

2006 Festival of Homes

Reaching Pittsburgh's Best Home Buying Prospects

with



Presented by:
Kristin Freno
WZPT Star 100.7
July 12, 2006



Builders Association of Metropolitan Pittsburgh



The Average Age of the Star 100.7 Adult Listener is 34.8 Years...
Closely Matching the 35.3 Average Age of Pittsburgh's Home Buyer.

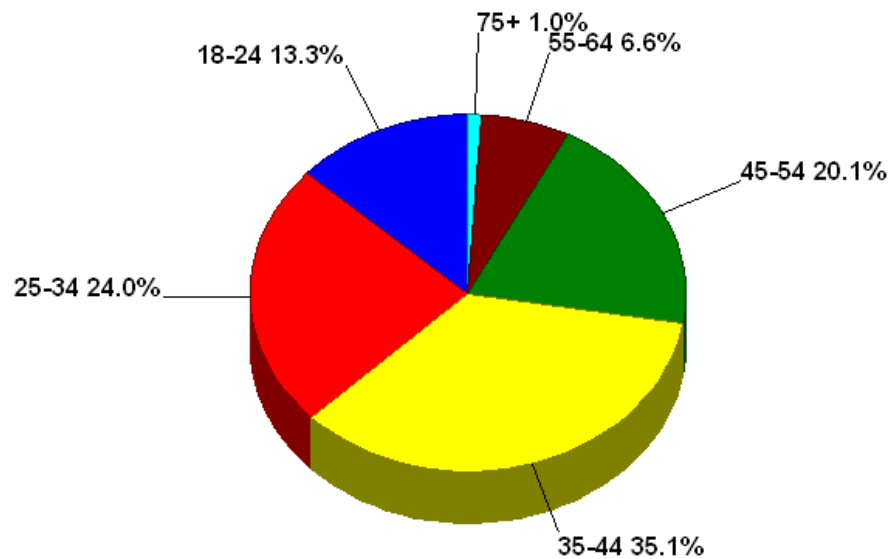
Report: MEDIA PROFILE REPORT
Market: PITTSBURGH, PA for APR-MAY 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: WZPT-FM

THE MEDIA AUDIT

Age Analysis

Media Persons: 140,200

Age Analysis of Star 100.7 Listeners





The Average Income of the Star 100.7 Adult Listener is \$64,000...
Closely Matching the \$64,099 Average Income of Pittsburgh's Home Buyer.

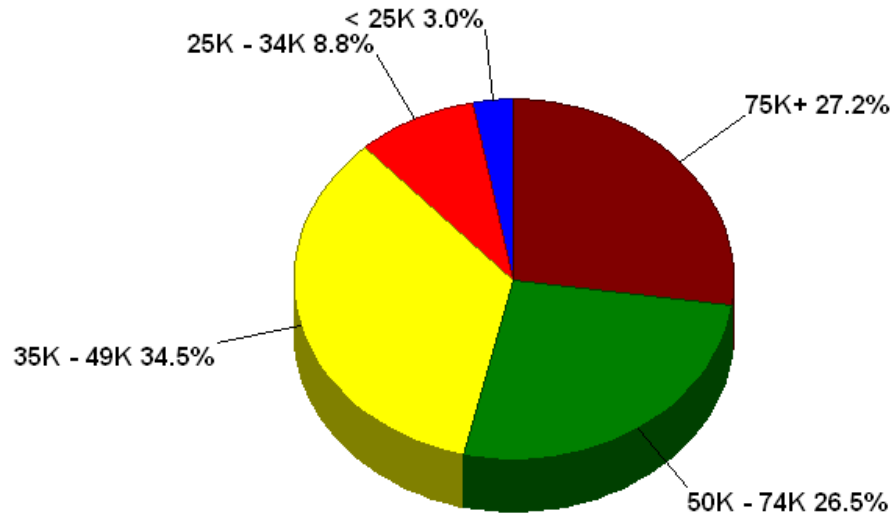
Report: MEDIA PROFILE REPORT
Market: PITTSBURGH, PA for APR-MAY 2006
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THE MEDIA AUDIT

Annual Income

Media Persons: 140,200

Annual Income of Star 100.7 Listeners





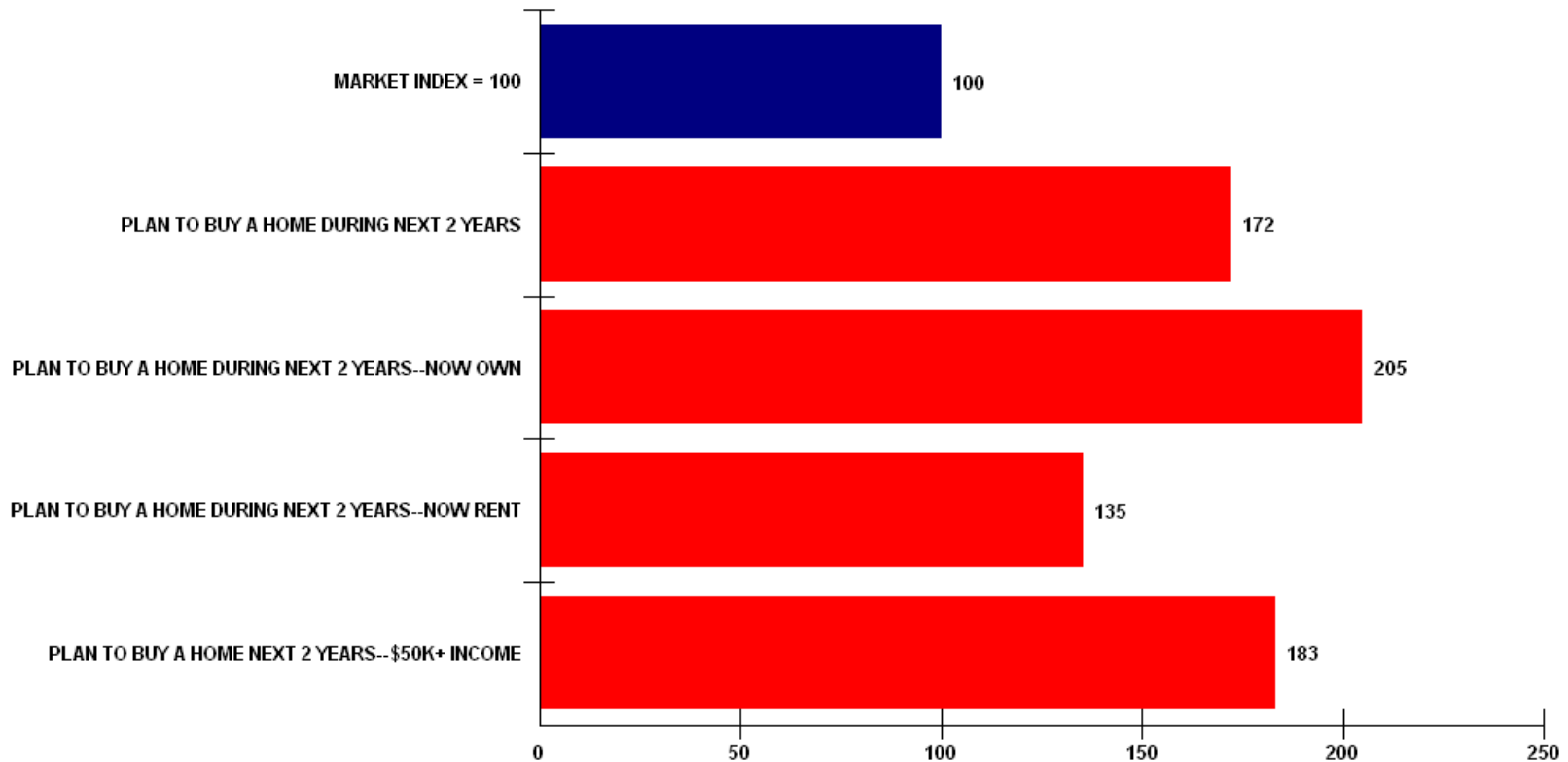
Star 100.7 Listeners are Much More Likely than the Market Average To Be Qualified Home Buyers

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
 Market: PITTSBURGH, PA for APR-MAY 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
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THE MEDIA AUDIT

Cume Index

Star 100.7 Dramatically the Market in Delivering Qualified Home Buyers





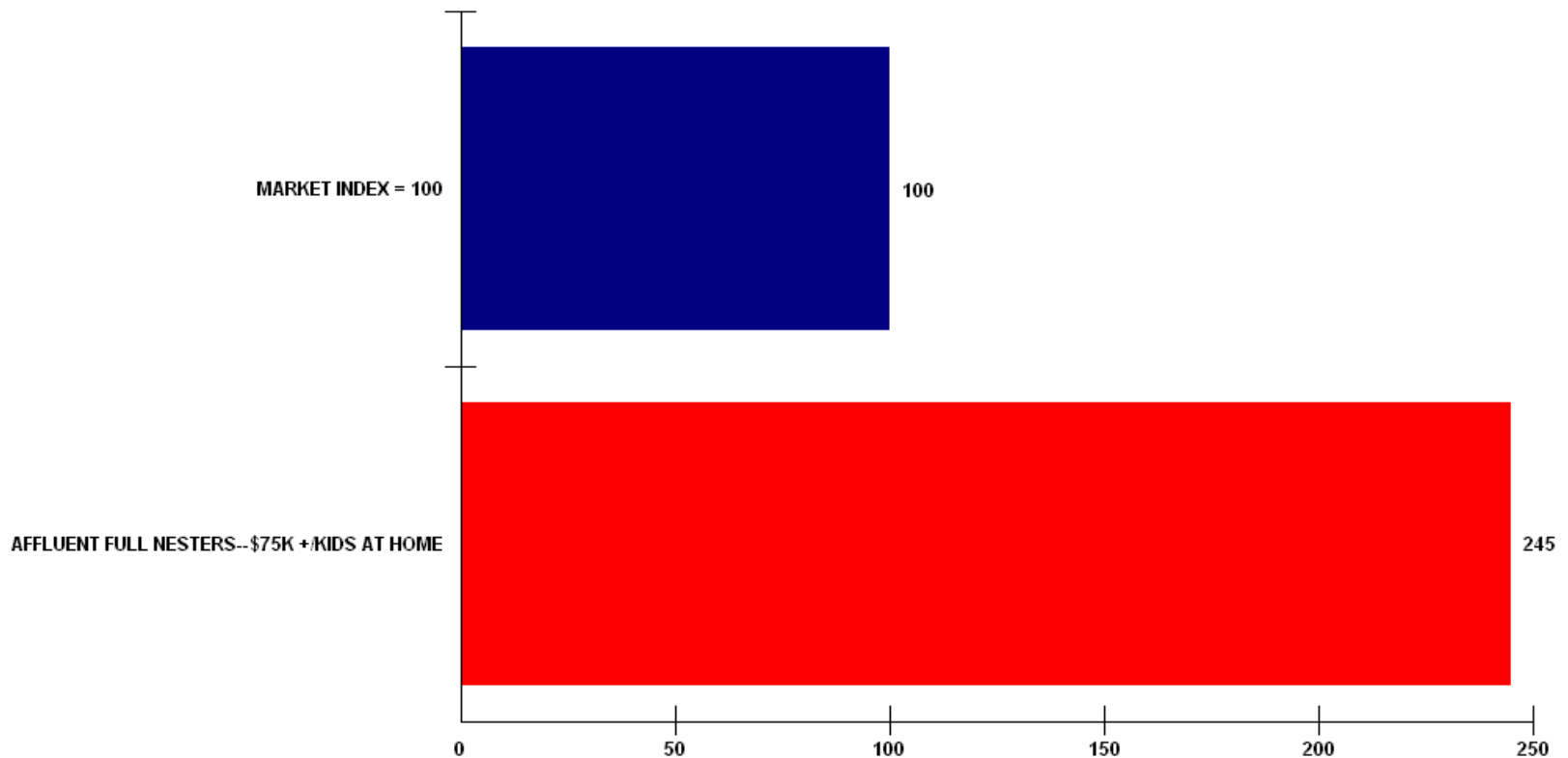
Star 100.7 Delivers Affluent Families

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
 Market: PITTSBURGH, PA for APR-MAY 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
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THE MEDIA AUDIT

Cume Index

Star 100.7 Listeners are 145% More Likely to be Affluent Full Nesters





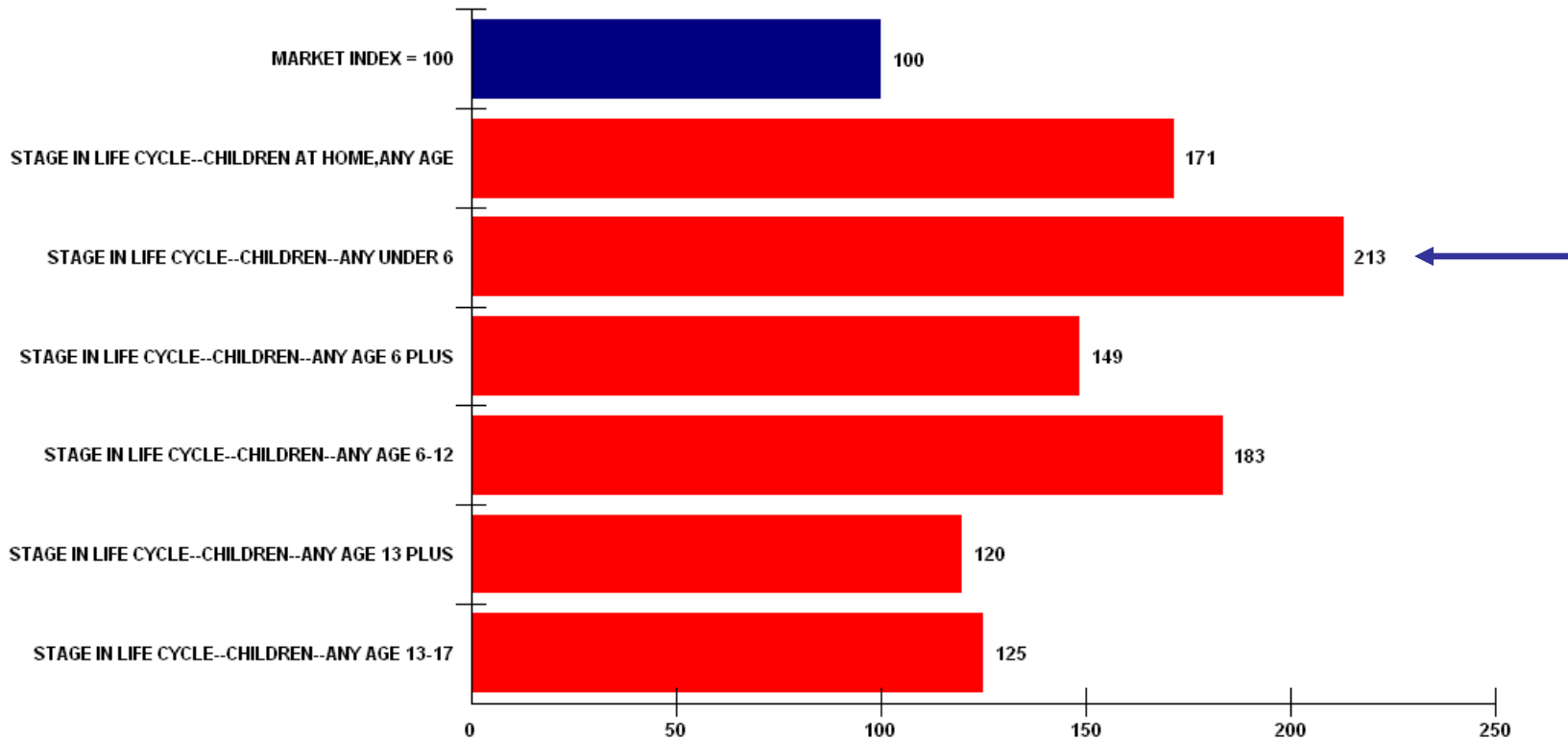
Star 100.7 Listeners Have GROWING Families That Need Larger Homes.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
 Market: PITTSBURGH, PA for APR-MAY 2006
 Bases: GENERAL BASE = ADULTS AGE 18+
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THE MEDIA AUDIT

Cume Index

Star 100.7 Delivers Adults with Children in the Household





Star 100.7 is a Market Leader in Delivering the Most Qualified Home Buyers

Report: RANKER REPORT
 Market: PITTSBURGH, PA for APR-MAY 2006
 Bases: GENERAL BASE = AFFLUENT FULL NESTERS--\$75K +KIDS AT HOME
 Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

THE MEDIA AUDIT

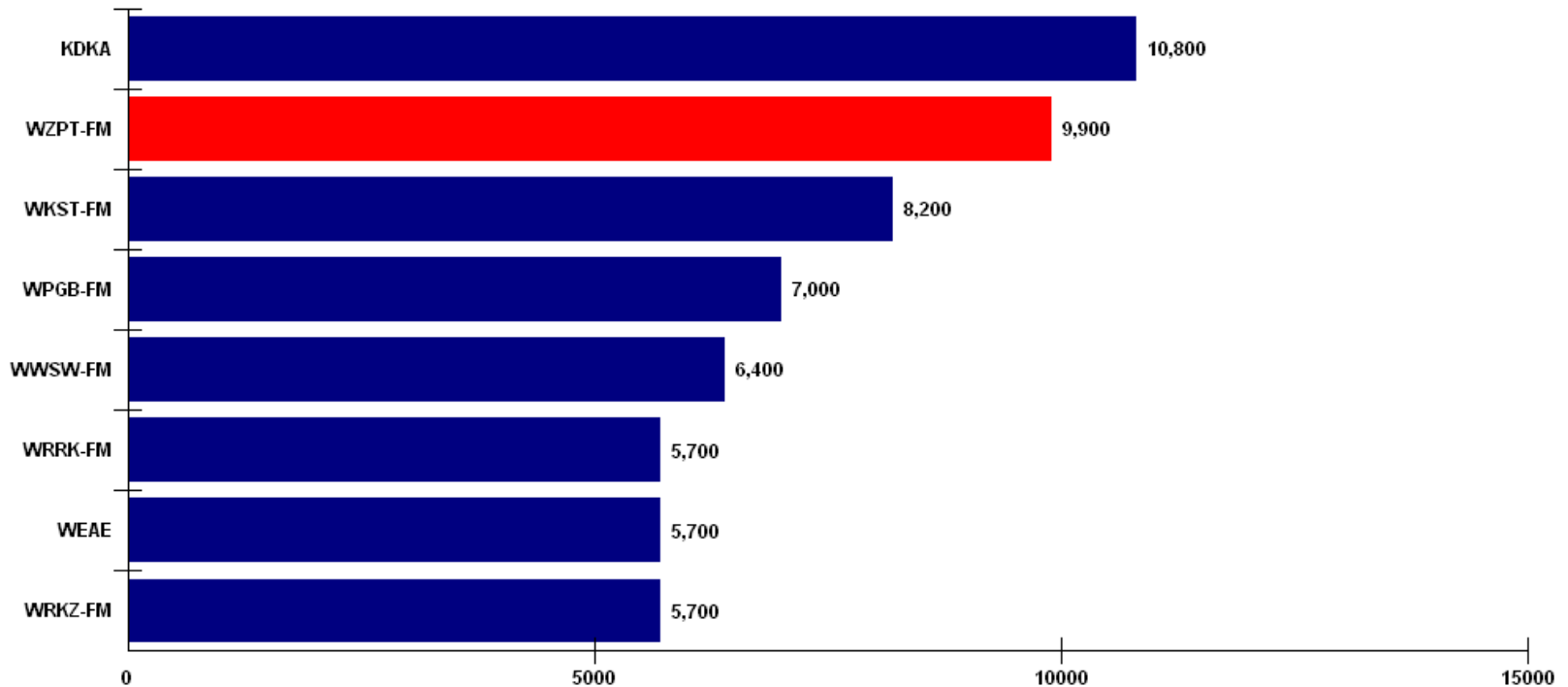
Cume Ratings

Base Population: 167,400

% In Target: 15.9%

Target Persons: 26,700

Affluent Full Nesters Planning to Buy A Home





Star 100.7 Reaches More Qualified Home Buyers Than Leading Print Publications

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