

BOISE
| weekly

Independent School District

of Boise City



Educating Today for a Better Tomorrow



Adult Educational Programs Student Profile

The results of your Winter 2009 web-based survey showed that:

- 78% of your adult students are **Women**
- 74% of your adult students are **Age 35-64**
- 56.4% of your adult students have **\$50,000+ income**
- 60% of your adult students have **1+ college degrees**

Gender Profile

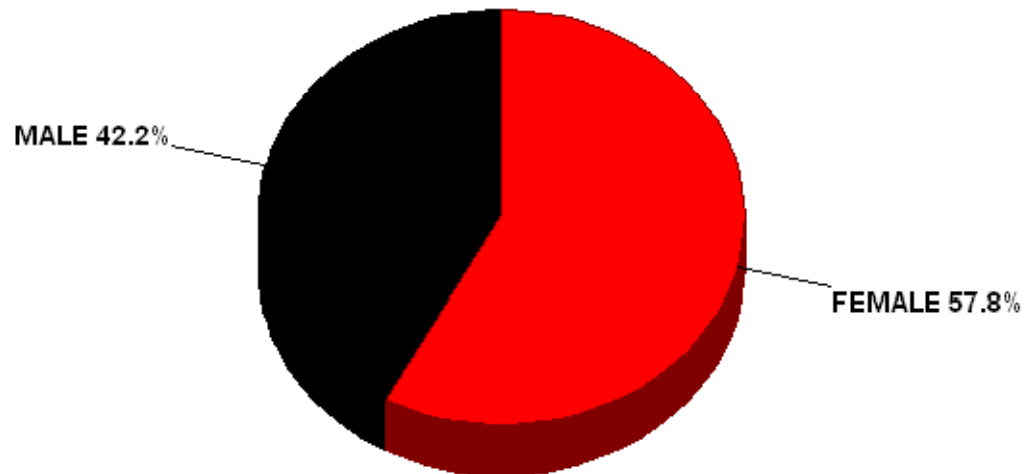
Report: MEDIA PROFILE REPORT
Market: BOISE, ID for MAY-JUN 2010
Bases: ADULTS AGE 18+
Media: BOISE WEEKLY

THE MEDIA AUDIT

Gender Profile

Media Persons: 100,599

57.8% OF BOISE WEEKLY READERS ARE WOMEN



Age Profile

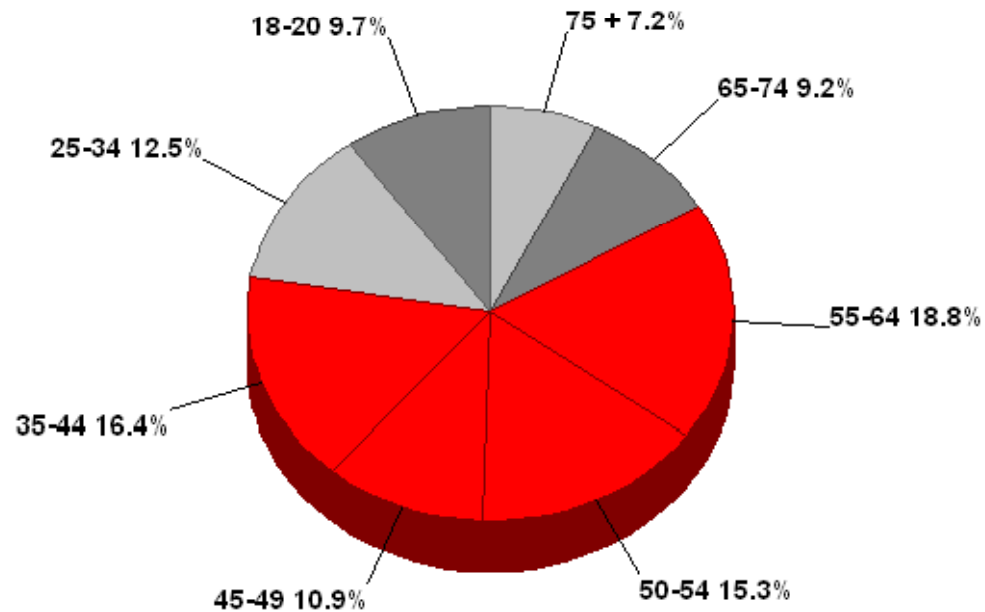
Report: MEDIA PROFILE REPORT
Market: BOISE, ID for MAY-JUN 2010
Bases: ADULTS AGE 18+
Media: BOISE WEEKLY

THE MEDIA AUDIT

Age Analysis

Media Persons: 100,599

61.4% OF BOISE WEEKLY READERS ARE AGE 35-64



Income Profile

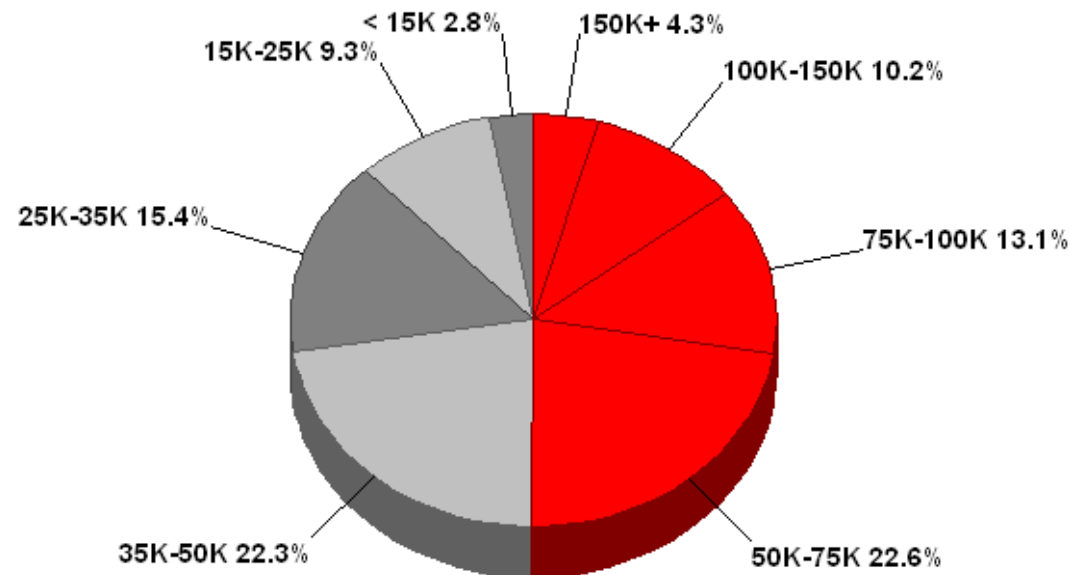
Report: MEDIA PROFILE REPORT
Market: BOISE, ID for MAY-JUN 2010
Bases: ADULTS AGE 18+
Media: BOISE WEEKLY

THE MEDIA AUDIT

Annual Income

Media Persons: 100,599

OVER 50% OF BOISE WEEKLY READERS HAVE \$50,000+ INCOMES



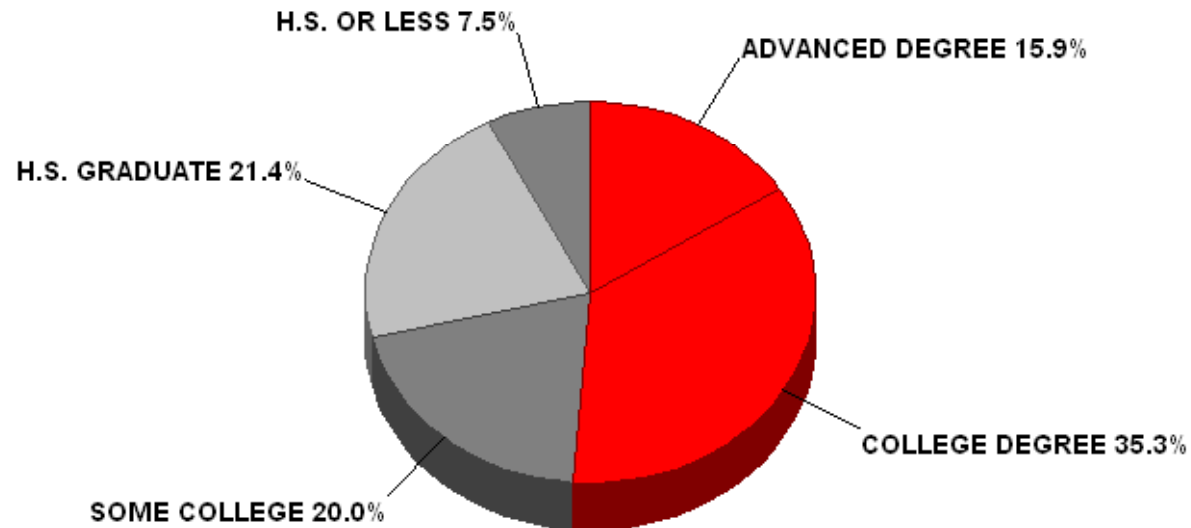
Report: MEDIA PROFILE REPORT
Market: BOISE, ID for MAY-JUN 2010
Bases: ADULTS AGE 18+
Media: BOISE WEEKLY

THE MEDIA AUDIT

Education Profile

Media Persons: 100,599

51.2% OF BOISE WEEKLY READERS HAVE 1 OR MORE COLLEGE DEGREES





REACH COMPARISON

Report: RANKER REPORT
Market: BOISE, ID for MAY-JUN 2010
Bases: EDUCATION--SINGLE AND/OR ADVANCED DEGREE
Target: ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 35-64

THE MEDIA AUDIT

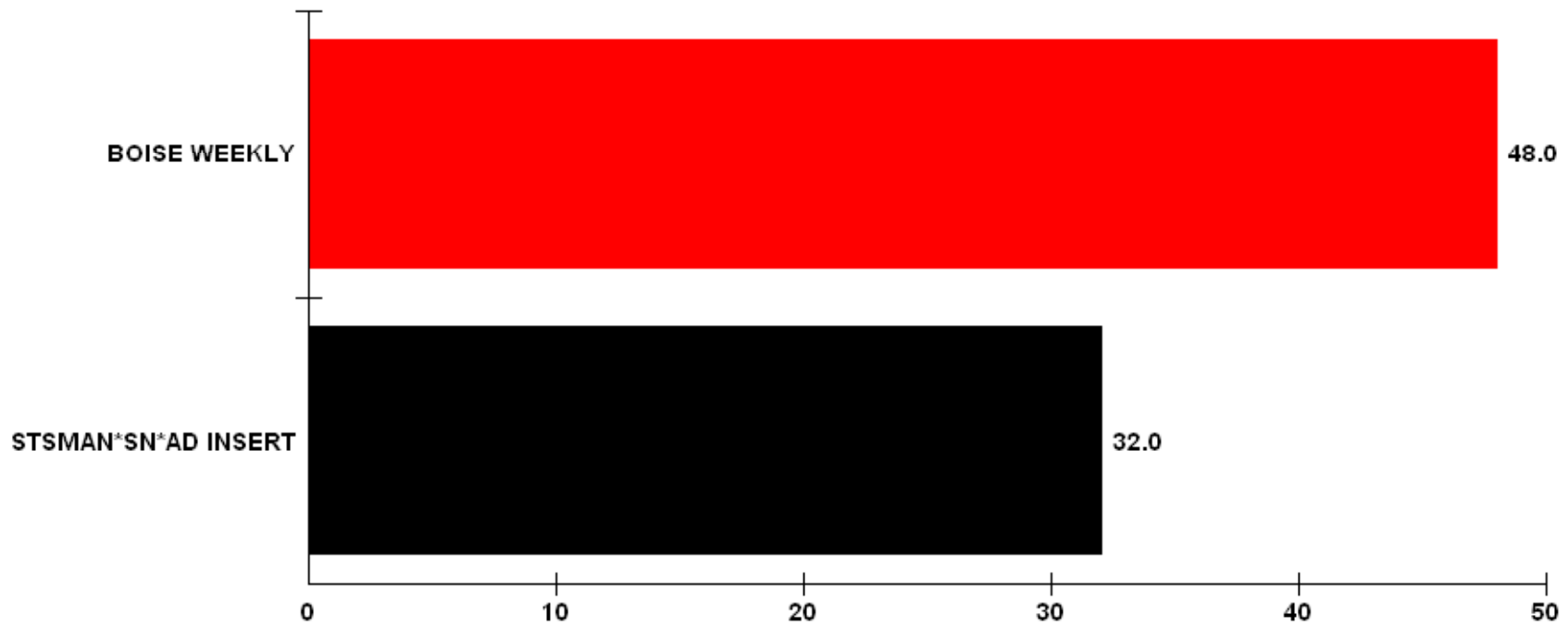
Cume Ratings
Female Adults

Base Population: 69,937

% In Target: 47.7%

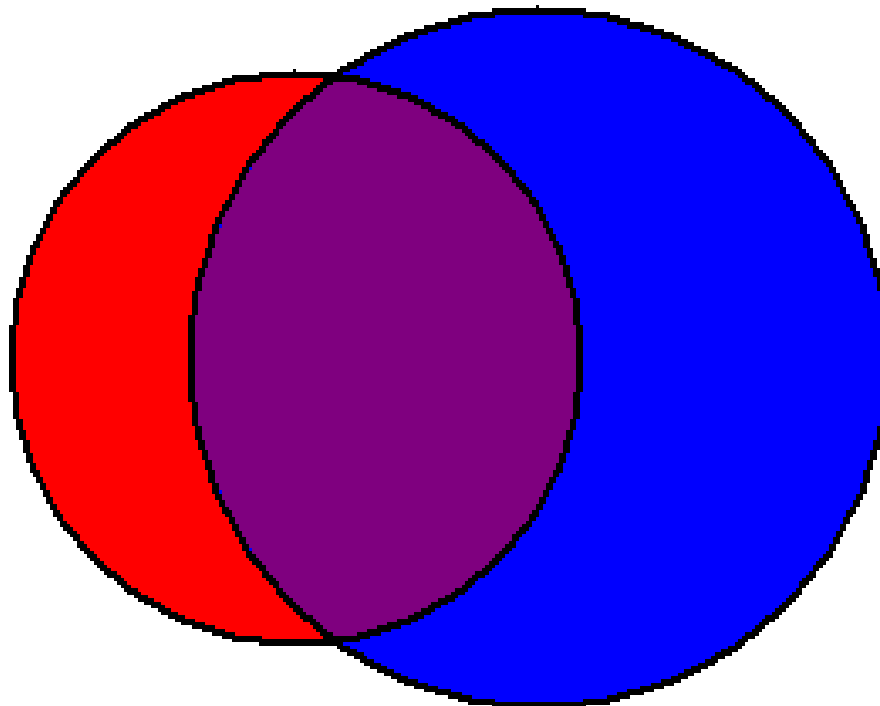
Target Persons: 33,359

BOISE WEEKLY REACHES 48% OF ALL WOMEN 35-64 WITH 1+ COLLEGE DEGREES



DUPLICATION

College Educated W35-64 with \$50K+ Income



45.9% of the total reach of your target by Boise Weekly & Statesman Ad Insert can **not** be reached by the Statesman Ad Insert

- STSMAN*SN*AD INSERT: 18.9% Unduplicated Reach
- 35.2% Duplication
- BOISE WEEKLY: 45.9% Unduplicated Reach