

Reaching Prime Member Prospects for 501 F1T

501 F1T™



Profile of THE ONION readers who Exercise Frequently at Health Clubs

THE ONION reaches 95,490 Health Club Members with average income of \$107,743.

Report: MEDIA QUICK PROFILE
 Market: MINNEAPOLIS-ST. PAUL, MN for MAR-APR/SEP-OCT 2009
 Bases: EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR
 Media: THE ONION

THE MEDIA AUDIT

All Groups TOTAL

Base Population: 662,944

% in Media: 14.4

Media Persons: 95,490

Audience Profile

Total Income: \$10,288,358,500

Mean Income: \$107,743

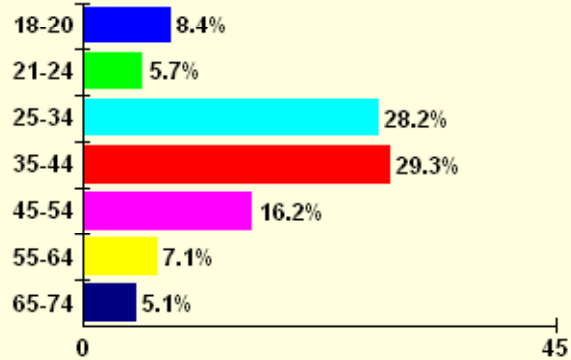
Mean Age: 38

Home Owners: 83%

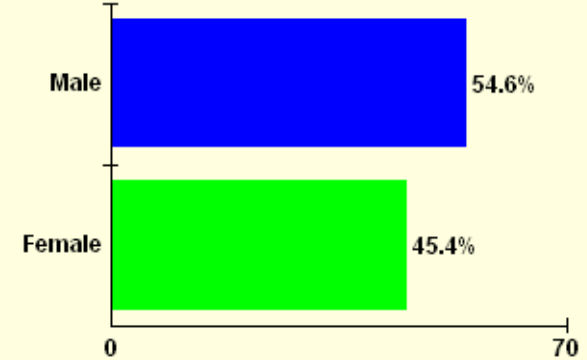
Mean Home Value: \$337,016

Mean Miles Past Week: 222

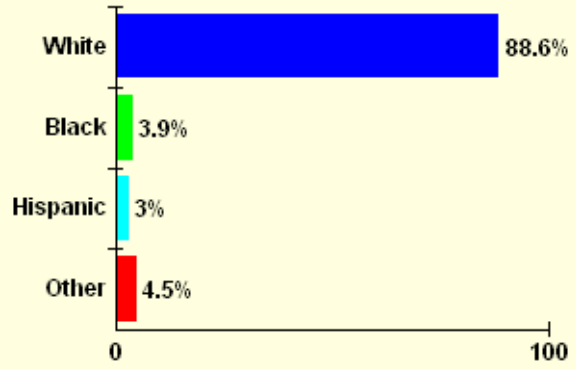
Age Analysis



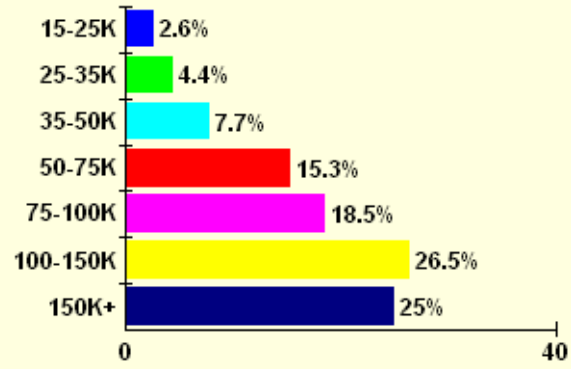
Gender Profile



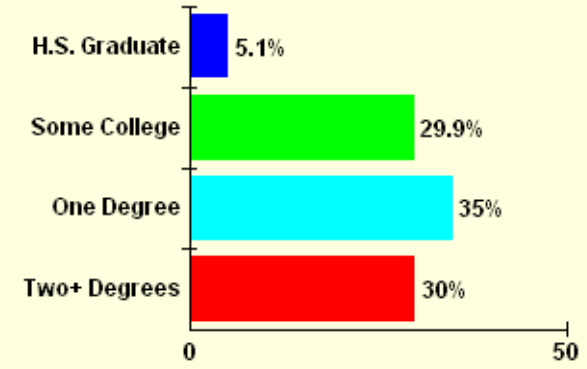
Ethnicity Profile



Annual Income



Education Profile



Report: RANKER REPORT
 Market: MINNEAPOLIS-ST. PAUL, MN for MAR-APR/SEP-OCT 2009
 Bases: ADULTS--AGE 18-54
 Target: EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR

THE MEDIA AUDIT

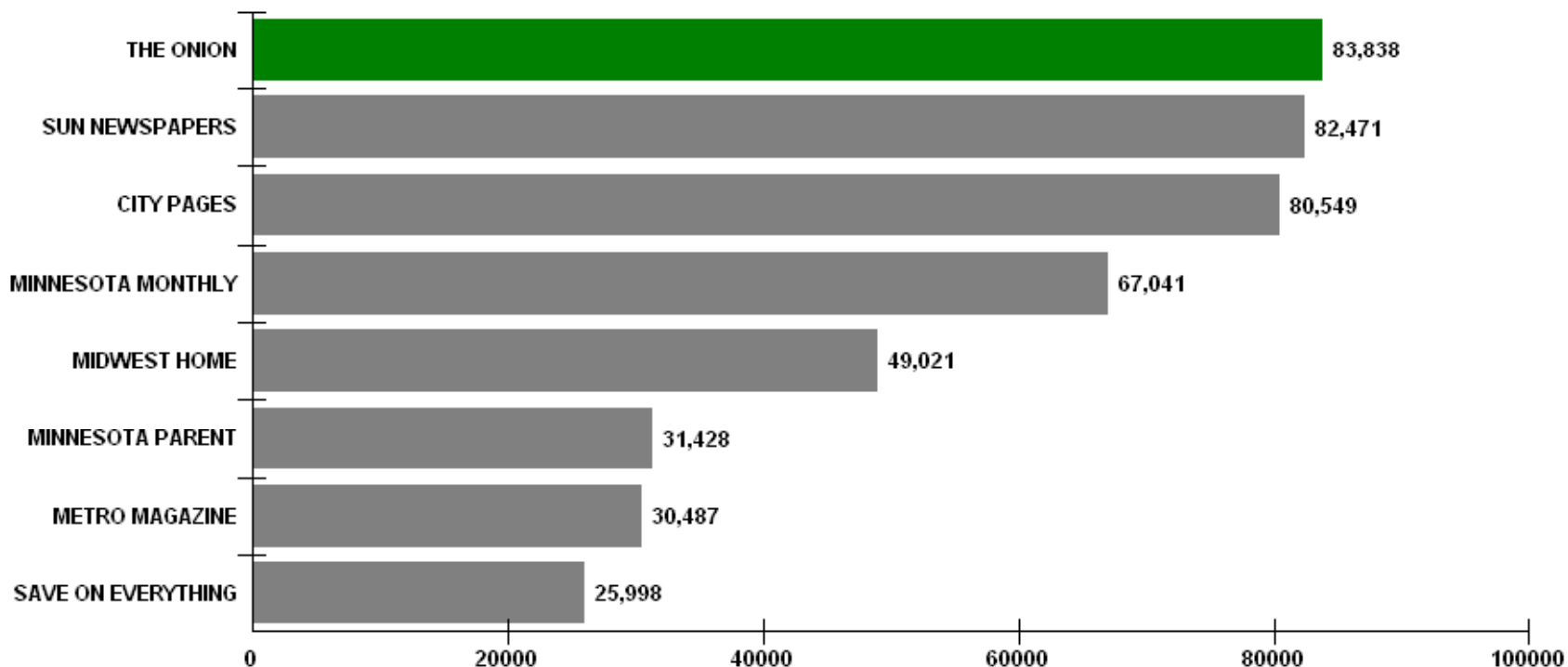
Cume Ratings

Base Population: 1,735,302

% In Target: 30.2%

Target Persons: 524,383

THE ONION REACHES THE MOST AGE 18-54 HEALTH CLUB PROSPECTS



Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings
 Market: MINNEAPOLIS-ST. PAUL, MN for MAR-APR/SEP-OCT 2009
 Bases: ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS *AND* ADULTS--AGE 18-54
 Target: EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR
 Base Population: 782,270 % In Target: 37.9% Target Persons: 296,789

THE ONION REACHES THE MOST HEALTH CLUB PROSPECTS WITH \$75,000+ INCOME

