



Delivering New Orleans Best Customer Prospects for Health Clubs



Citadel Broadcasting Corporation

January, 2007

AFFLUENT WORKING WOMEN ARE 76% MORE LIKELY TO EXERCISE AT A HEALTH CLUB

REPORT: CROSSTAB REPORTS
 MARKET: NEW ORLEANS, LA FOR AUG-OCT 2006
 BASE: ADULTS AGE 18+
 PRIMARY TARGET: EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR

Base Persons: 730,757

Targets	Target Index
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	176

AFFLUENT WORKING WOMEN

Spend the Largest Part of their Media Day with RADIO

Report: MEDIA DAY ANALYSIS
 Market: NEW ORLEANS, LA for AUG-OCT 2006
 Bases: ADULTS AGE 18+
 Target: AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+

THE MEDIA AUDIT

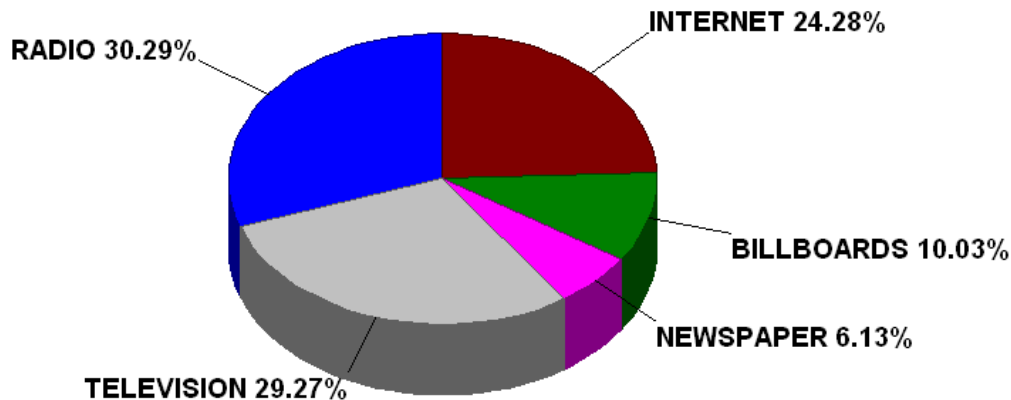
Target Market
 Total Adults

Base Population: 730,800

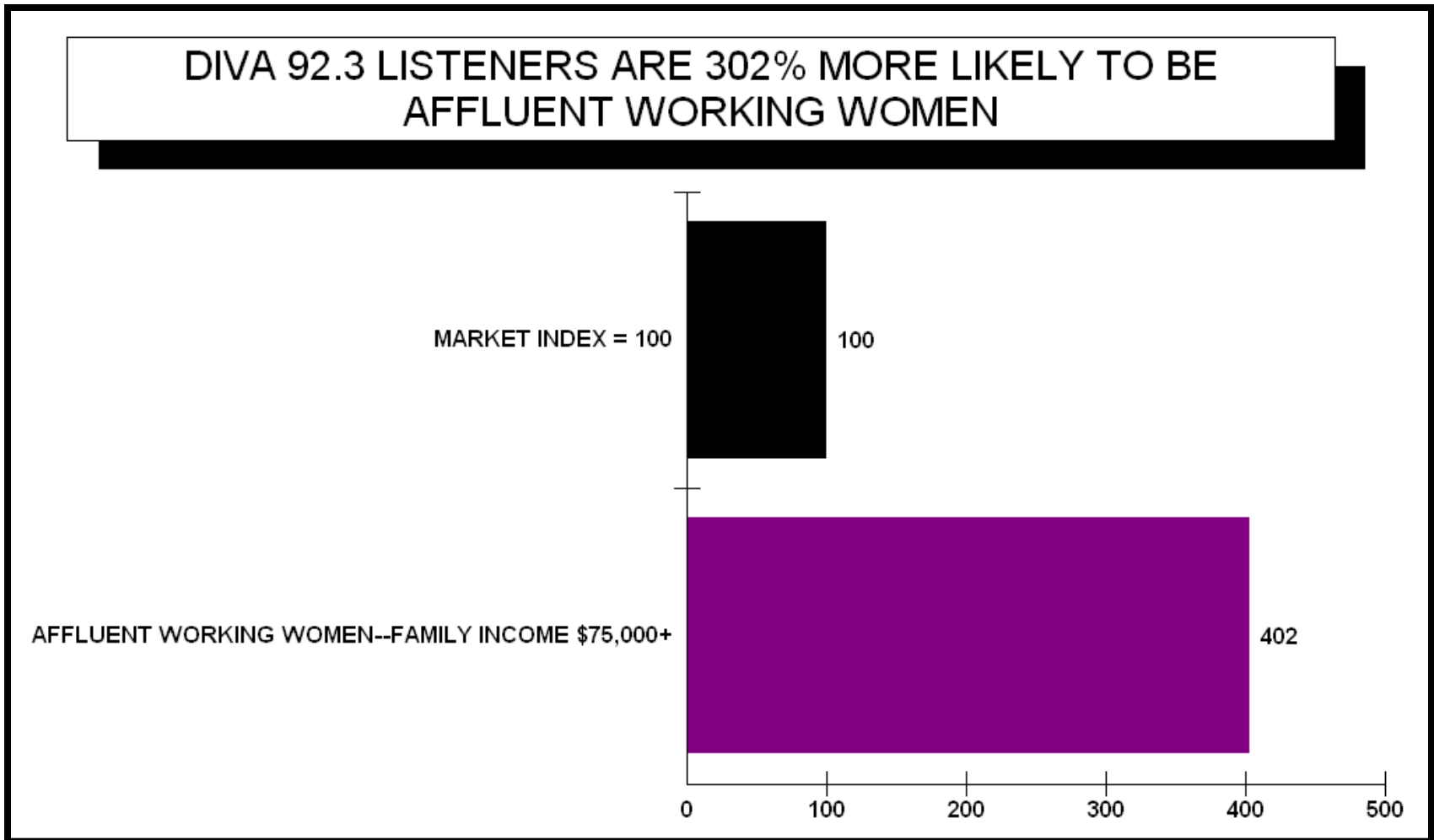
% In Target: 9.1%

Target Persons: 66,600

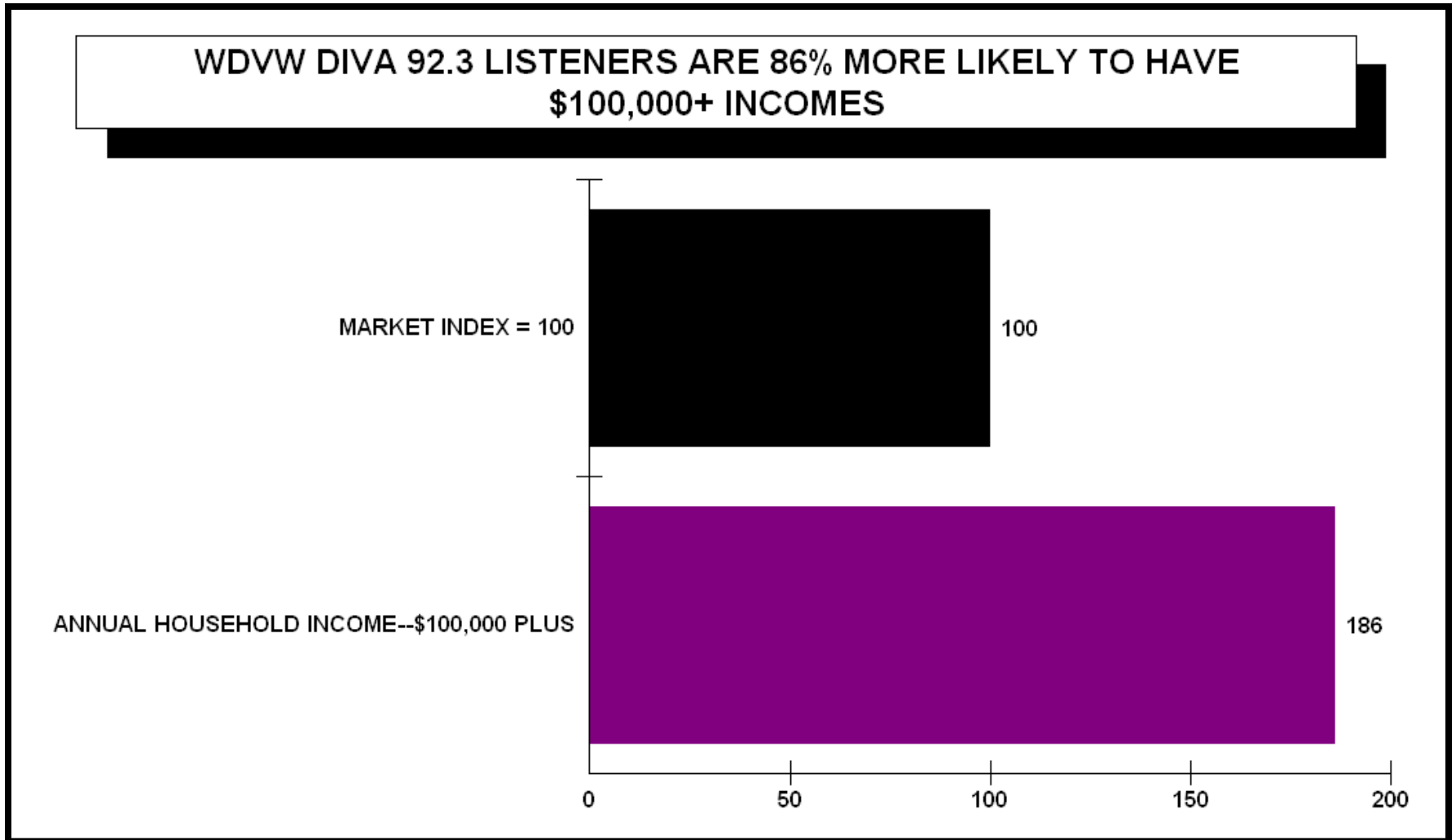
AFFLUENT WORKING WOMEN - MEDIA DAY ANALYSIS



DIVA 92.3 WDVW Delivers Hot Prospects for New Orleans Health Clubs ... AFFLUENT WORKING WOMEN



DIVA 92.3 WDVW Delivers Hot Prospects for New Orleans Health Clubs ... AFFLUENT WORKING WOMEN



DIVA 92.3 is Most Highly Targeted in Reaching AFFLUENT WORKING WOMEN

