



100.7 WZLX
Boston's Classic Rock!

ON AIR | EVENTS | CONTESTS | CONCERTS | INTERVIEWS | ROCK 'N' ROLL DIARY | PHOTO GALLERY | CONTACT US

WZLX is a Market Leader in Reaching the Most Dieters who are Frequent Fast Food Customers

Report: RANKER REPORT
Market: BOSTON, MA for DEC '04-JAN 2005
Base: FAST FOOD PAST WEEK--3 + PURCHASES
Target: PAST 12-MONTHS--DIET FOR FOUR WEEKS OR MORE

Total Audience: 560,700

% In Target Audience: 24.0%

Rank	Media	Cume Persons	Cume Rating	
				0 8 16 24
1	WBMX-FM	28,800	21.4	
2	WJMN-FM	27,200	20.2	
3	WXKS-FM	21,700	16.1	
4	WZLX-FM	21,500	16.0	
5	WAAF-FM	18,000	13.4	
6	WTKK-FM	17,200	12.8	
7	WODS-FM	15,600	11.6	
8	WBCN-FM	13,100	9.7	
9	WBZ	12,400	9.2	
10	WROR-FM	9,100	6.8	
11	WRKO	4,700	3.5	
12	WCRB-FM	2,400	1.8	
13	WBOS-FM	1,500	1.1	
14	WXRV-FM	*	*	
15	WEEI	*	*	

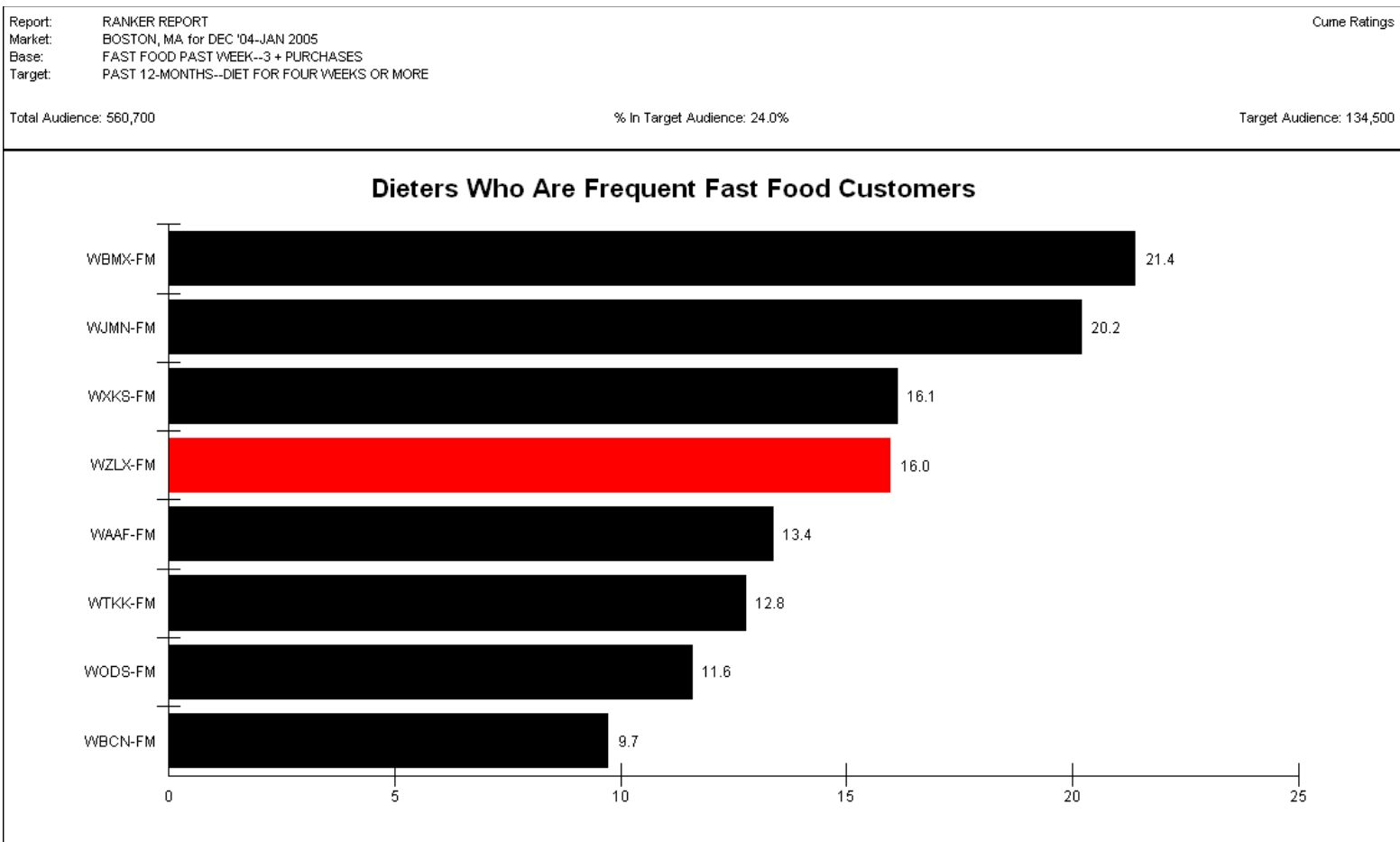
Source: **The Media Audit** Boston, MA Dec'04-Jan'05



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**WZLX is the MOST HIGHLY TARGETED and EFFICIENT station
In reaching DIETERS WHO ARE FREQUENT FAST FOOD CUSTOMERS.**

Report: RANKER REPORT
Market: BOSTON, MA for DEC '04-JAN 2005
Base: FAST FOOD PAST WEEK--3 + PURCHASES
Target: PAST 12-MONTHS--DIET FOR FOUR WEEKS OR MORE

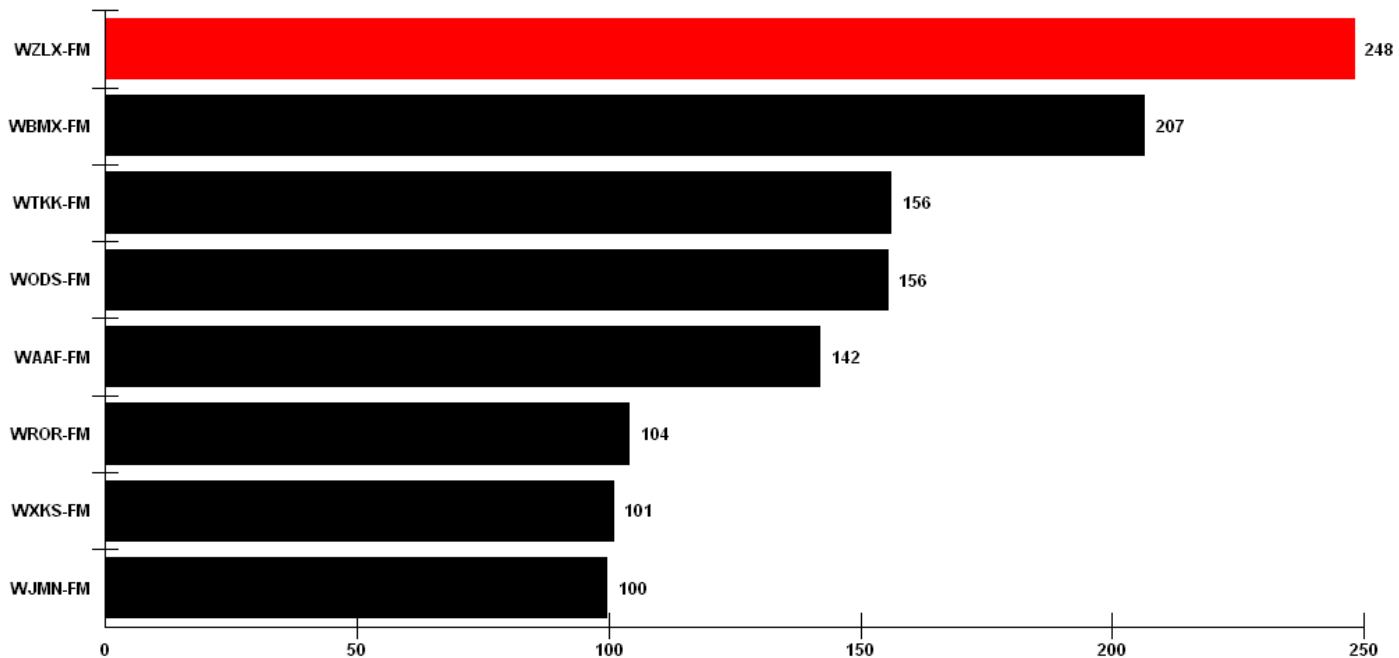
Cume Index

Total Audience: 560,700

% In Target Audience: 24.0%

Target Audience: 134,500

DIETERS WHO ARE FREQUENT FAST FOOD CUSTOMERS



Source: **The Media Audit** Boston, MA Dec'04-Jan'05



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WZLX is a Market Leader in Reaching the Most Snow Skiers who are Frequent Fast Food Customers

Report: RANKER REPORT
Market: BOSTON, MA for DEC '04-JAN 2005
Base: FAST FOOD PAST WEEK--3 + PURCHASES
Target: PAST 12-MONTHS--SNOW SKIING

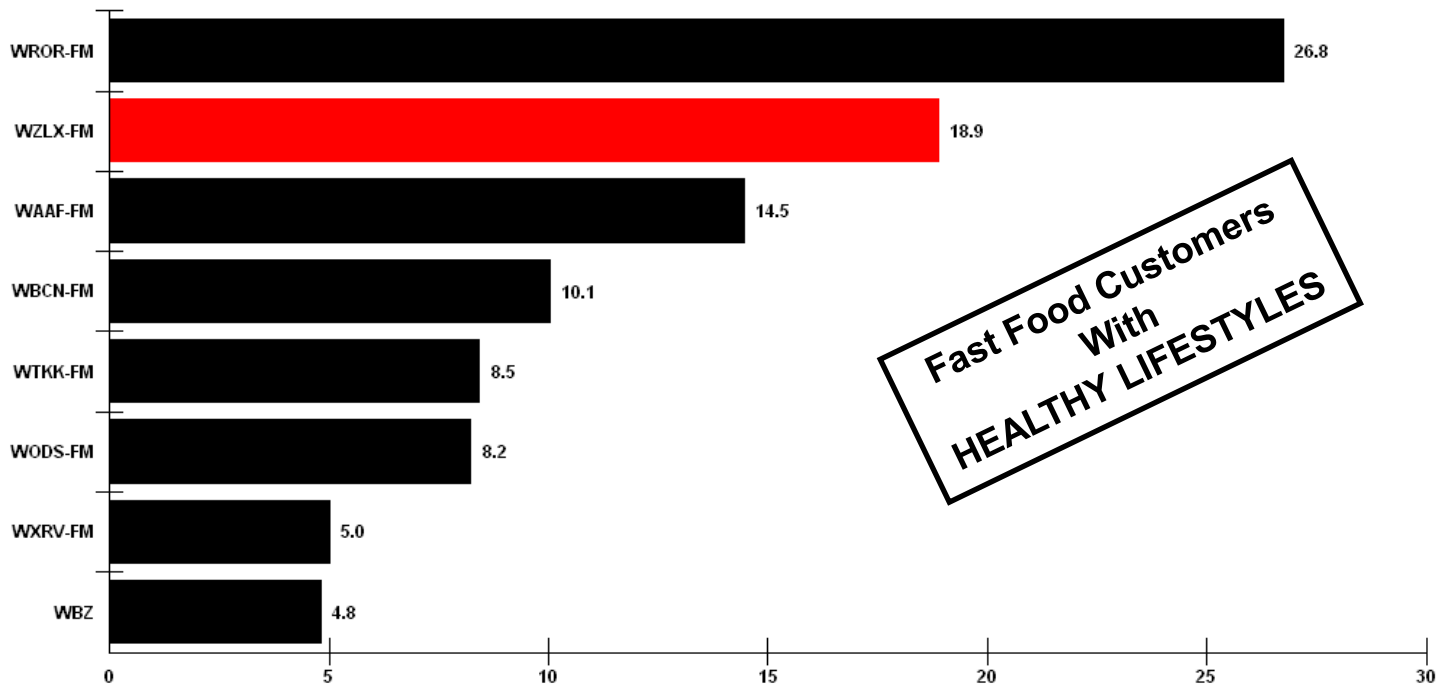
Cume Ratings

Total Audience: 560,700

% In Target Audience: 8.9%

Target Audience: 49,700

SNOW SKIERS WHO ARE FREQUENT FAST FOOD CUSTOMERS



Fast Food Customers
With
HEALTHY LIFESTYLES



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WZLX Frequent Fast Food Customers are 194% MORE LIKELY to be Snow Skiers, with Healthy & Active Lifestyles.

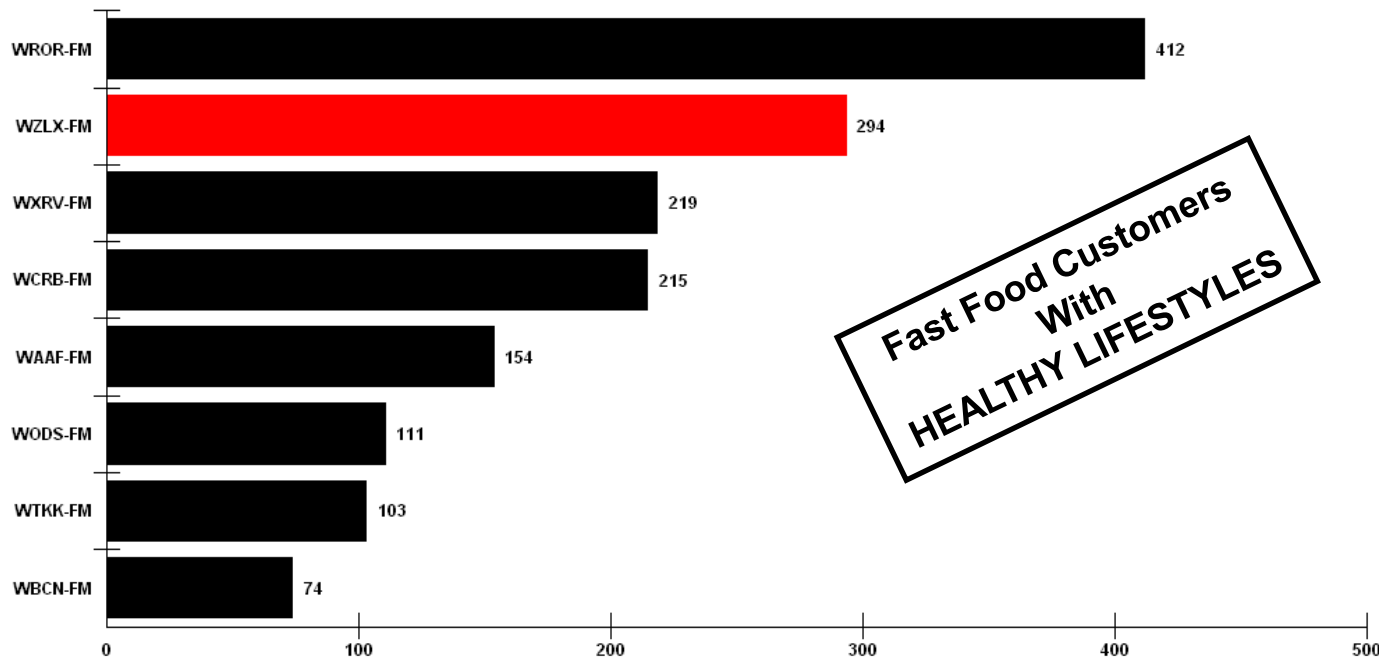
Report: RANKER REPORT Cume Index
Market: BOSTON, MA for DEC '04-JAN 2005
Base: FAST FOOD PAST WEEK--3 + PURCHASES
Target: PAST 12-MONTHS--SNOW SKIING

Total Audience: 560,700

% In Target Audience: 8.9%

Target Audience: 49,700

SNOW SKIERS WHO ARE FREQUENT FAST FOOD CUSTOMERS





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WZLX is a Market Leader in Reaching Frequent Fast Food Customers With Healthy Lifestyle Habits such as Bicycling.

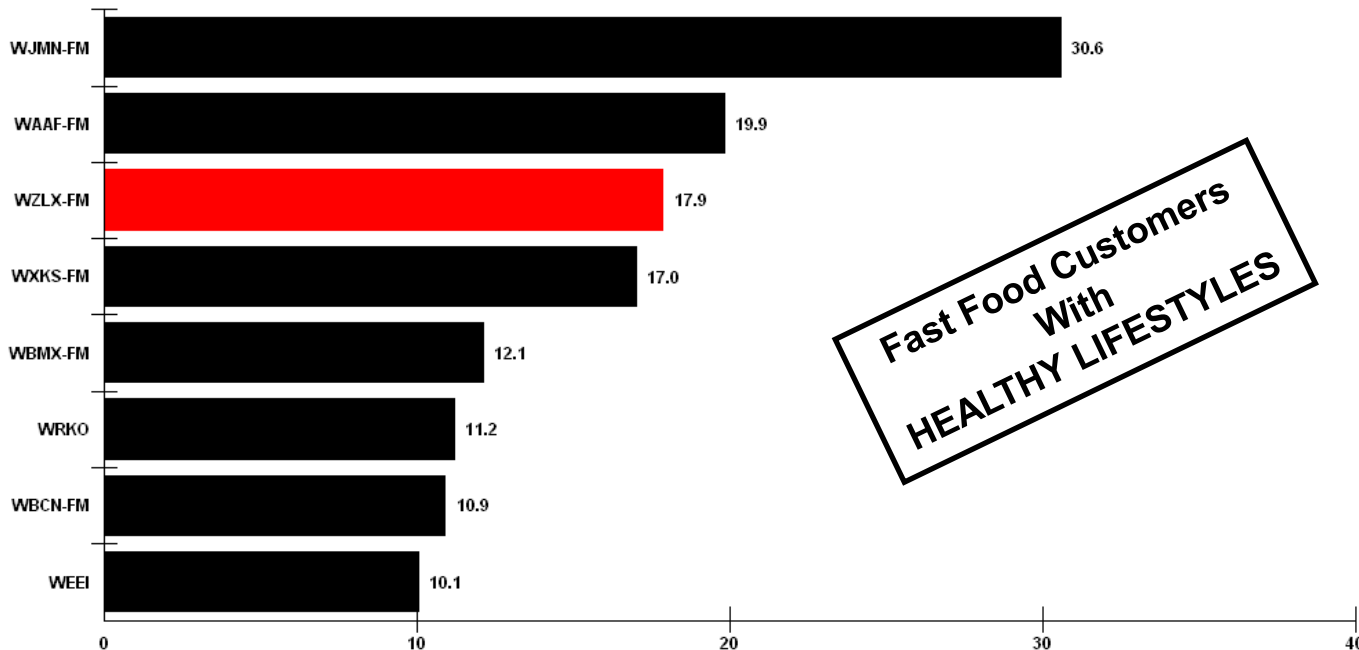
Report: RANKER REPORT
Market: BOSTON, MA for DEC '04-JAN 2005
Base: FAST FOOD PAST WEEK--3 + PURCHASES
Target: PAST 12-MONTHS--RODE A BICYCLE 12 + TIMES

Total Audience: 560,700

% In Target Audience: 18.9%

Target Audience: 106,200

FREQUENT FAST FOOD CUSTOMERS WHO ARE BICYCLISTS



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HEALTHY LIFESTYLES



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WZLX is a the MOST HIGHLY TARGETED & EFFICIENT STATION in Reaching Frequent Fast Food Customers With Healthy Lifestyle Habits such as Bicycling.

Report: RANKER REPORT
Market: BOSTON, MA for DEC '04-JAN 2005
Base: FAST FOOD PAST WEEK--3 + PURCHASES
Target: PAST 12-MONTHS--RODE A BICYCLE 12 + TIMES

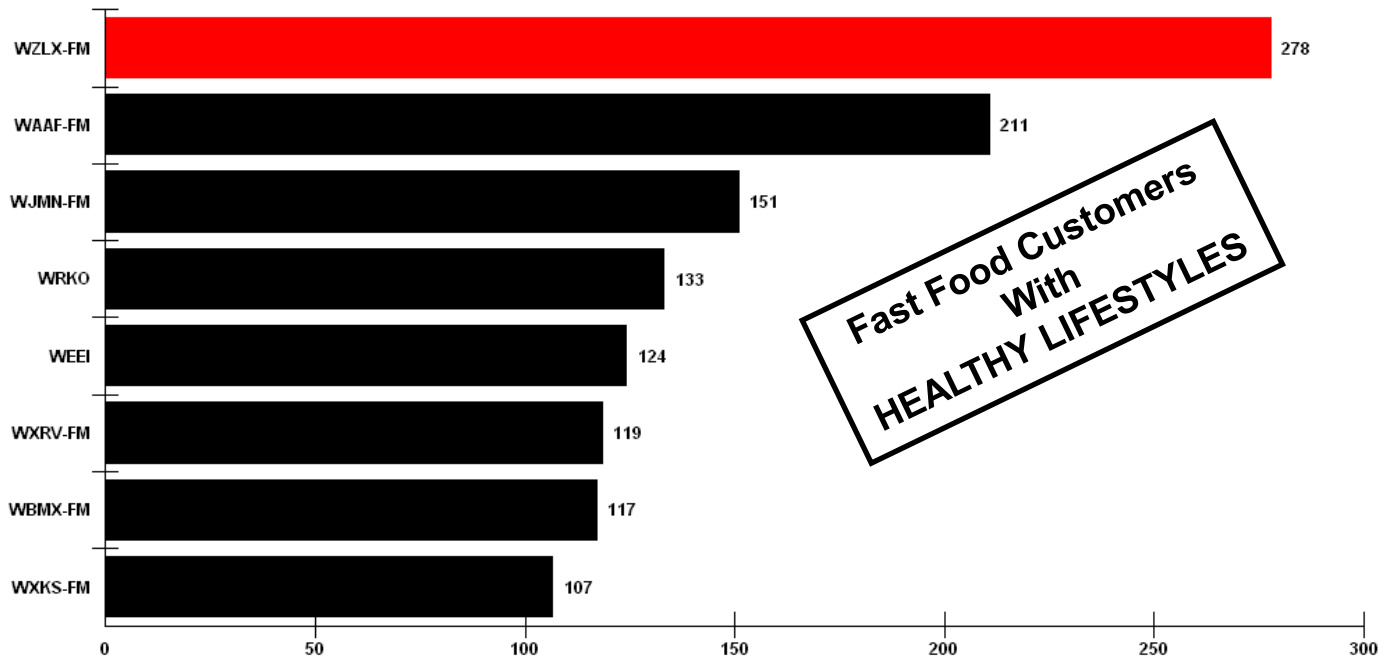
Cume Index

Total Audience: 560,700

% In Target Audience: 18.9%

Target Audience: 106,200

FREQUENT FAST FOOD CUSTOMERS WHO ARE BICYCLISTS



Fast Food Customers
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HEALTHY LIFESTYLES