



Delivering
Best Customer Prospects for
HARRIS BANK



HARRIS

HARRIS BANK CUSTOMER PROFILE

Report: TARGET QUICK PROFILE
 Market: CHICAGO, IL for NOV-DEC 2008 / MAR-MAY 2009
 Bases: ADULTS AGE 18+
 Target: CUSTOMER--HARRIS BANK

THE MEDIA AUDIT

All Groups
TOTAL

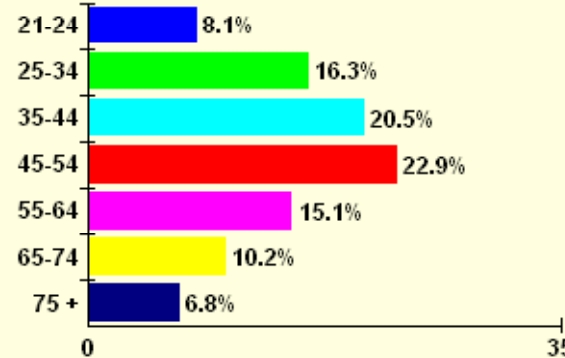
Base Population: 7,004,424

Target Persons: 523,944

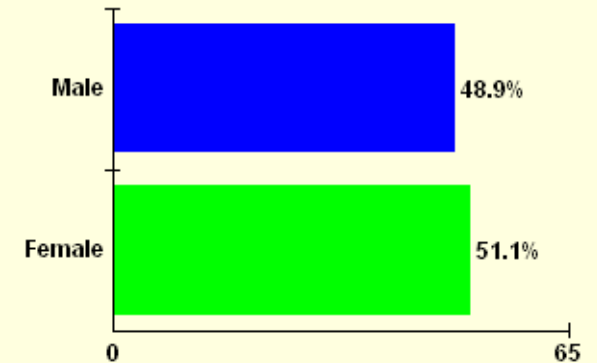
Target Profile

Total Income: \$40,528,728,000
Median Income: \$64,558
Median Age: 47
Home Owners: 83%
Median Home Value: \$303,608
Median Miles Past Week: 100

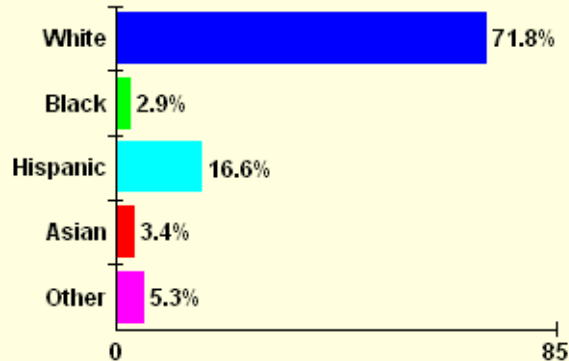
Age Analysis



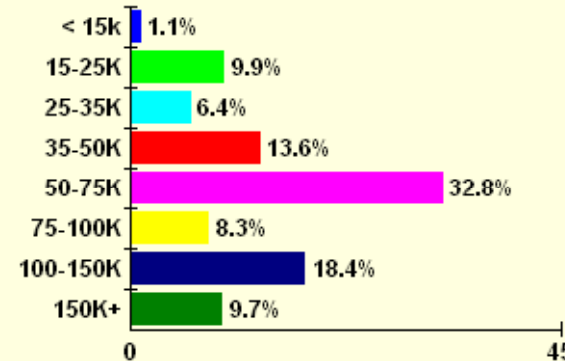
Gender Profile



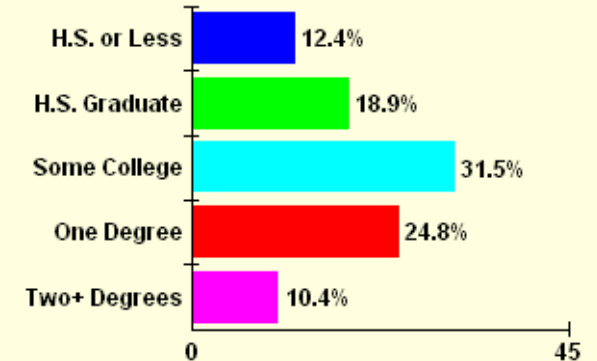
Ethnicity Profile



Annual Income



Education Profile





Adults 25-54



Chicago Readers Outperforms in Delivering Harris Bank's Demo of Adults 25-54

Report: AGE DEMO ANALYSIS
Market: CHICAGO, IL for NOV-DEC 2008 / MAR-MAY 2009
Bases: ADULTS AGE 18+
Media: CHICAGO READER
Target: CUSTOMER--HARRIS BANK

THE MEDIA AUDIT

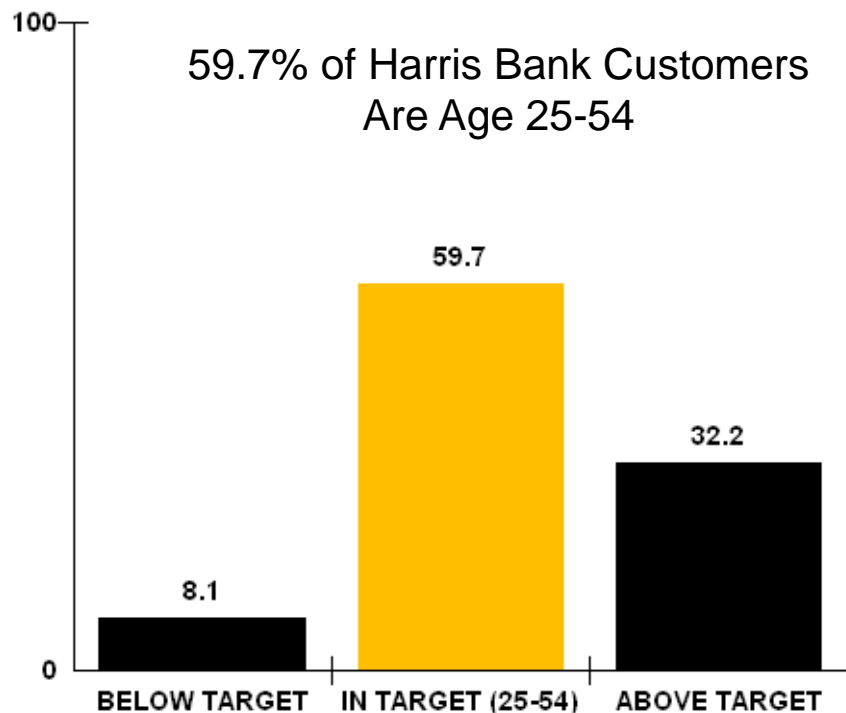
Total Market Persons: 7,004,423
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Media Percent: 9.8%
Target Percent: 7.5%

Media Persons: 688,460
Target Persons: 523,943

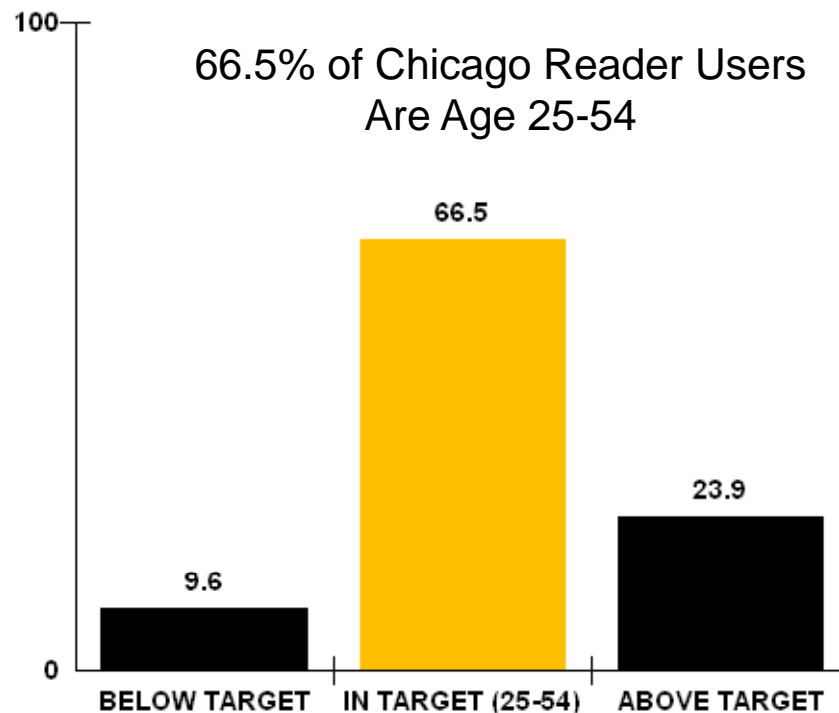
CUSTOMER--HARRIS BANK

59.7% of Harris Bank Customers
Are Age 25-54



CHICAGO READER

66.5% of Chicago Reader Users
Are Age 25-54





Adults 25-64



Chicago Readers Outperforms in Delivering Harris Bank's Demo of Adults 25-64

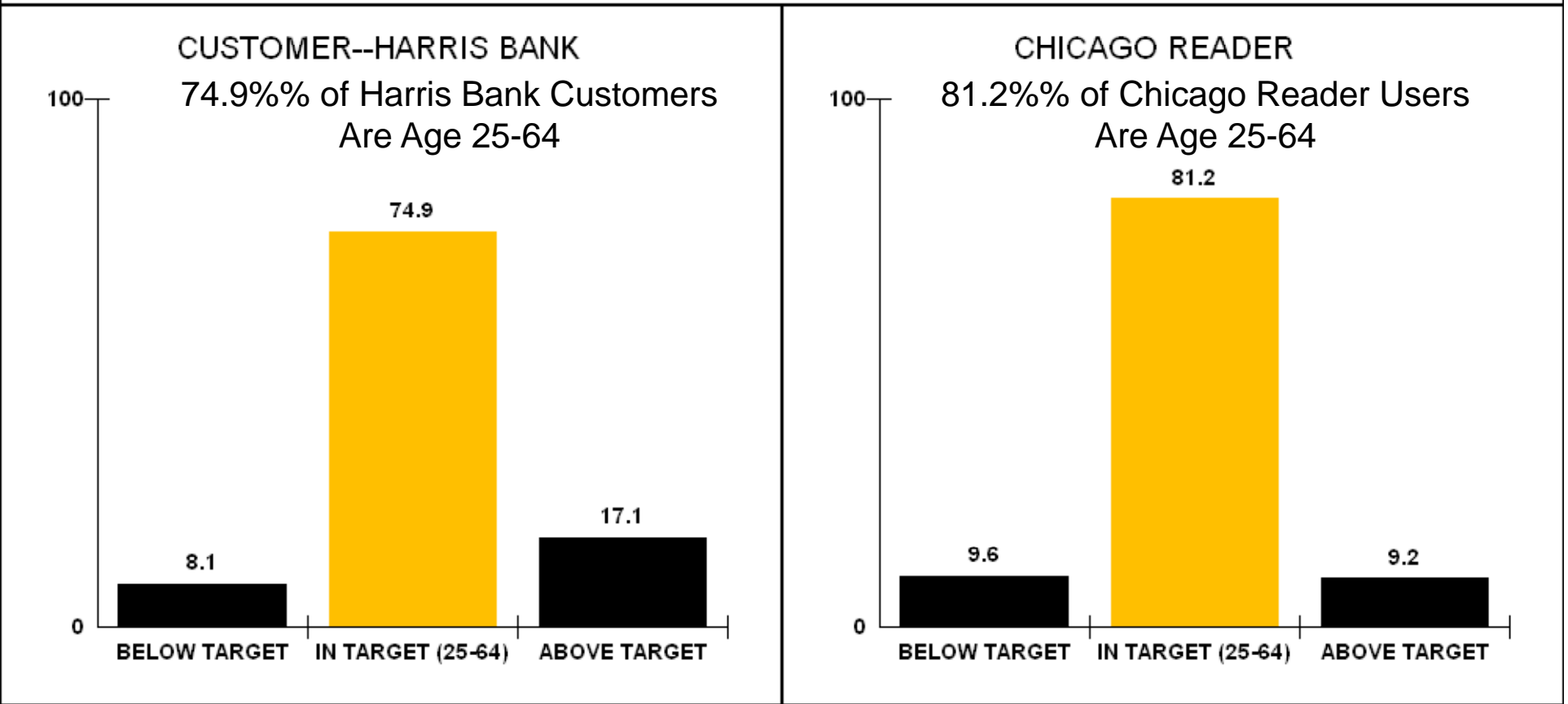
Report: AGE DEMO ANALYSIS
Market: CHICAGO, IL for NOV-DEC 2008 / MAR-MAY 2009
Bases: ADULTS AGE 18+
Media: CHICAGO READER
Target: CUSTOMER--HARRIS BANK

THE MEDIA AUDIT

Total Market Persons: 7,004,423
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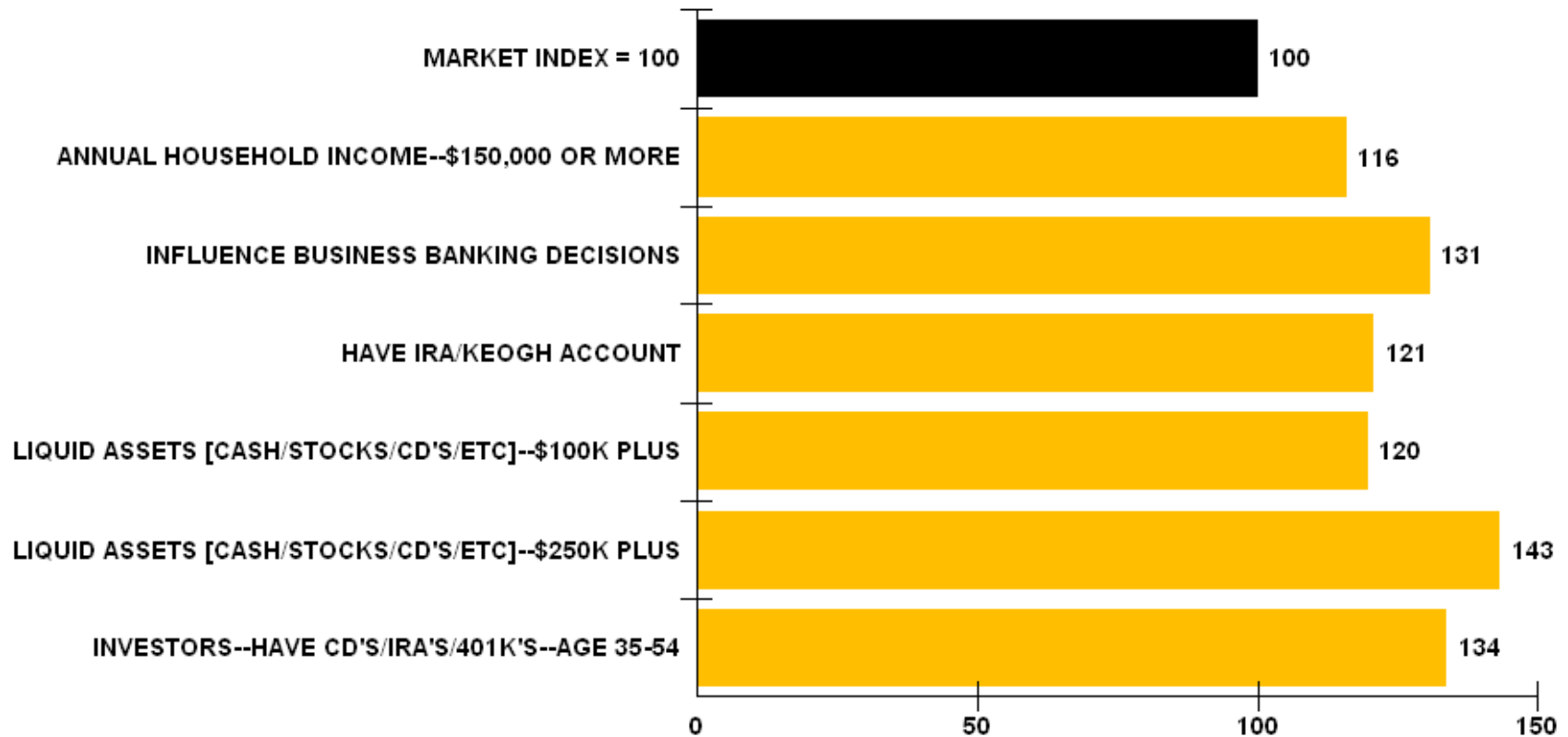


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: CHICAGO, IL for NOV-DEC 2008 / MAR-MAY 2009
 Bases: ADULTS AGE 18+
 Media: CHICAGO READER

THE MEDIA AUDIT

Cume Index

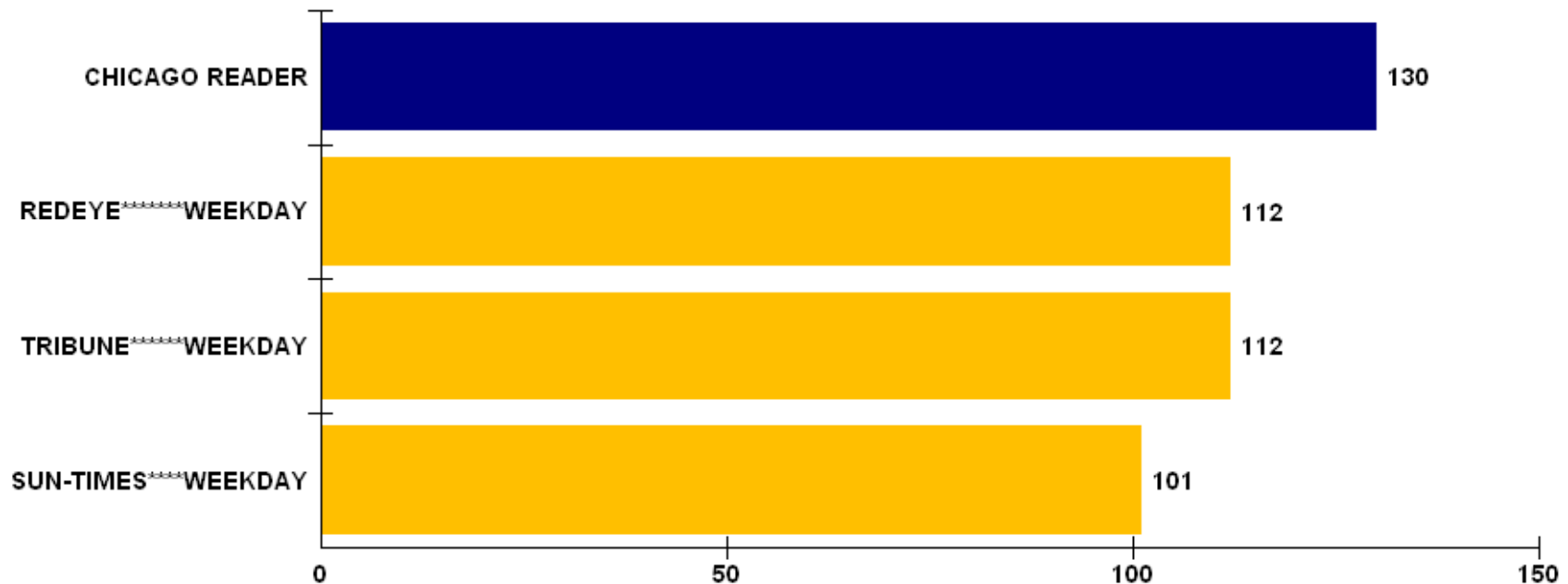
ChicagoReader Outperforms the Market in Prime Banking Prospects



Chicago Reader is Most Targeted & Efficient in Reaching Business Banking Decision Makers

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Index
Market:	CHICAGO, IL for NOV-DEC 2008 / MAR-MAY 2009		
Bases:	ADULTS AGE 18+		
Target:	INFLUENCE BUSINESS BANKING DECISIONS		
Base Population:	7,004,423	% In Target: 7.5%	Target Persons: 526,725

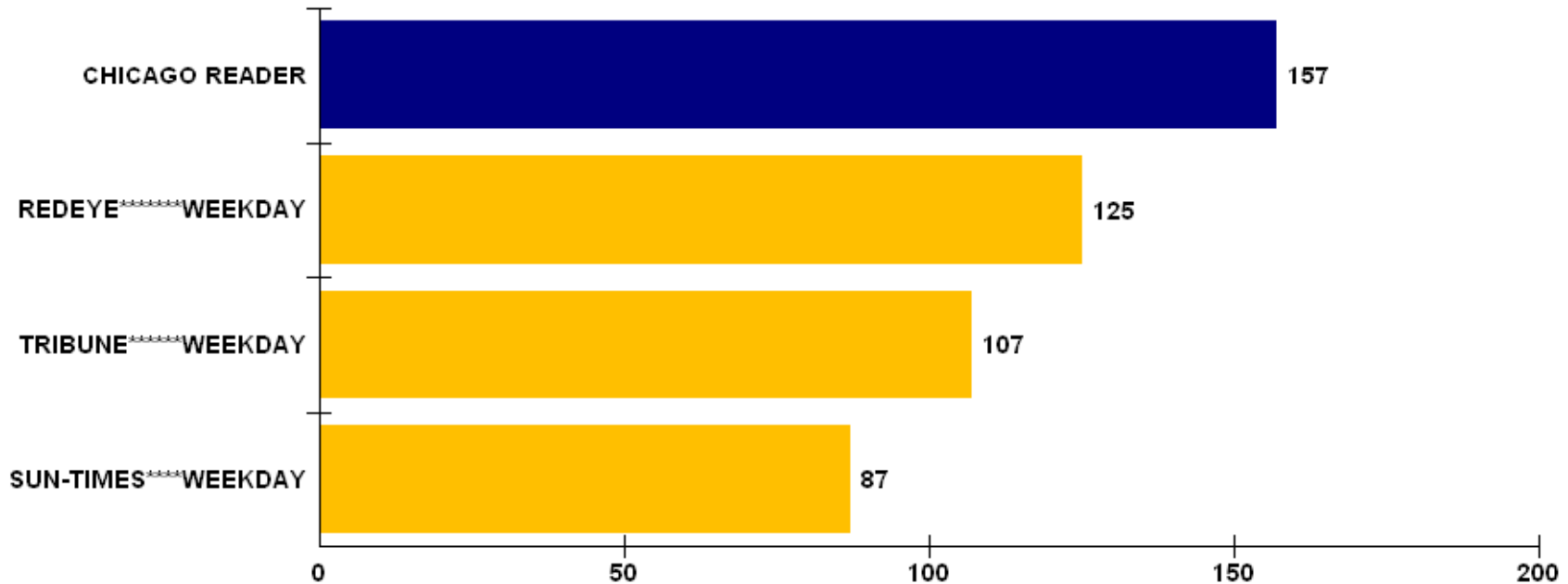
Chicago Reader Users are 30% More Likely to be Business Banking Decision Makers



Chicago Reader is Most Targeted & Efficient in Reaching Business Owners

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Index
Market:	CHICAGO, IL for NOV-DEC 2008 / MAR-MAY 2009		
Bases:	ADULTS AGE 18+		
Target:	OCCUPATION--BUSINESS OWNER/PARTNER/CORP.OFFICER		
Base Population:	7,004,423	% In Target: 6.3%	Target Persons: 439,731

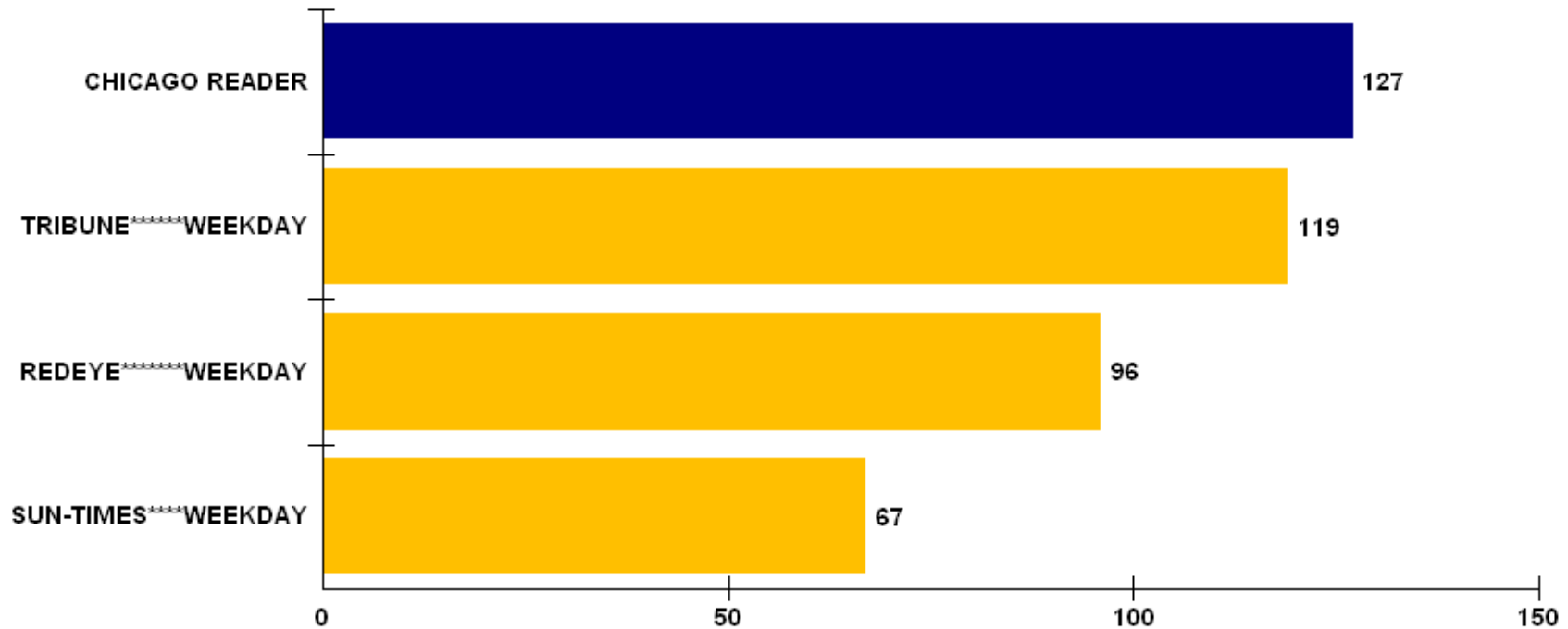
CHICAGO READER USERS ARE 57% MORE LIKELY TO BE BUSINESS OWNERS/CORPORATE OFFICER



Chicago Reader is Most Targeted & Efficient in Reaching Those in the Professions and Technical Field

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Index
Market:	CHICAGO, IL for NOV-DEC 2008 / MAR-MAY 2009		
Bases:	ADULTS AGE 18+		
Target:	OCCUPATION--PROFESSIONAL, TECHNICAL		
Base Population:	7,004,423	% In Target: 13.3%	Target Persons: 932,270

Chicago Reader Users are 27% More Likely to be Professionals





Chicago Reader is Most Targeted & Efficient in Reaching Investors

Report: RANKER REPORT THE MEDIA AUDIT Cume Index
Market: CHICAGO, IL for NOV-DEC 2008 / MAR-MAY 2009
Bases: ADULTS AGE 18+
Target: INVESTORS--HAVE CD'S/IRA'S/401K'S--AGE 35-54
Base Population: 7,004,423 % In Target: 26.7% Target Persons: 1,870,233

Chicago Reader Users are 33% More Likely to be Investors Age 35-54

