

Reaching the New York Home Improvement Market

Presented by:
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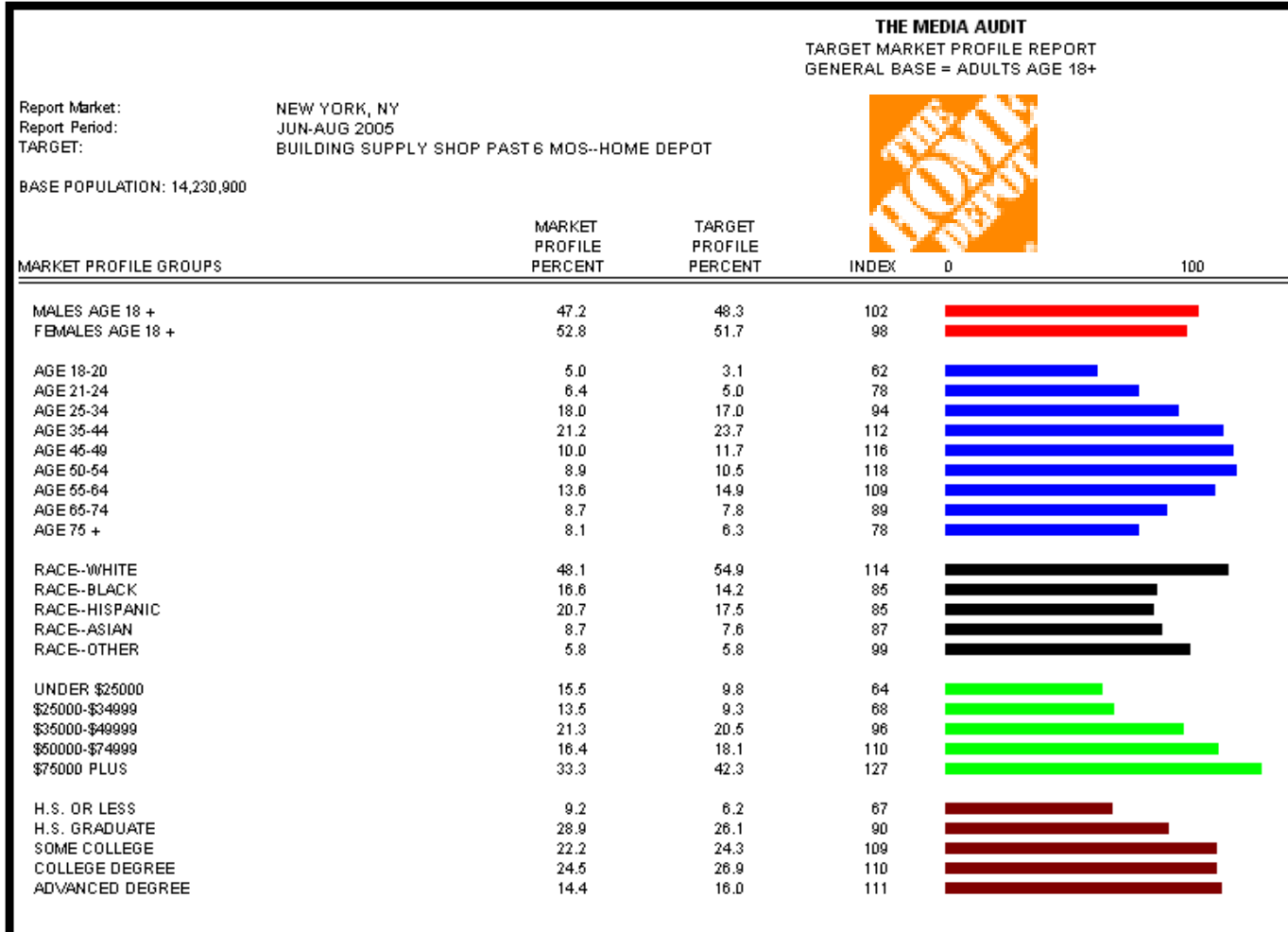
Home Depot is the NY Market Leader in the Building Supplies Arena



REPORT: CROSSTAB REPORTS
 MARKET: NEW YORK, NY FOR JUN-AUG 2005
 BASE: TOTAL ADULTS
 PRIMARY TARGET: ADULTS--AGE 18 +
 Total Audience: 14,230,900

Targets	Total Persons	Vertical Percent
BUILDING SUPPLY SHOP PAST 6 MOS--HOME DEPOT	8,413,500	59.1
BUILDING SUPPLY SHOP PAST 6 MOS--LOWE'S	2,570,100	18.1
BUILDING SUPPLY SHOP PAST 6 MOS--ACE HARDWARE	668,600	4.7

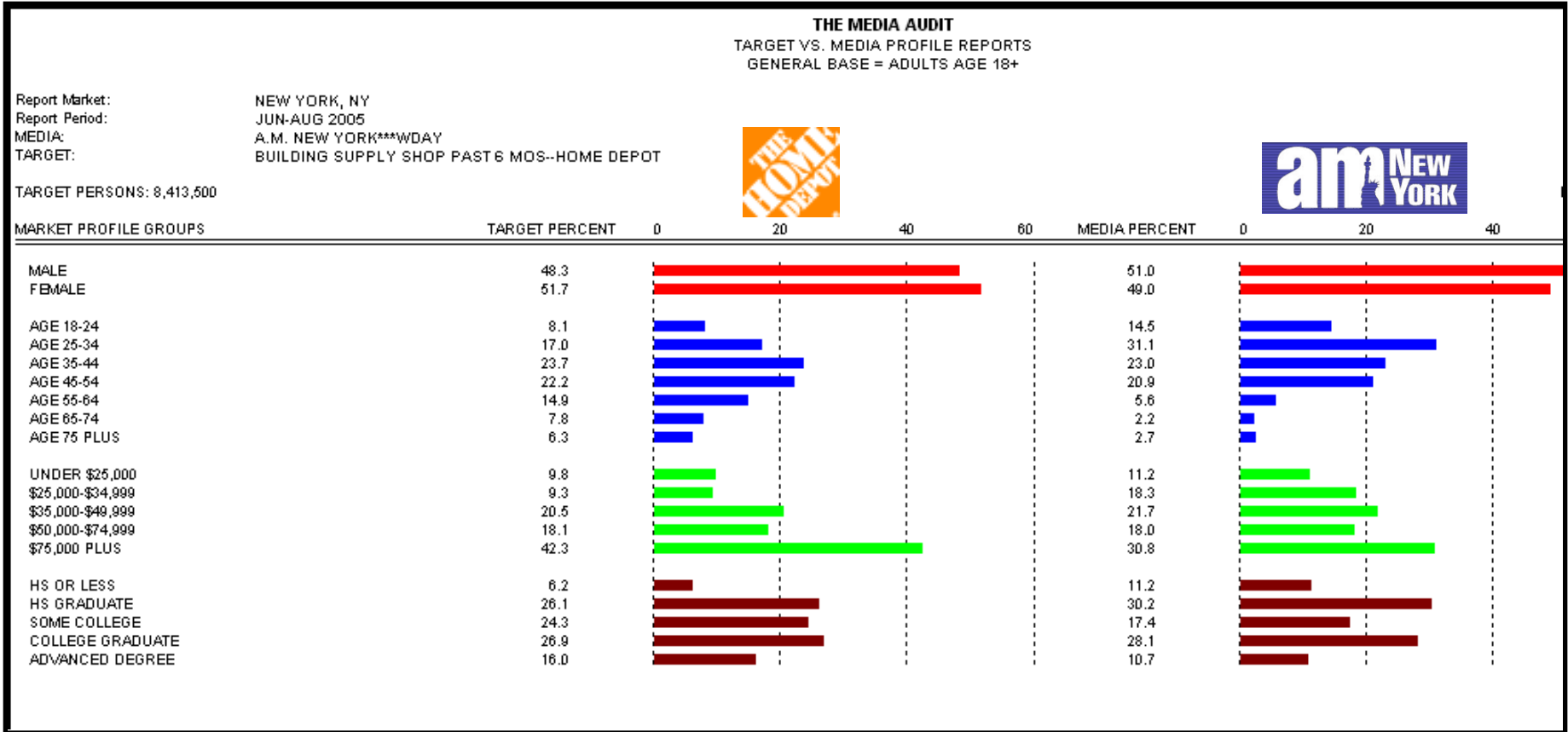
Profile of the Home Depot Customers in the New York Market



Profile Comparison

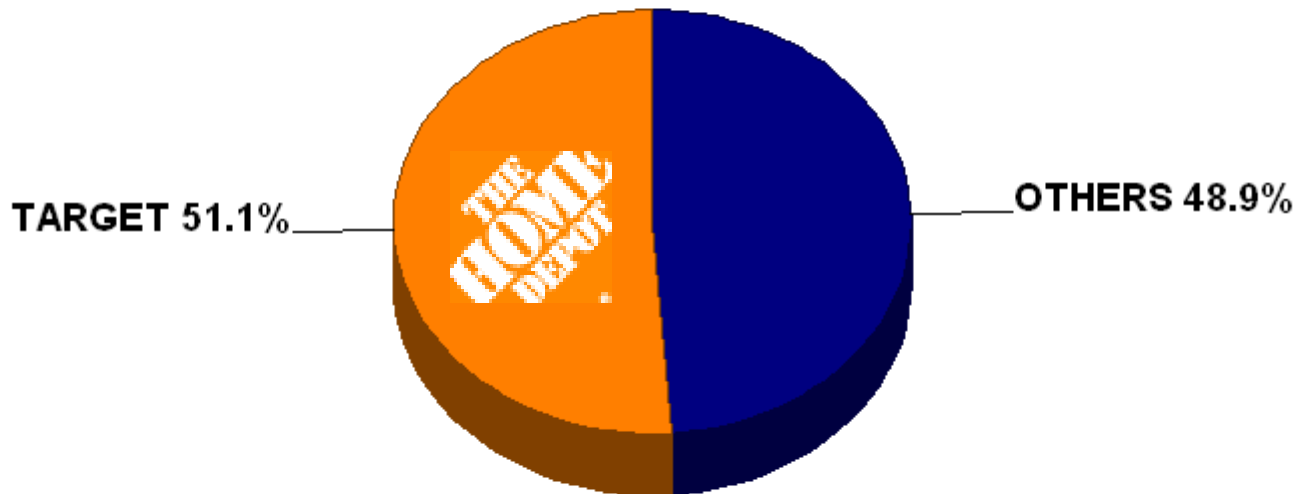
Home Depot Customer vs. AM New York Reader

A Close Match



AM New York Delivers Home Depot's Customers

Over Half of AM New York's Readers are Home Depot Prime Customers

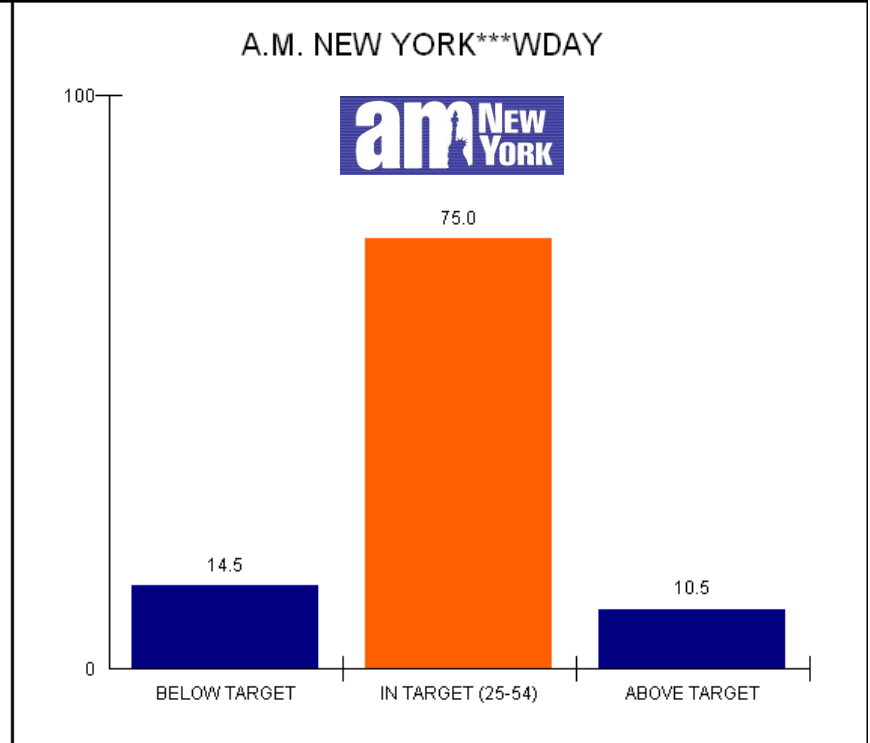


Percent of AM New York Cume Readers

AM New York Super-Serves Home Depot's Prime Demo

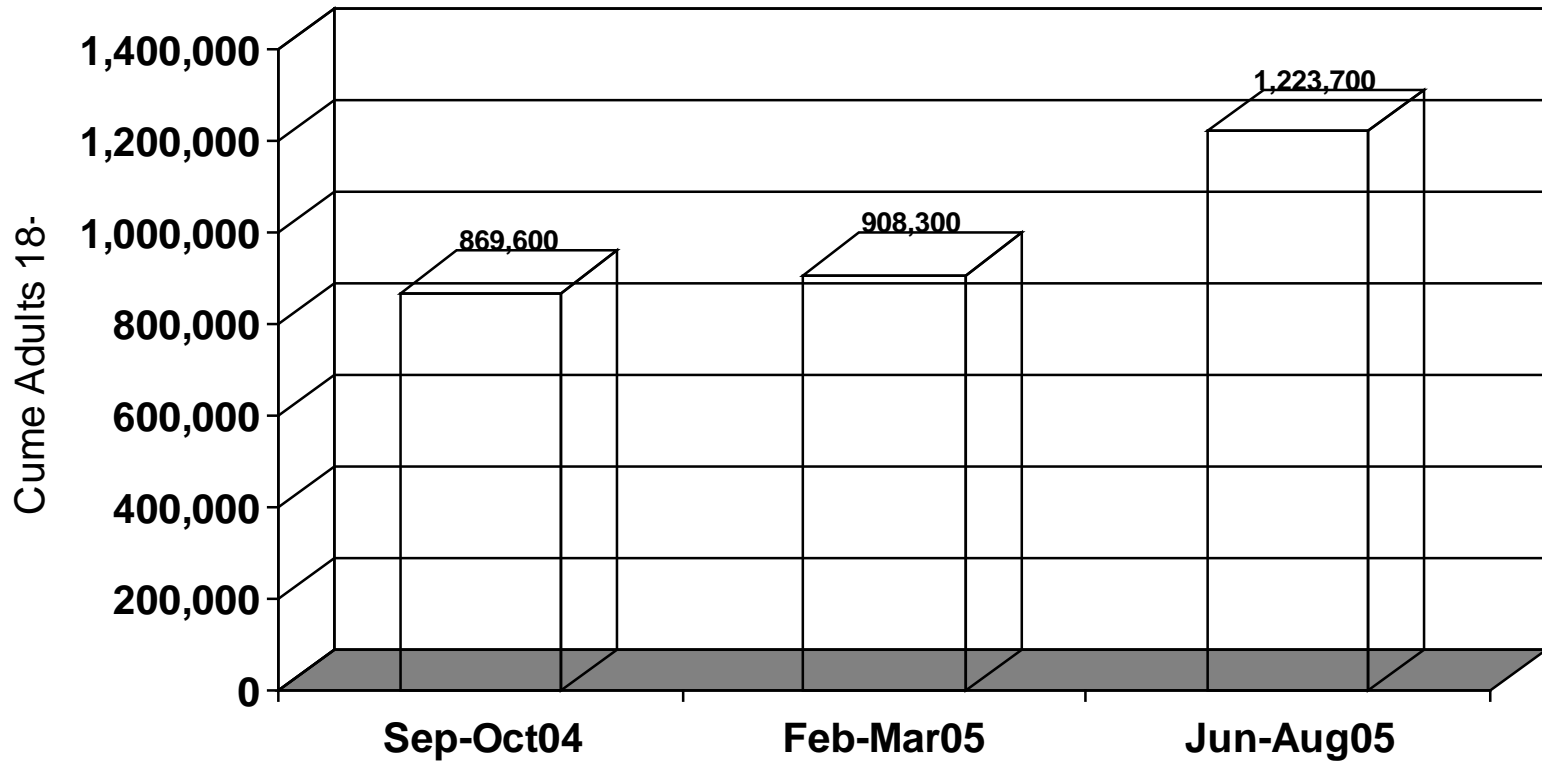
**63% of Home Depot's Customers are 25-54...
and 75% of AM New York's Readers are 25-54**

Report:	AGE DEMO ANALYSIS	THE MEDIA AUDIT	Age Demo Analysis
Market:	NEW YORK, NY for JUN-AUG 2005		
Bases:	GENERAL BASE = ADULTS AGE 18+		
Media:	A.M. NEW YORK***WDAY		
Target:	BUILDING SUPPLY SHOP PAST 6 MOS--HOME DEPOT		
Total Market Persons:	14,230,900	Media Percent: 8.6%	Media Persons: 1,223,700
Total Market Persons:	14,230,900	Target Percent: 59.1%	Target Persons: 8,413,500



AM New York Readership is Growing by Leaps and Bounds!

AM New York Readership Trends NY Market Adults 18+



AM New York Is Experiencing Phenomenal Growth in Delivering Home Depot's Best Customer Prospects

AM New York Readership Trends Frequent Building Supply Store Shoppers

