

Report: RANKER REPORT
Market: NEW YORK, NY for JAN-FEB 2008
Bases: ADULTS AGE 18+
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

THE MEDIA AUDIT

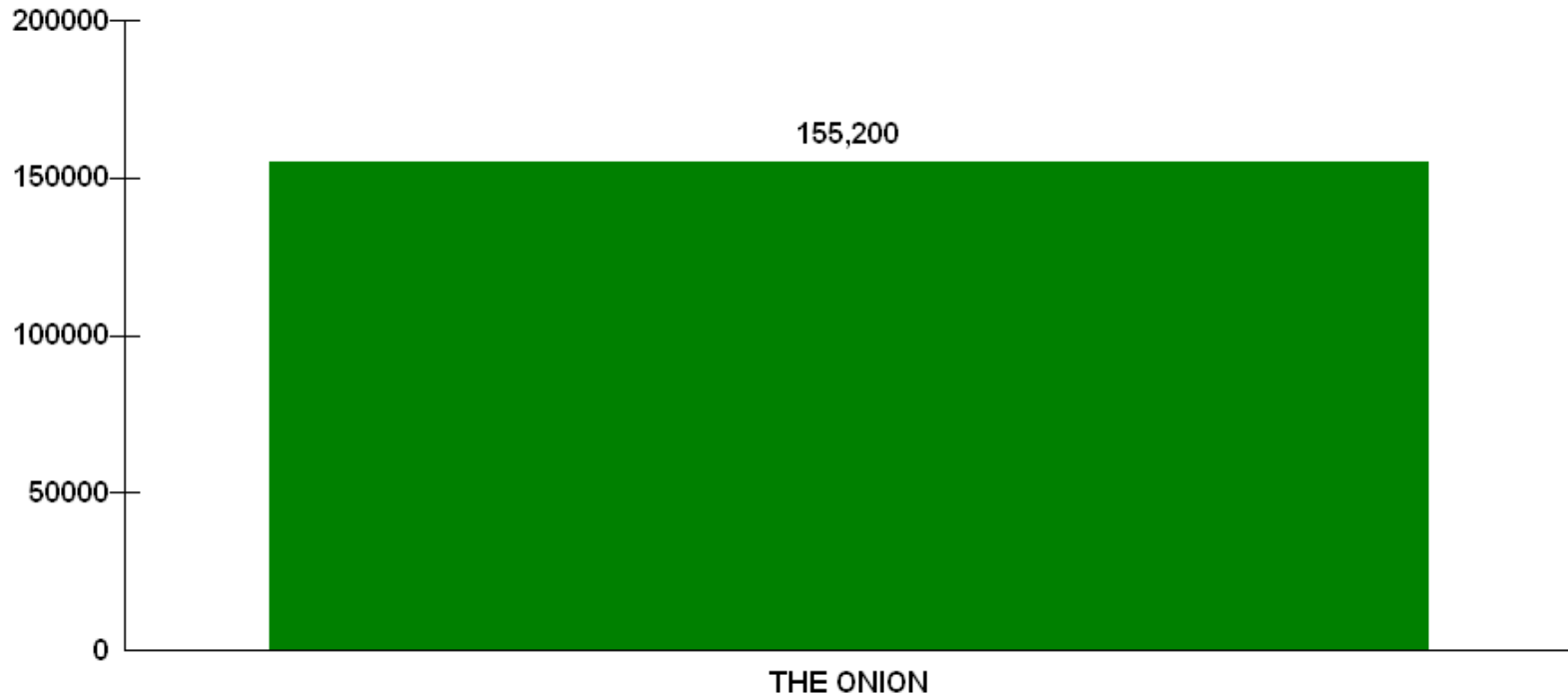
Cume Ratings

Base Population: 14,252,600

% In Target: 12.7%

Target Persons: 1,816,200

THE ONION REACHES 155,200 ADULTS PLANNING TO BUY A HOME



THE ONION READERS ARE:

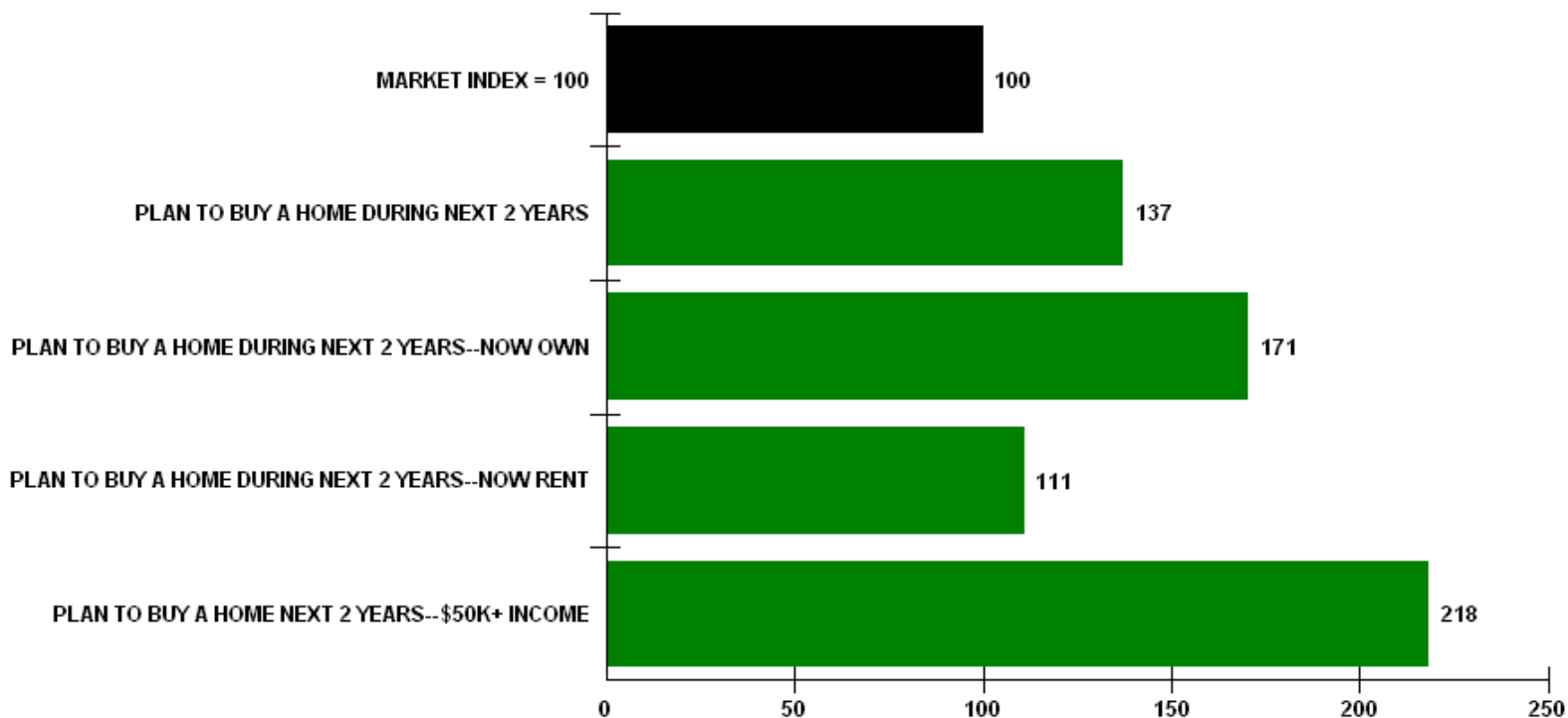
- 71% more likely to be home owners planning to buy a home
- 118% more likely to be home buyers with \$50,000+ Incomes

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: NEW YORK, NY for JAN-FEB 2008
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Media: THE ONION

THE MEDIA AUDIT

Cume Index

THE ONION IS HIGHLY TARGETED & EFFICIENT IN REACHING HOME BUYERS

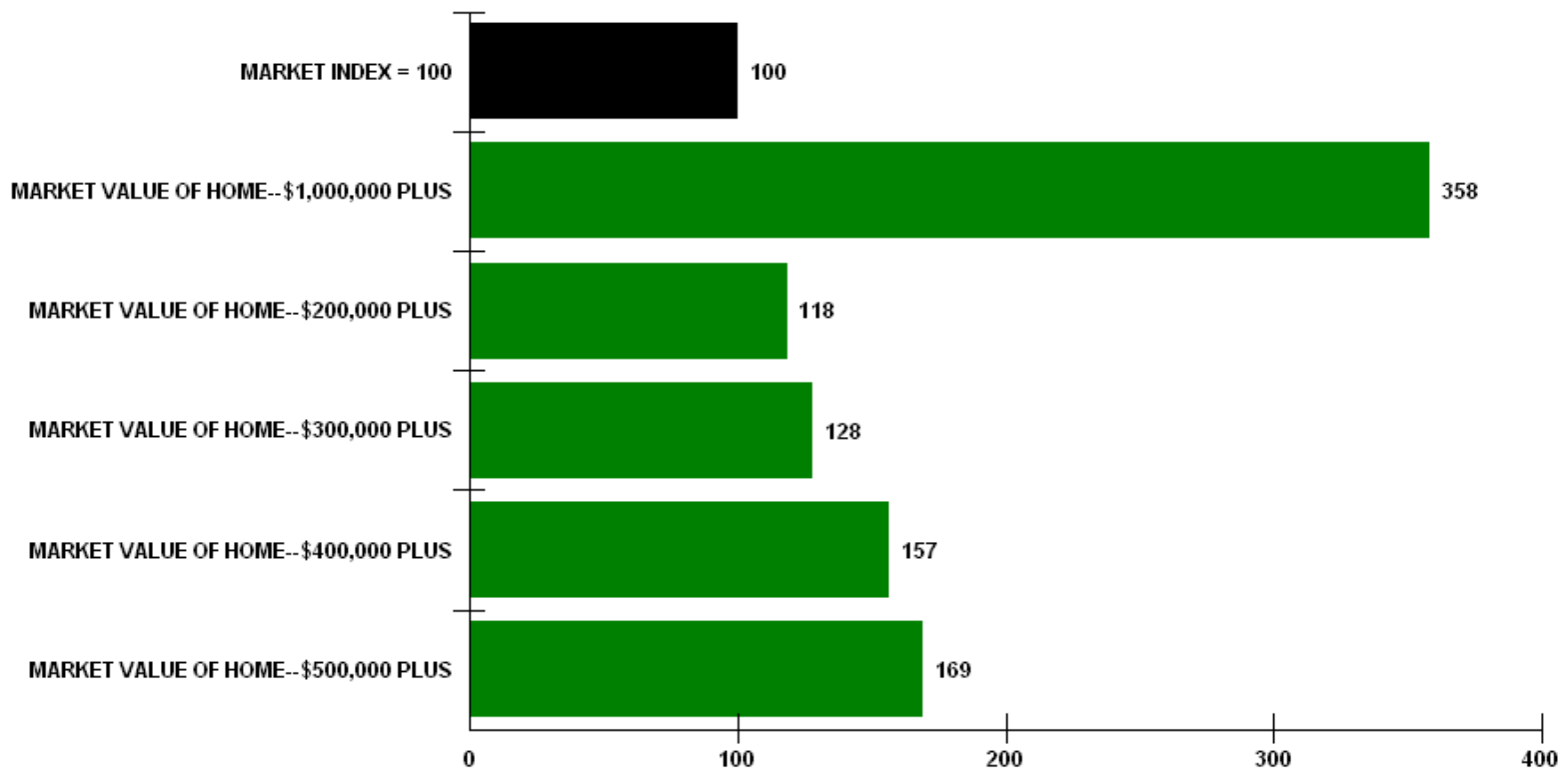


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Most Often Index

THE ONION READERS HAVE HIGH HOME VALUES



Report: RANKER REPORT
Market: NEW YORK, NY for JAN-FEB 2008
Bases: PLAN TO BUY A HOME DURING NEXT 2 YEARS
Target: MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS

THE MEDIA AUDIT

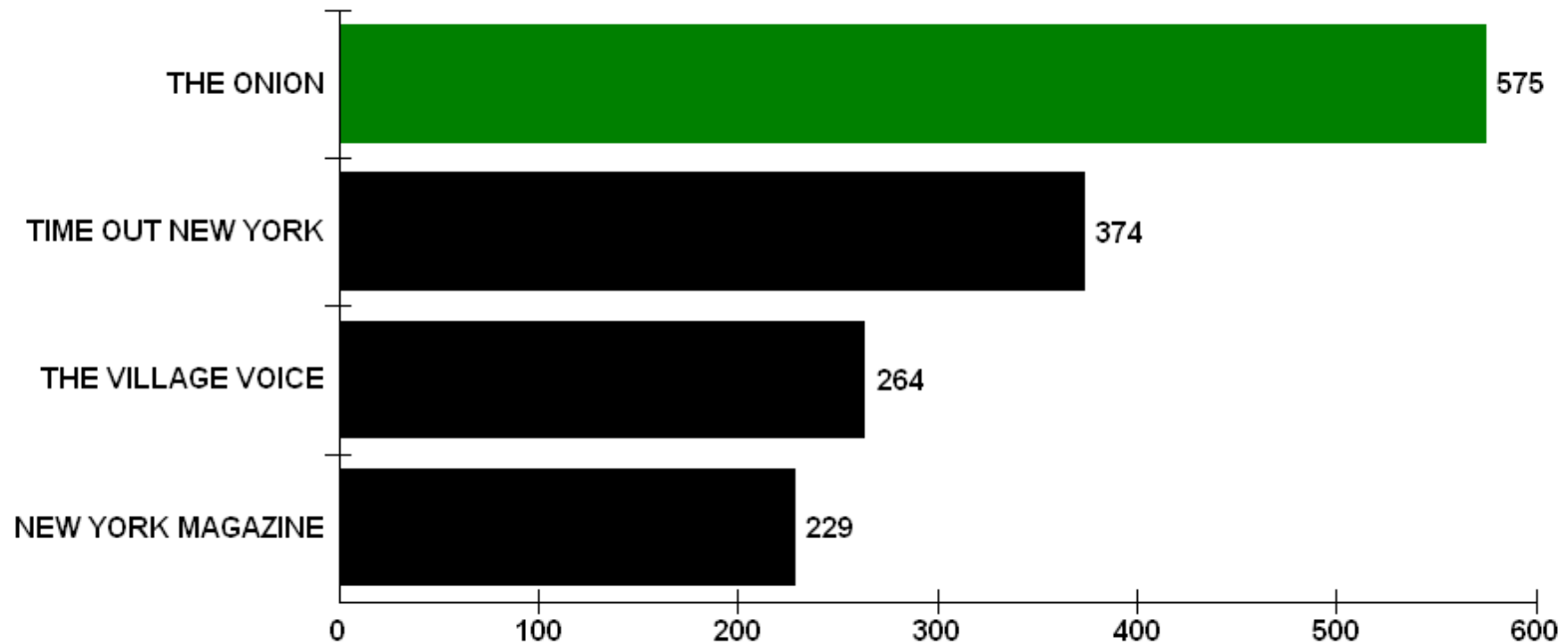
Cume Index

Base Population: 1,816,200

% In Target: 8.8%

Target Persons: 160,100

MATURING YUPPIES - HOME BUYERS



THE ONION IS THE MOST TARGETED & EFFICIENT

Report: RANKER REPORT
Market: NEW YORK, NY for JAN-FEB 2008
Bases: PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW OWN
Target: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE

THE MEDIA AUDIT

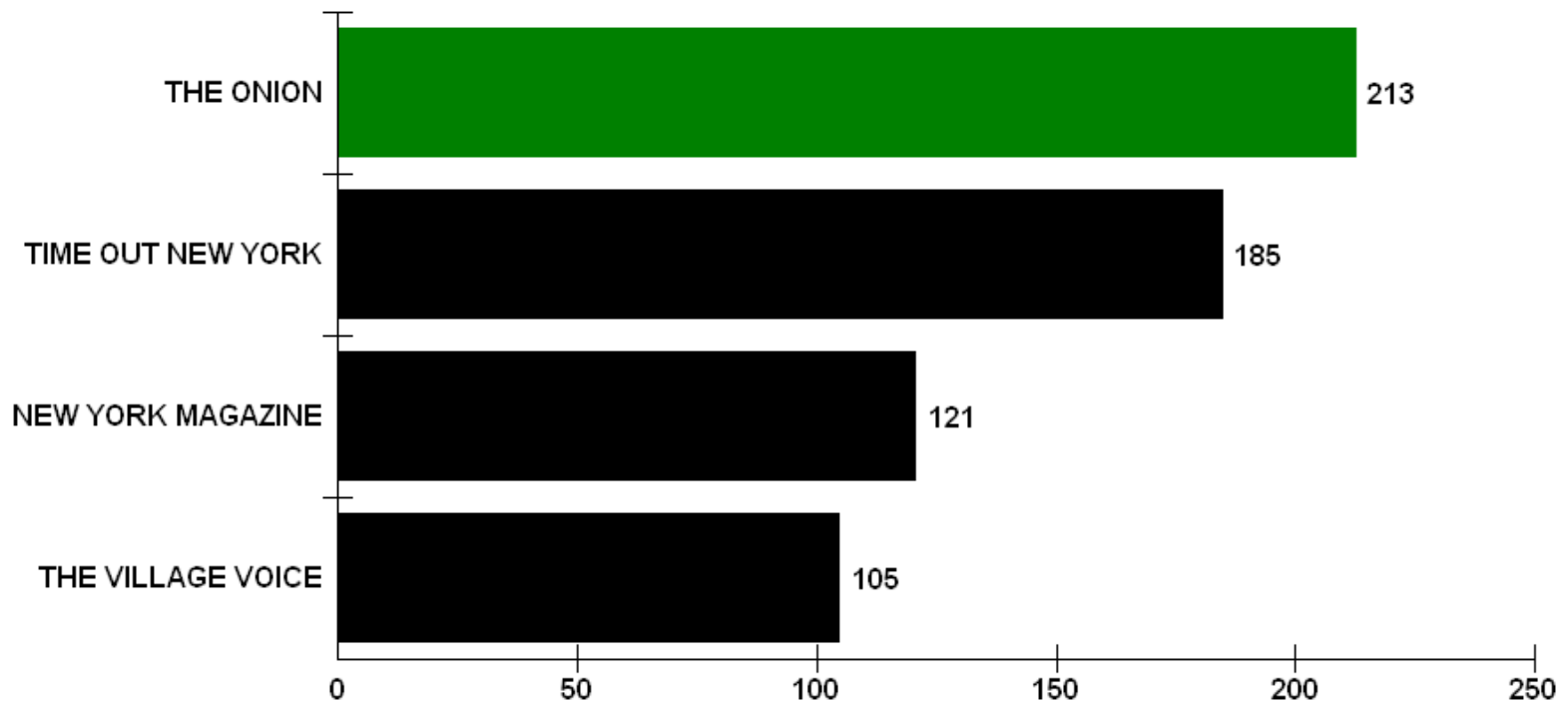
Cume Index

Base Population: 813,600

% In Target: 32.1%

Target Persons: 261,000

THE ONION IS MOST EFFICIENT IN HOME BUYERS WITH \$150k+ INCOME



Report: RANKER REPORT
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Bases: ADULTS AGE 18+
Target: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE

THE MEDIA AUDIT

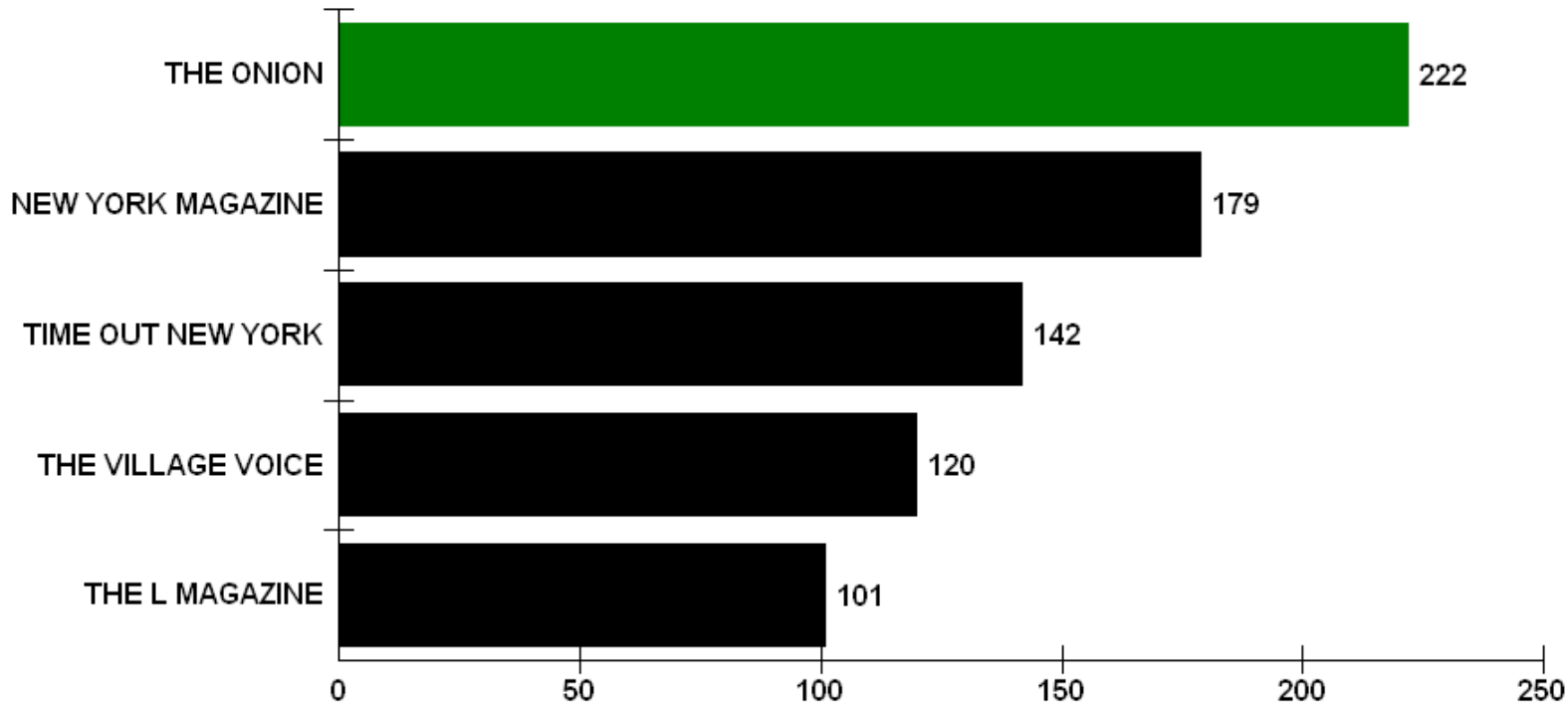
Most Often Index

Base Population: 14,252,600

% In Target: 13.7%

Target Persons: 1,949,700

THE ONION IS MOST EFFICIENT IN ADULTS WITH \$150,000+ INCOME



Report: RANKER REPORT
Market: NEW YORK, NY for JAN-FEB 2008
Bases: ADULTS AGE 18+
Target: AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+

THE MEDIA AUDIT

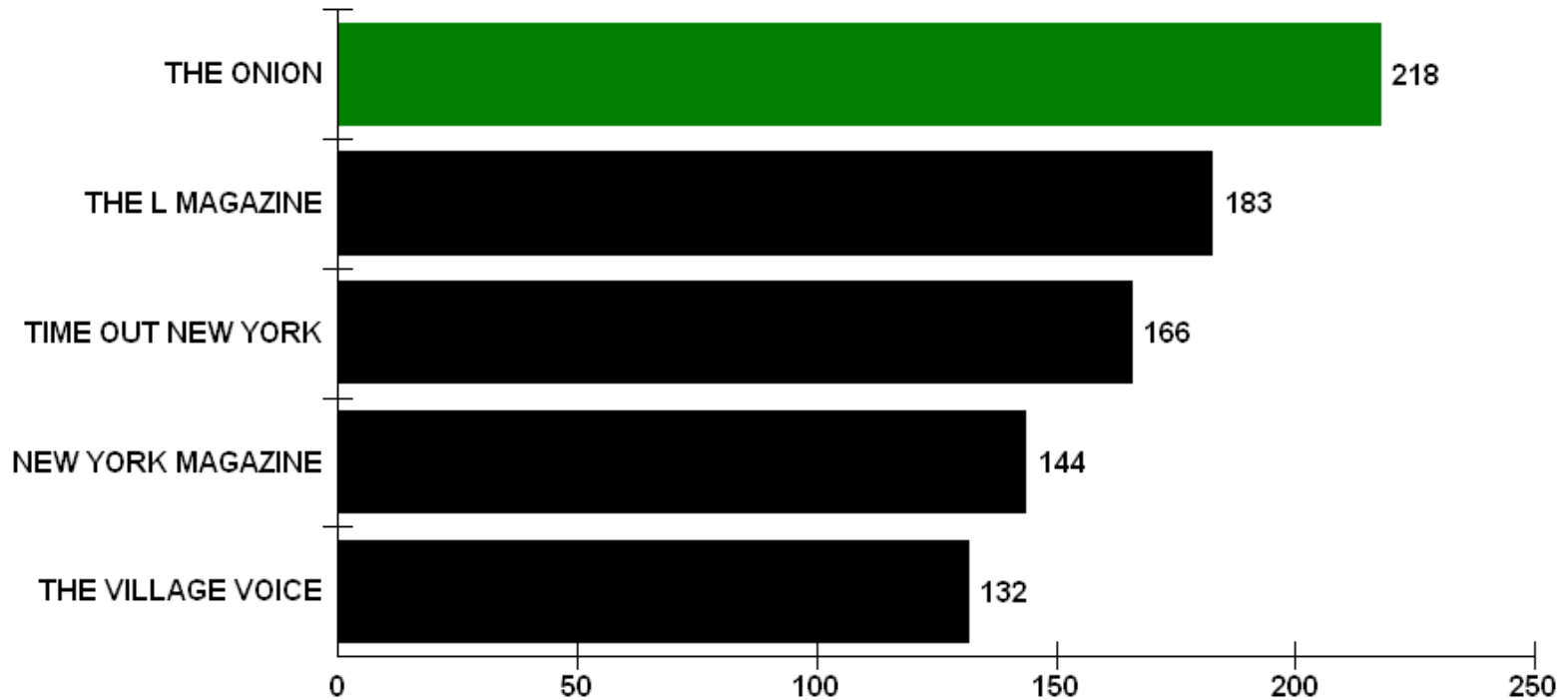
Cume Index

Base Population: 14,252,600

% In Target: 16.7%

Target Persons: 2,382,100

THE ONION IS MOST EFFICIENT IN REACHING AFFLUENT WHITE COLLAR



Report: RANKER REPORT
Market: NEW YORK, NY for JAN-FEB 2008
Bases: ADULTS AGE 18+
Target: HOME/APT. RENTER--DWELLING UNIT--RENTED
Base Population: 14,252,600

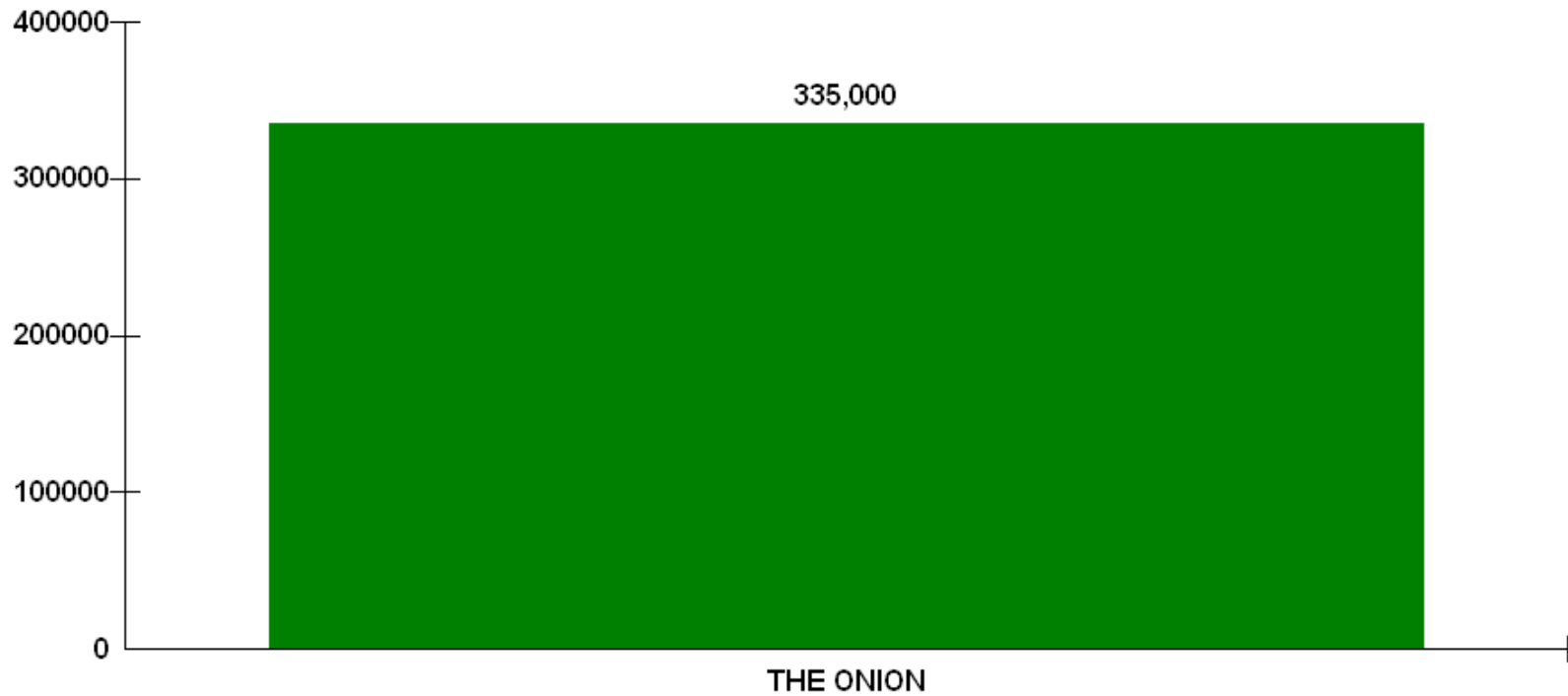
THE MEDIA AUDIT

Cume Ratings

% In Target: 36.1%

Target Persons: 5,138,700

THE ONION REACHES 335,000 HOME/APARTMENT RENTERS



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Bases: ADULTS AGE 18+
Media: THE ONION

THE MEDIA AUDIT

Most Often Index

THE ONION READERS ARE 167% MORE LIKELY TO BE HIGH-INCOME RENTERS

