\$1,000,000 PLUS

THE MEDIA AUDIT

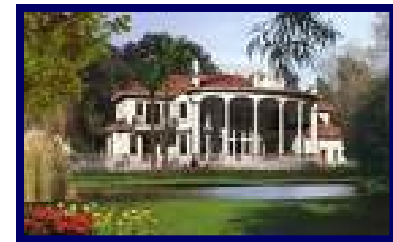
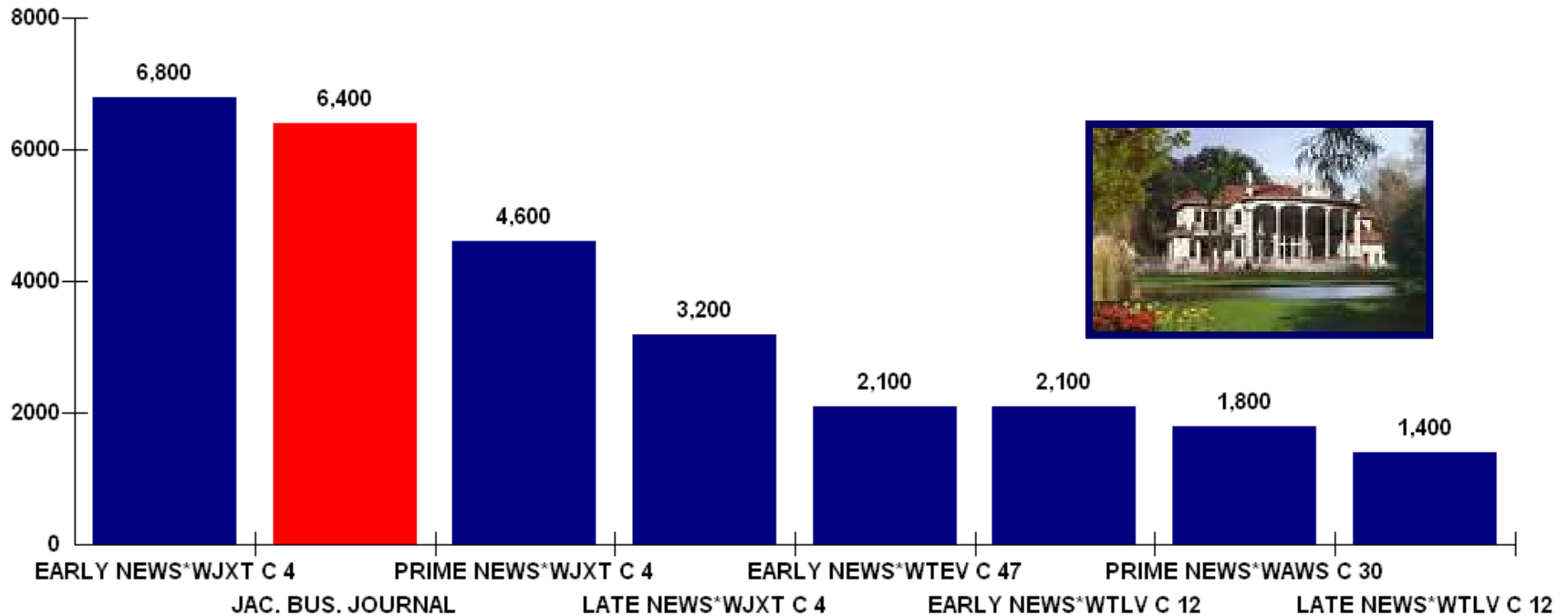
Cume Ratings

Base Population: 946,200

% In Target: 2.2%

Target Persons: 20,900

The Business Journal Reaches MORE Million Dollar+ Home Owners



Than All but One TV Newscast

Reaching the Jacksonville
Auto Buyers



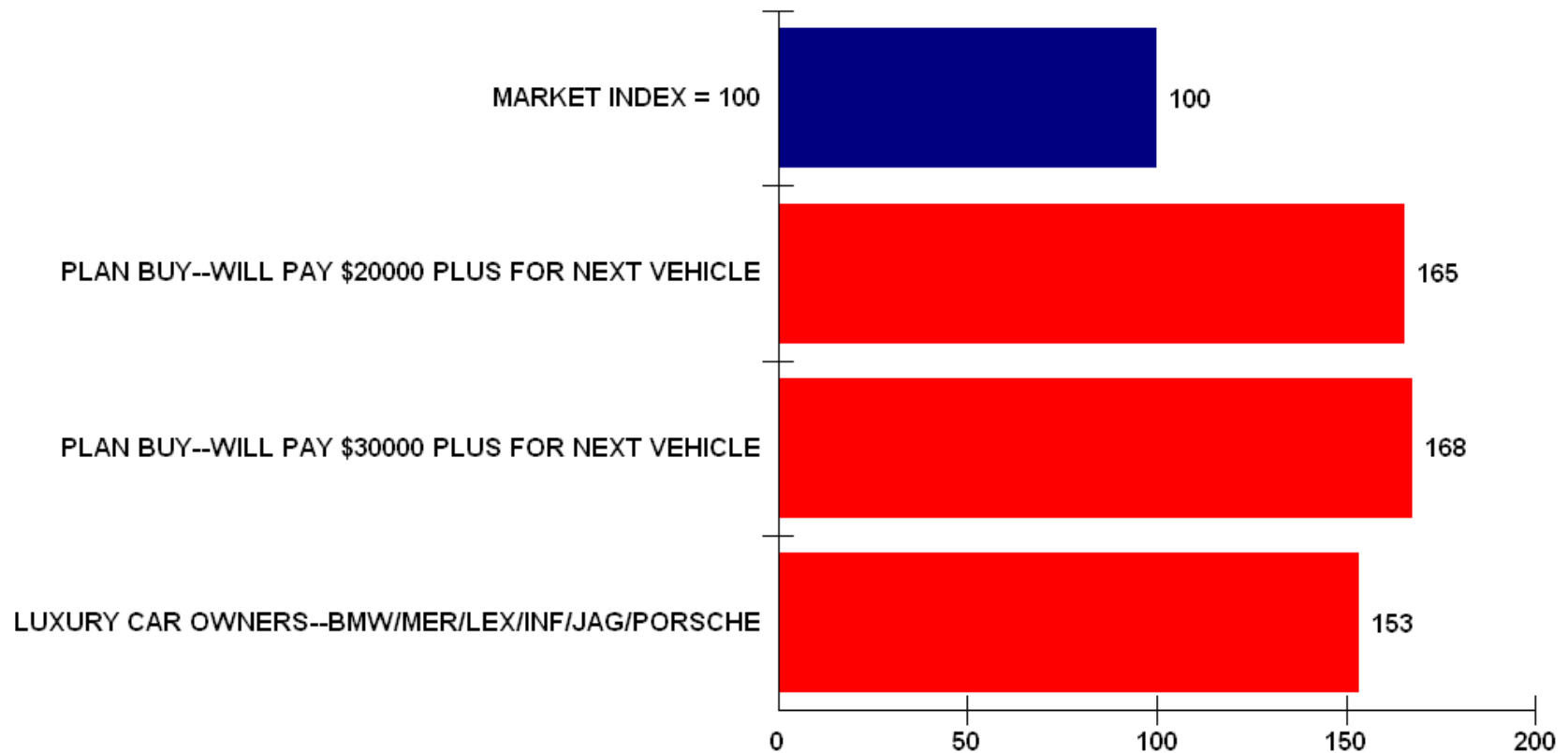


Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: JACKSONVILLE, FL for MAR-APR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: JAC. BUS. JOURNAL

THE MEDIA AUDIT

Cume Index

Business Journal is Highly Targeted & Efficient in Delivering Luxury Car Buyers



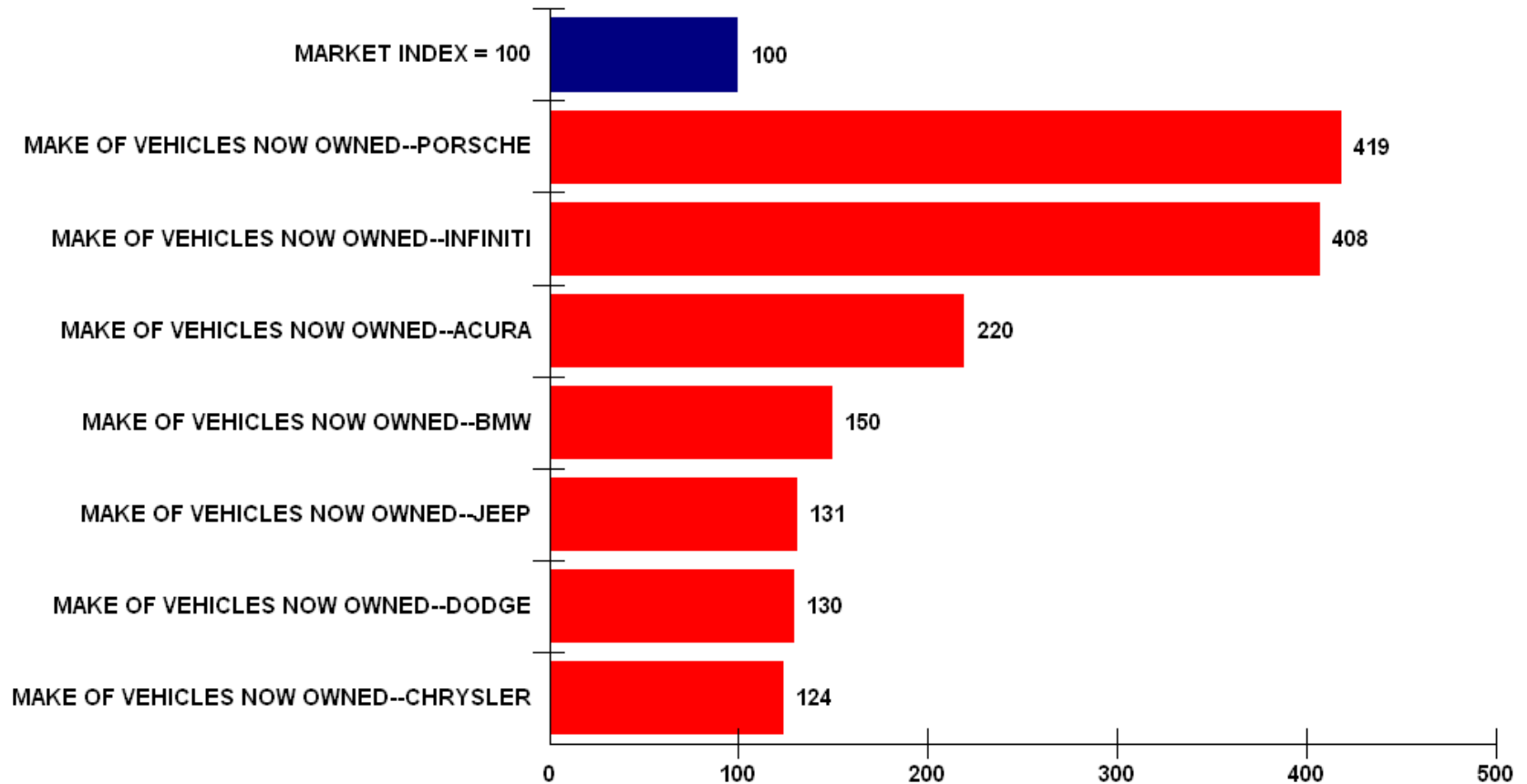


Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
 Market: JACKSONVILLE, FL for MAR-APR 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
 Media: JAC. BUS. JOURNAL

THE MEDIA AUDIT

Cume Index

The Business Journal - Auto Ownership



vs. Newspaper



Cume Ratings

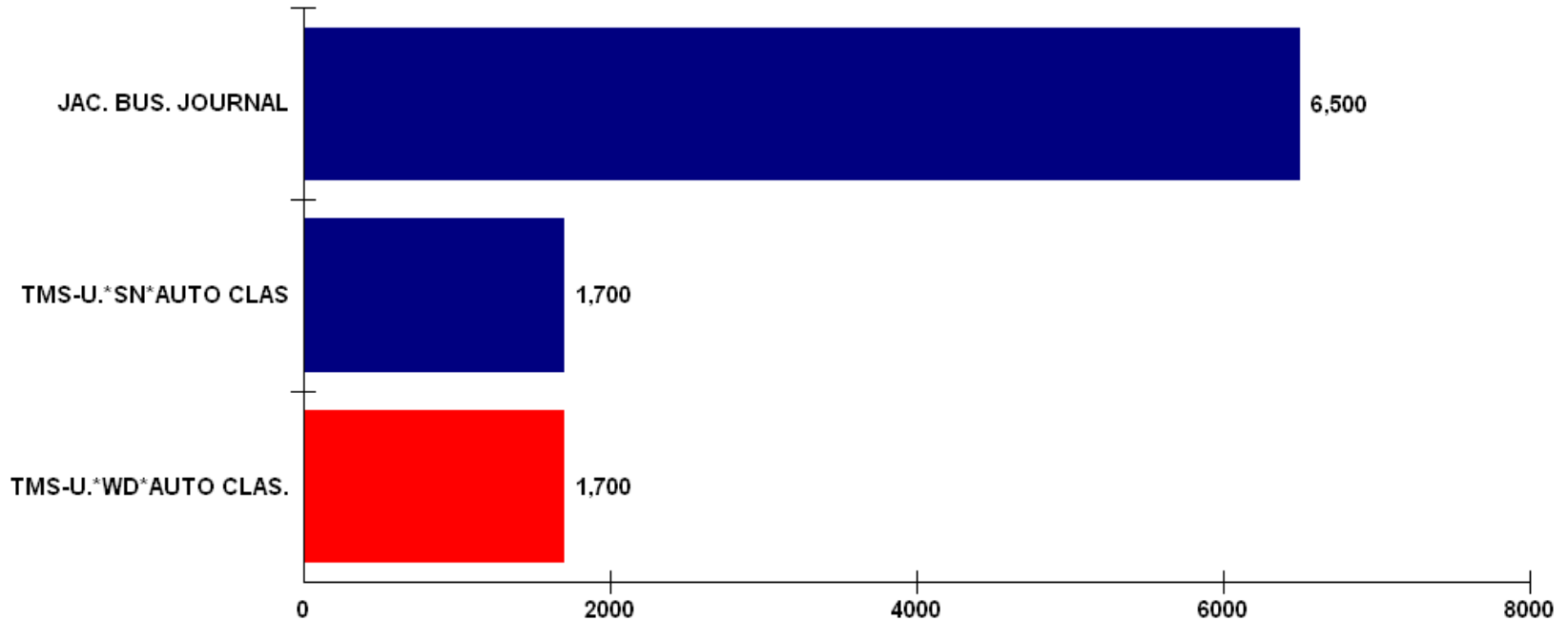
Report: RANKER REPORT
Market: JACKSONVILLE, FL for MAR-APR 2006
Bases: GENERAL BASE = ADULTS--AGE 35-64
Target: PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE

Base Population: 513,000

% In Target: 3.9%

Target Persons: 19,900

The Business Journal Reaches Substantially More 35-54 \$30,000+ Car Buyers



Than Auto Classified Sections of the Times-Union

vs. Newspaper



Cume Ratings

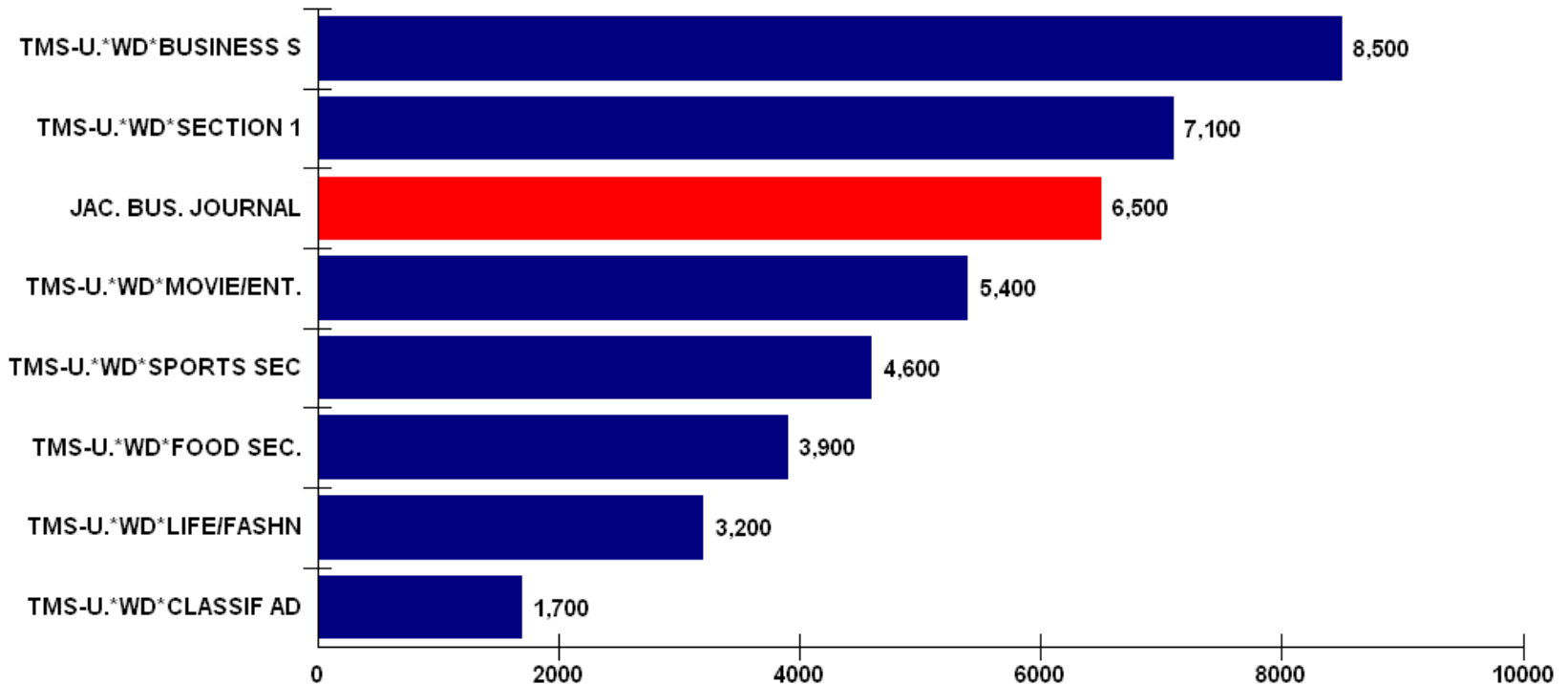
Report: RANKER REPORT
Market: JACKSONVILLE, FL for MAR-APR 2006
Bases: GENERAL BASE = ADULTS--AGE 35-64
Target: PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE

Base Population: 513,000

% In Target: 3.9%

Target Persons: 19,900

**Only 2 Sections of the Times-Union Reach More Adults 35-64
\$30,000+ Car Buyers**





Cume Ratings

Report: RANKER REPORT
 Market: JACKSONVILLE, FL for MAR-APR 2006
 Bases: GENERAL BASE = ADULTS--AGE 35-64
 Target: PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE

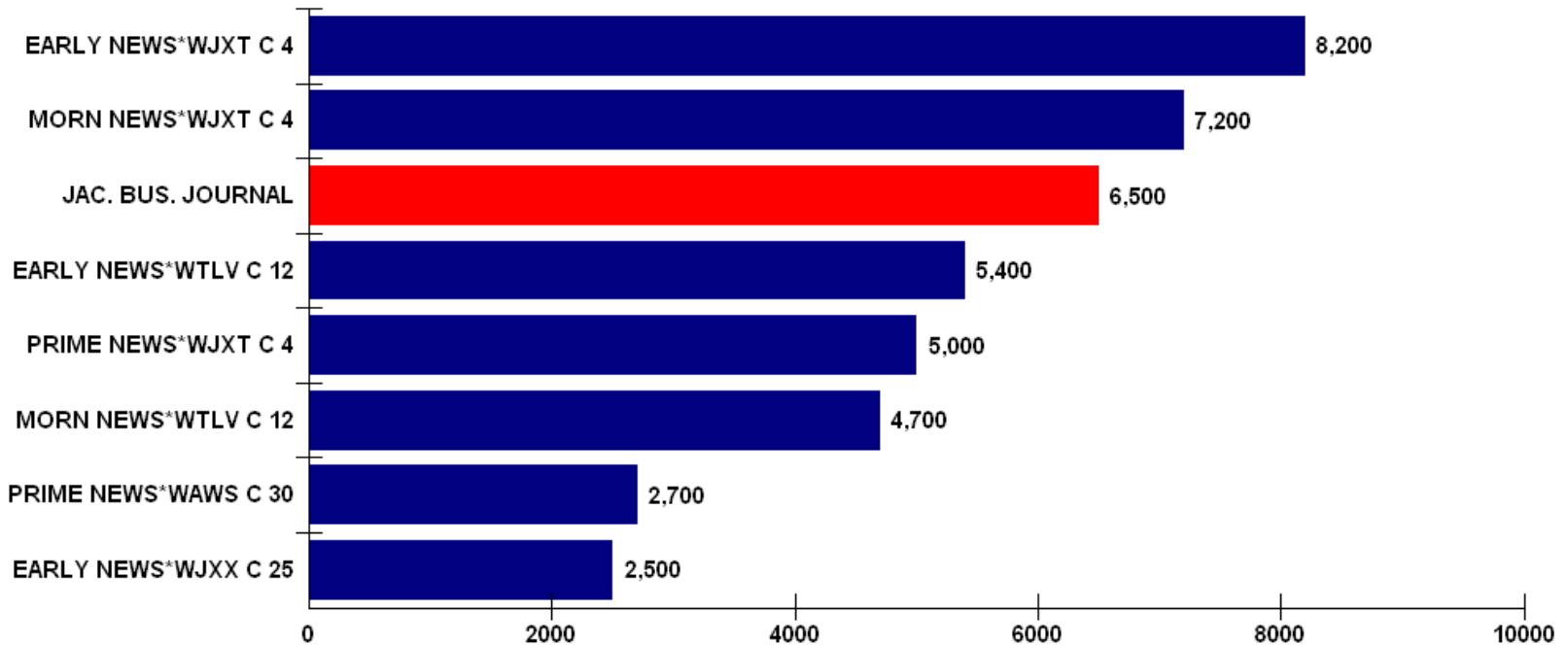
THE MEDIA AUDIT

Base Population: 513,000

% In Target: 3.9%

Target Persons: 19,900

Only 2 Newscasts Reach More Adult 35-64 \$30,000+ Car Buyers



vs. Radio



Report: RANKER REPORT
Market: JACKSONVILLE, FL for MAR-APR 2006
Bases: GENERAL BASE = ADULTS--AGE 35-64
Target: PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE

THE MEDIA AUDIT

Cume Ratings

Base Population: 513,000

% In Target: 3.9%

Target Persons: 19,900

Only 1 Radio Station Reaches More Adult 35-64 \$30,000+ Car Buyers

