



DELIVERING HIGHLY QUALIFIED ORANGE COUNTY INVESTMENT PROSPECTS



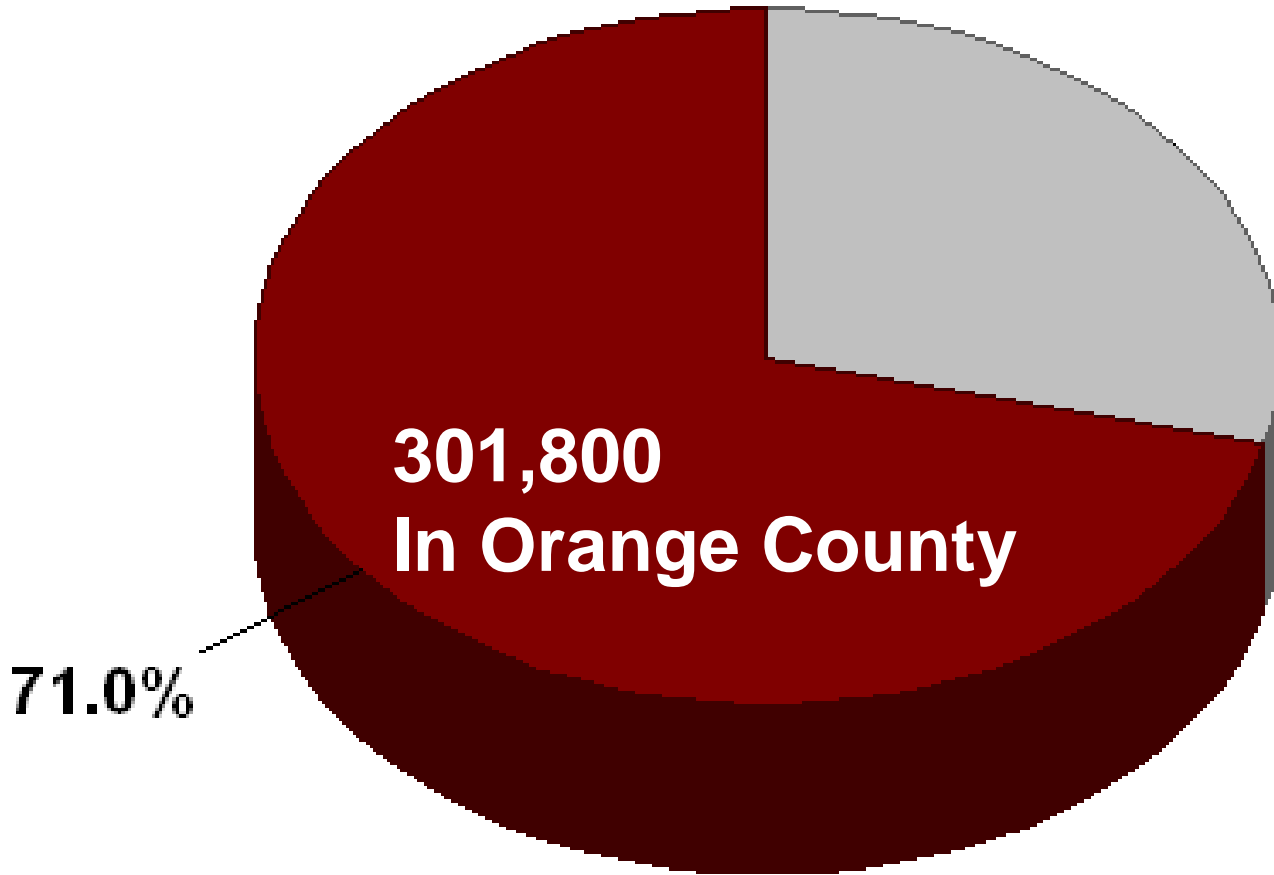
Northern Trust



DEMOGRAPHICS

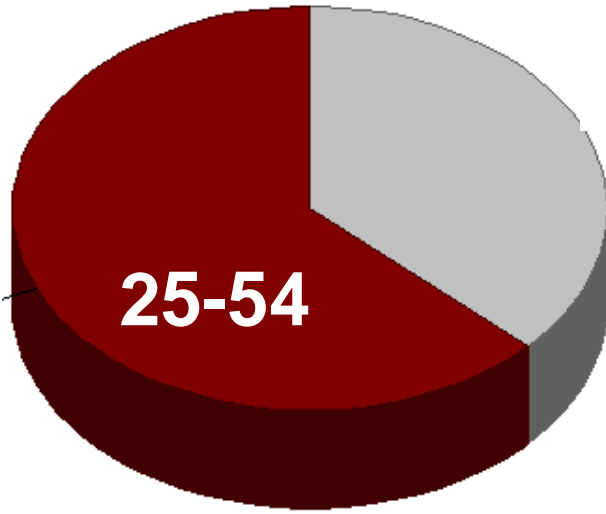


**OC METRO Reaches 425,100 Adults in the Los Angeles Market.
71% Live in Highly Affluent Orange County.**

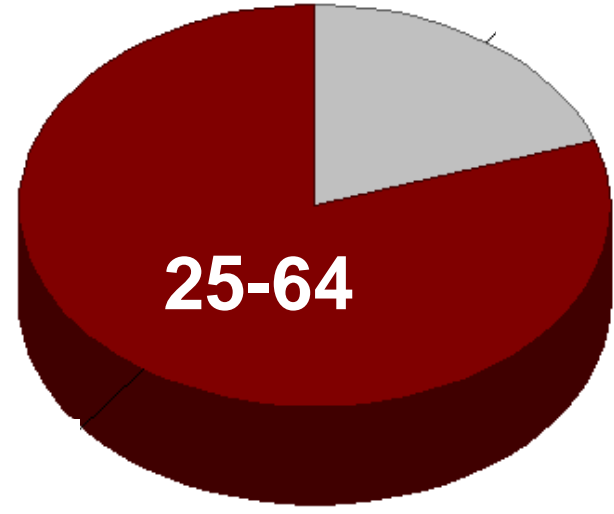


Cume Adults 18+: 425,100

REACHING PRIME INVESTOR AGE DEMOGRAPHICS



63% of Readers as Age 25-54

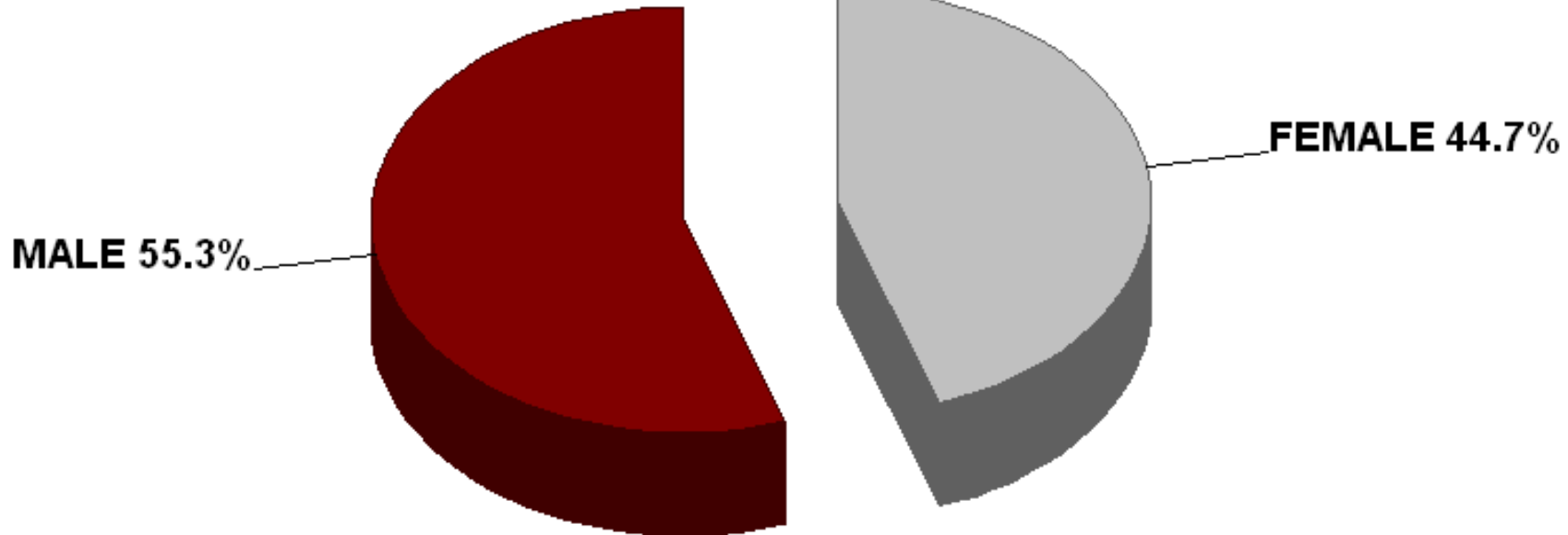


80% of Readers as Age 25-64

AVERAGE AGE: 45.9

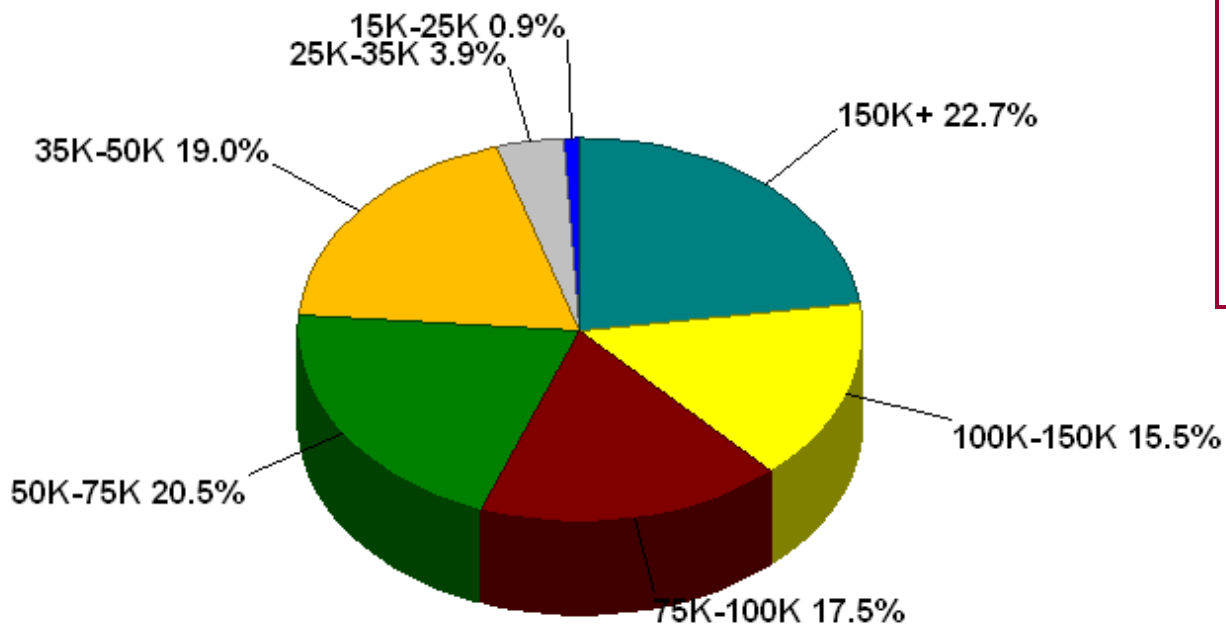


OC METRO's READERSHIP SKEWS MALE





OC METRO ANNUAL INCOME PROFILE



Average Income of
OCMETRO
Adults 25-54:

\$96,646

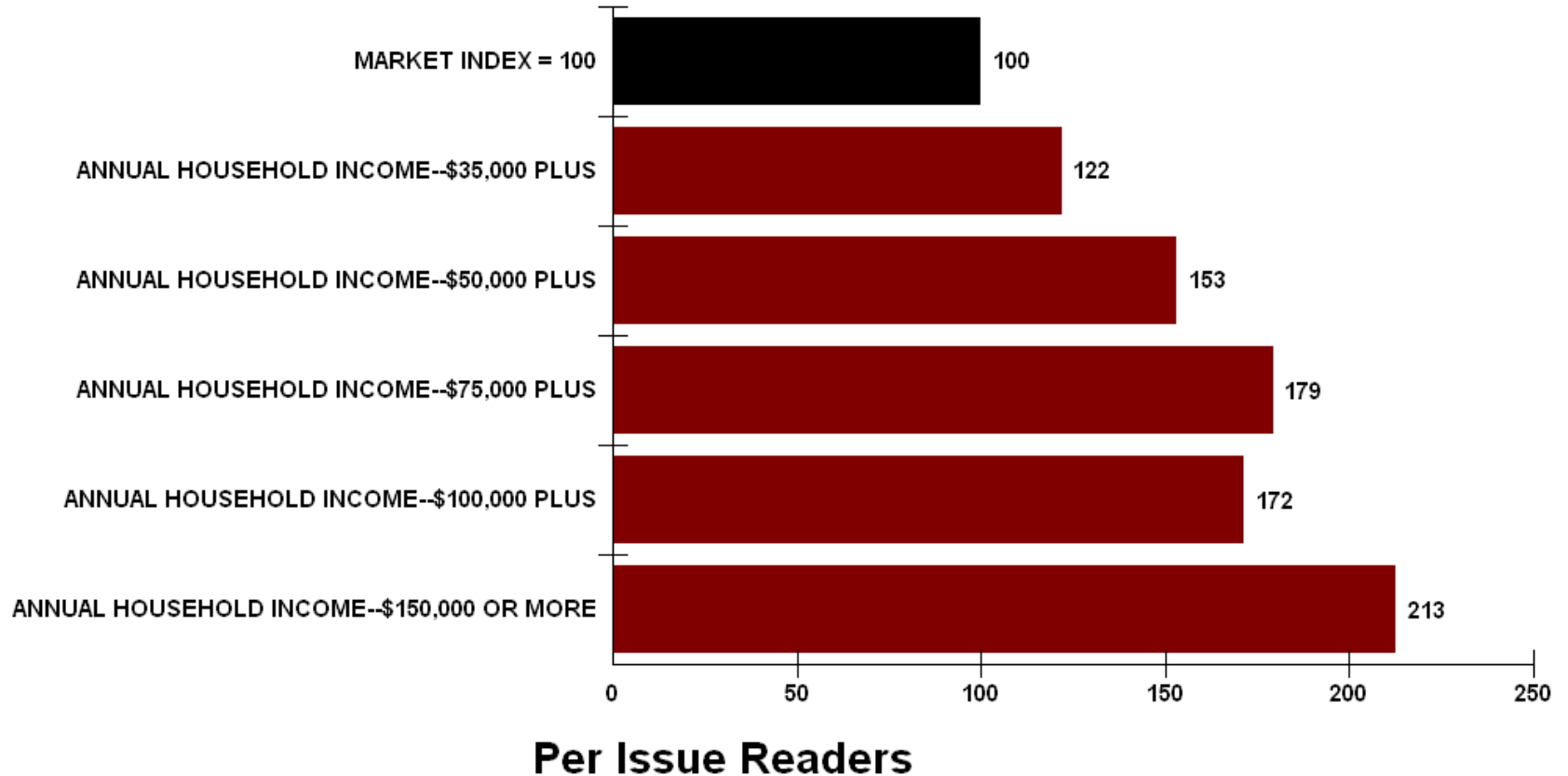
OUTPERFORMING THE MARKET



DELIVERING HIGH INCOME ADULTS

OCMETRO's readers have substantial affluence. The higher the income, the stronger OCMETRO gets. This is a great opportunity for Northern Trust to build its high income investor business.

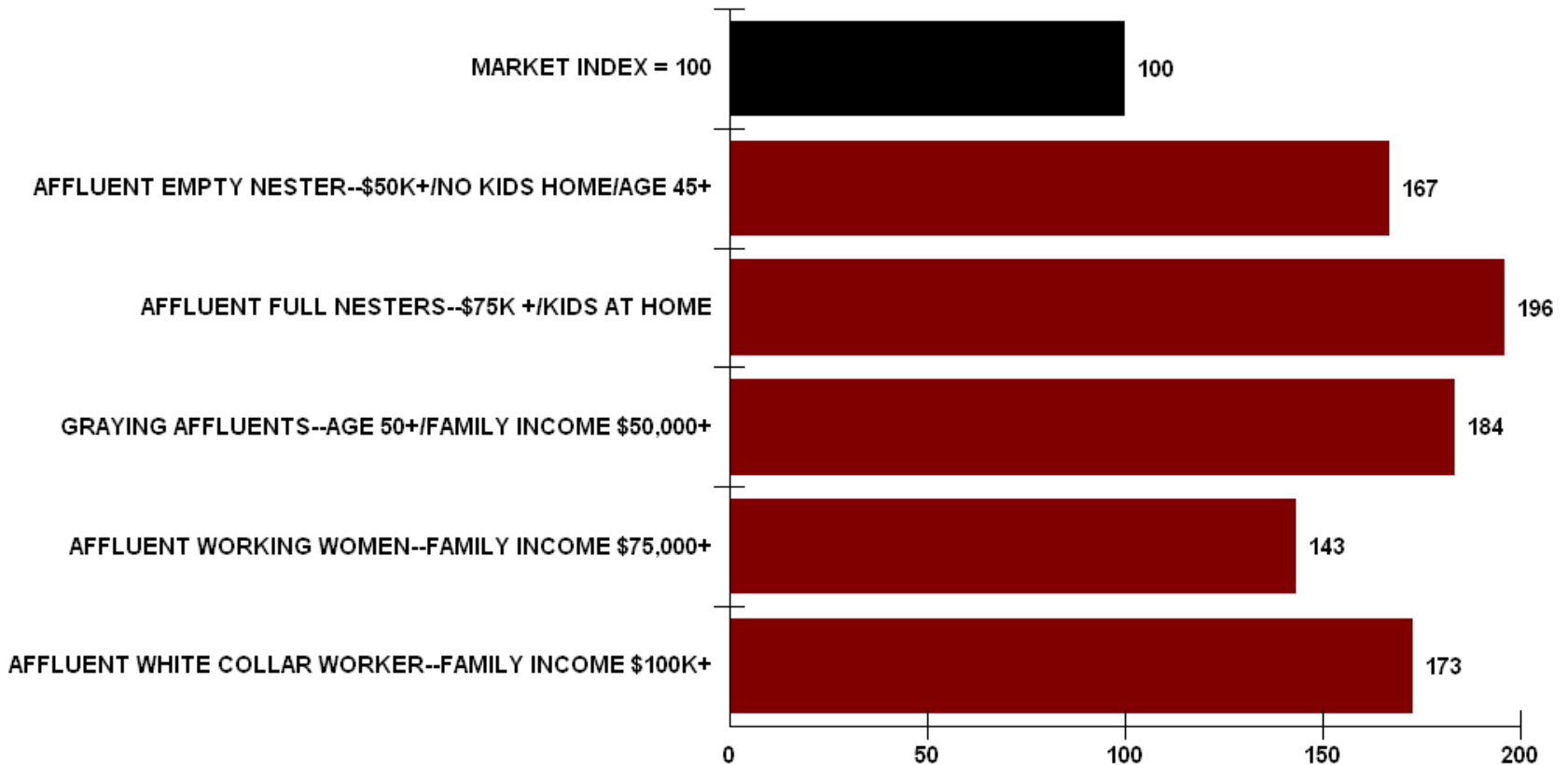
OC METRO





OCMETRO Outperforms the Market in Delivering All Affluent Lifestyles...broadening the base of Investor Prospects.

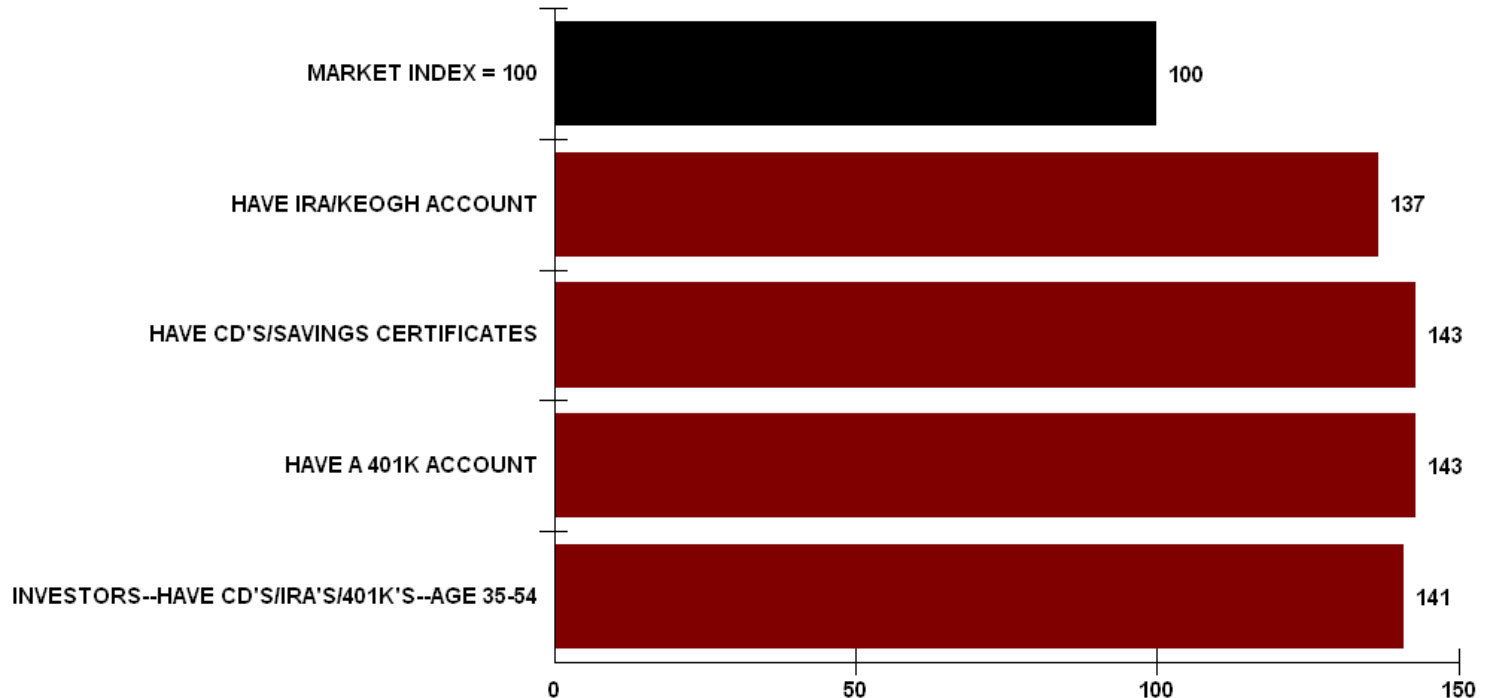
OC METRO DELIVERS AFFLUENTS





OCMETRO readers are heavy users of investment services, providing a great opportunity to snag new investor prospects.

OC METRO DELIVERS INVESTORS



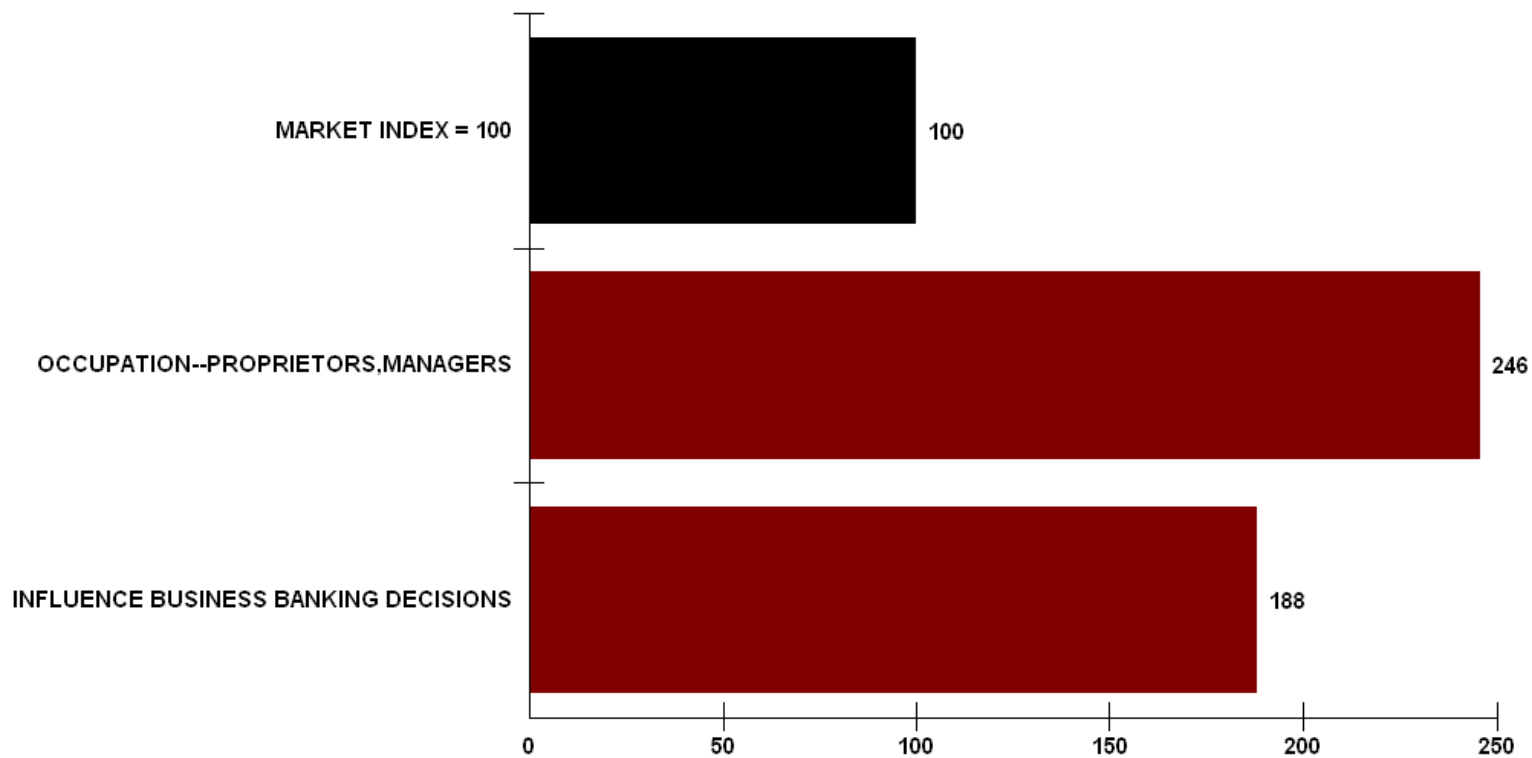
OCMETRO

the business lifestyle magazine

REACHING PRIME BUSINESS BANKING

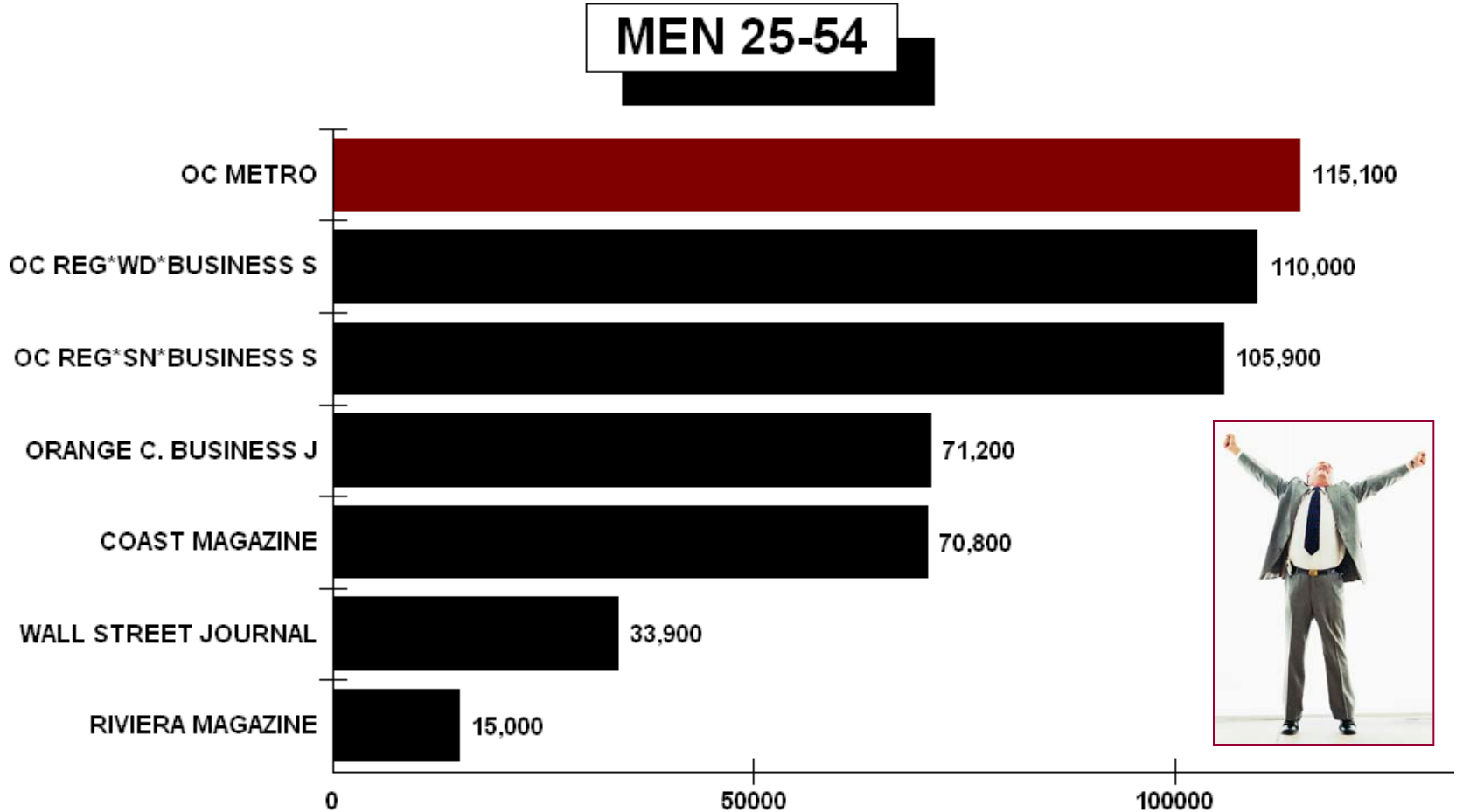


OCMETRO not only delivers general market affluents, but also business owners and business banking influencers. This translates into increasing your commercial business.



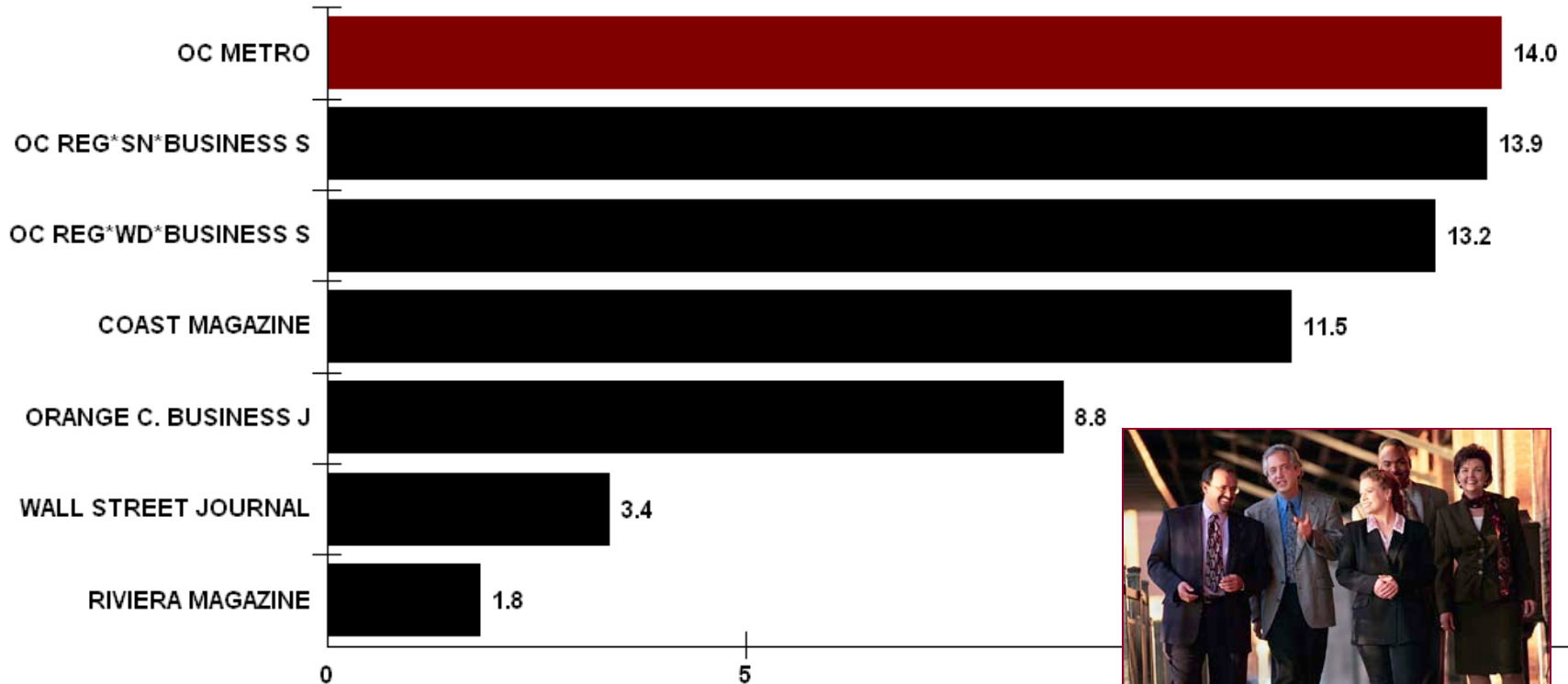
**SUBSTANTIAL REACH
OF
INVESTOR PROSPECTS**

OCMETRO Reaches MORE Prime Investors...MEN 25-54



In addition... **OC METRO** Reaches **MORE** Adults 25-54, delivering the affluent women as well as the men.

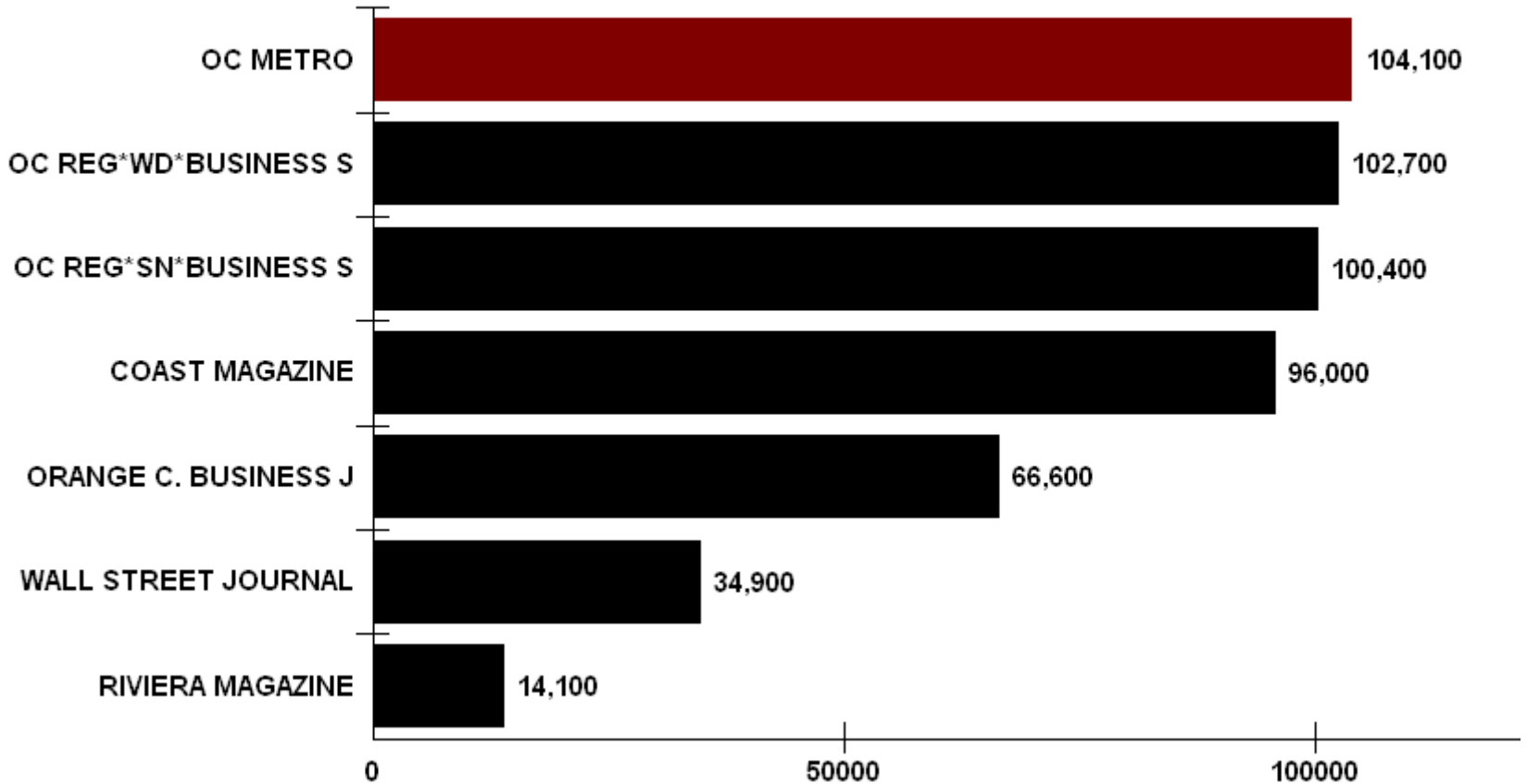
ADULTS 25-54





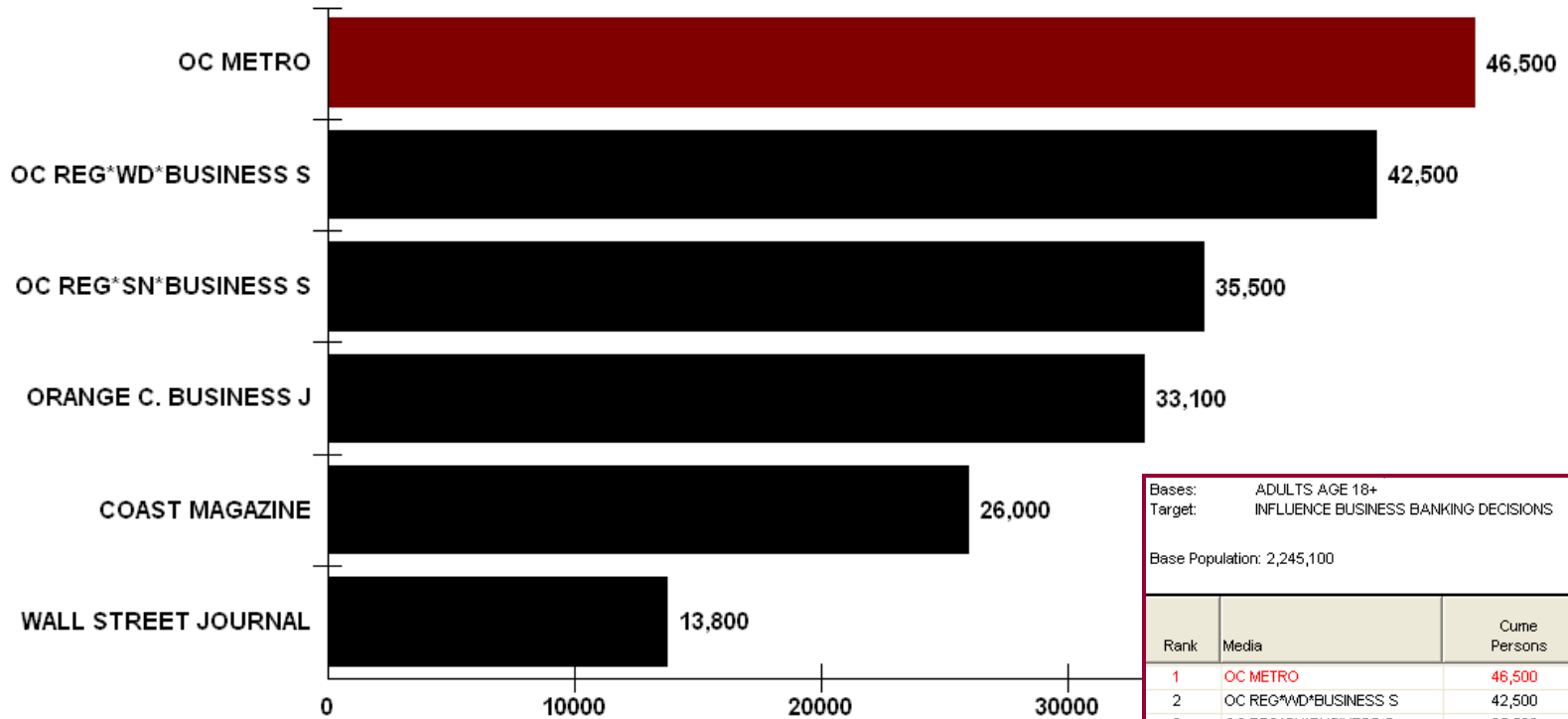
More High Income Adults Equals MORE Investor Prospects.

\$100,000 Household Income



OCMETRO DELIVERS THE MOST BUSINESS BANKING DECISION MAKERS.
Add this to the highly qualified personal investors, and you have an unbeatable combination!

BUSINESS BANKING DECISION MAKERS



Bases: ADULTS AGE 18+
Target: INFLUENCE BUSINESS BANKING DECISIONS
Base Population: 2,245,100

Rank	Media	Cume Persons
1	OC METRO	46,500
2	OC REG*WD*BUSINESS S	42,500
3	OC REG*SN*BUSINESS S	35,500
4	ORANGE C. BUSINESS J	33,100
5	COAST MAGAZINE	26,000
6	WALL STREET JOURNAL	13,800
7	RIVIERA MAGAZINE	*