



Reaching Casino Gamblers and Weekend Get-Away Prospects In the New York / New Jersey Market

Presented by:
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The New York Sun
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Report: RANKER REPORT
Market: NEW YORK, NY for JUN-AUG '05/JAN-MAR '06
Bases: GENERAL BASE = ADULTS--AGE 21 PLUS
Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

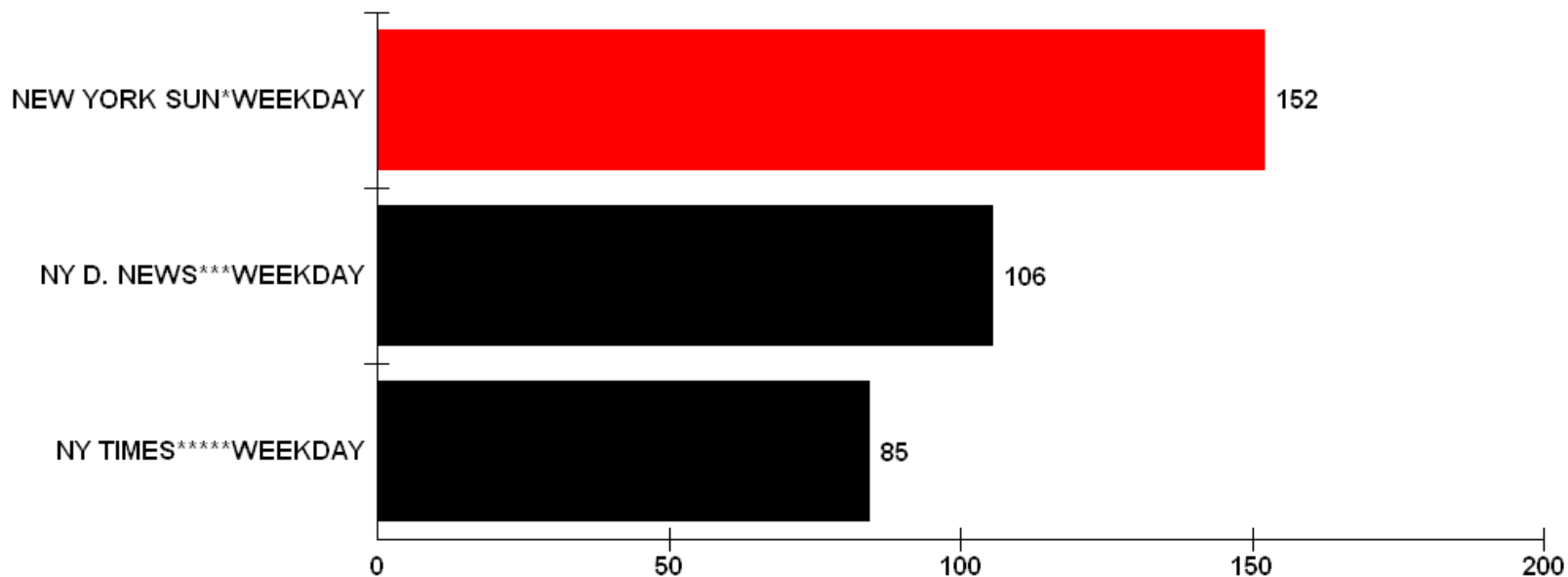
Most Often Index

Base Population: 13,461,200

% In Target: 26.7%

Target Persons: 3,591,100

NY Sun is the Daily Most Highly Targeted in Reaching A21+ Casino Gamblers



NY Sun Readers are 52% more likely to be Casino Gamblers

Over 40% of New York Sun's Adult Daily Readership Age 21+ Are Casino Gamblers

NY Sun has the largest readership composition of casino gamblers, thus is the most cost-effective.

		THE MEDIA AUDIT		
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TARGET:	VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR			
BASE POPULATION:	13,461,200		% IN TARGET:	26.7%
RANK	MEDIA	MOST OFTEN COMPOSITION	MOST OFTEN INDEX	
1	NEW YORK SUN*WEEKDAY	40.6	152	
2	NY D. NEWS***WEEKDAY	28.2	106	
3	NY TIMES*****WEEKDAY	22.6	85	

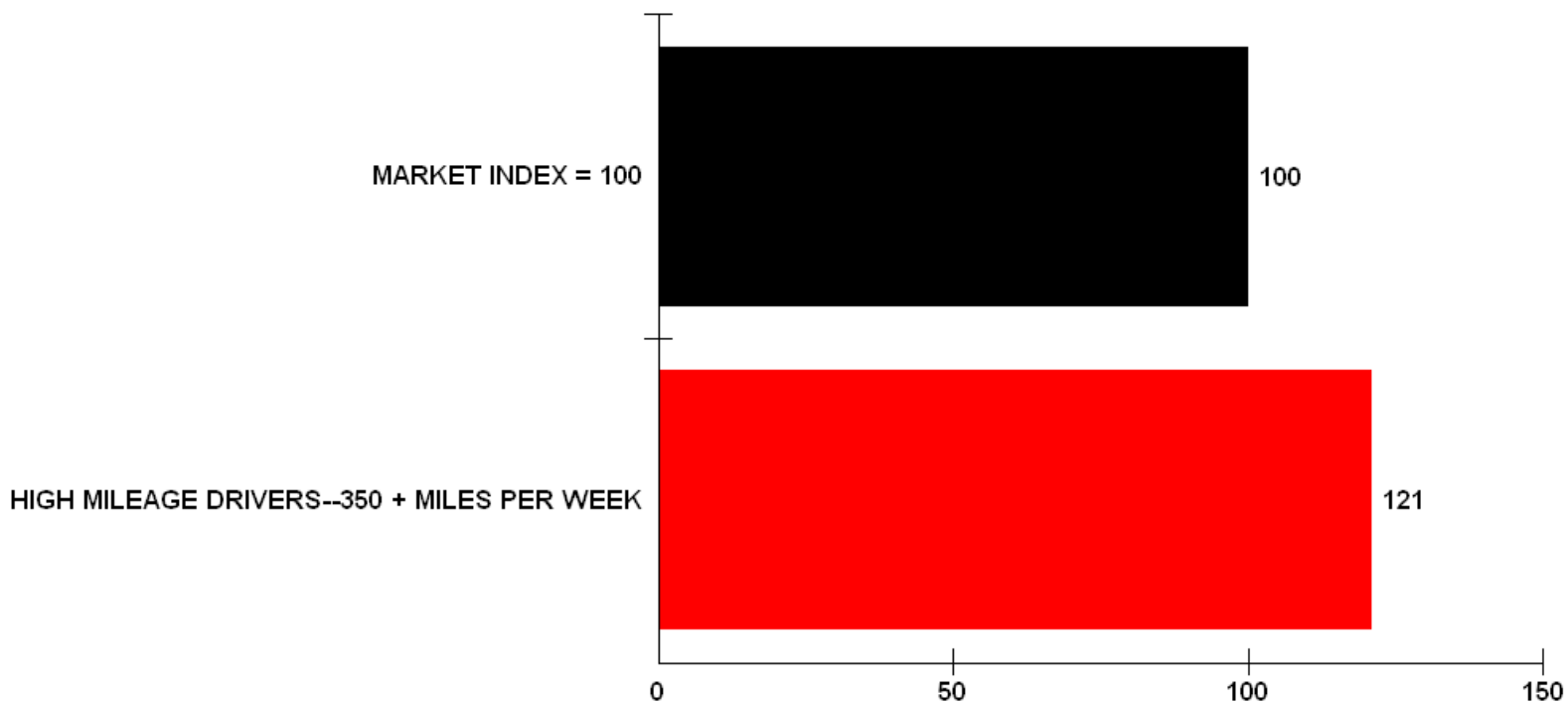
*Most Often = Daily Readership

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: NEW YORK, NY for JUN-AUG '05/JAN-MAR '06
Bases: GENERAL BASE = ADULTS--AGE 21 PLUS
Media: NEW YORK SUN*WEEKDAY

THE MEDIA AUDIT

Most Often Index

NY Sun Readers are High Mileage Drivers...Prime Prospects for Weekend Get-Aways



NY Sun Readers are 27% more likely to frequently Dine at Full-Service Restaurant

