



***Reaching Phoenix
Health Club Prospects***

Presented by:

Phoenix New Times

Profile of Phoenix Health Club Customers

THE MEDIA AUDIT						
TARGET MARKET PROFILE REPORT						
Target Market Profile Report						
REPORT MARKET: PHOENIX, AZ						
REPORT BASE: ADULTS AGE 18+						
REPORT PERIOD: JUL-SEP 2009						
TARGET: EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR						
BASE POPULATION: 2,914,834		% IN TARGET: 25.9%				
MARKET PROFILE GROUPS	MARKET PROFILE PERCENT	TARGET PROFILE PERCENT	INDEX	0	100	2
GENDERS--MALE	49.9	47.2	94			
GENDERS--FEMALE	50.1	52.8	105			
AGES--18-20	5.1	7.9	154			
AGES--21-24	7.5	10.5	140			
AGES--25-34	20.3	20.0	98			
AGES--35-44	20.0	20.9	104			
AGES--45-49	9.4	8.0	91			
AGES--50-54	8.4	7.2	85			
AGES--55-64	13.6	13.1	96			
AGES--65-74	7.8	6.4	82			
AGES--75 +	7.8	5.5	69			
ETHNICITY--WHITE	59.5	66.5	111			
ETHNICITY--BLACK	3.7	2.5	68			
ETHNICITY--HISPANIC	26.8	19.0	71			
ETHNICITY--ASIAN	3.1	3.8	122			
INCOME--< 15K	6.8	3.9	56			
INCOME--15K-25K	10.8	4.7	43			
INCOME--25K-35K	14.0	3.9	27			
INCOME--35K-50K	21.2	22.0	103			
INCOME--50K-75K	17.5	20.0	114			
INCOME--75K-100K	13.8	17.3	125			
INCOME--100K-150K	8.6	14.3	165			
INCOME--150K+	7.3	14.0	192			
EDUCATION--H.S. OR LESS	11.9	2.5	21			
EDUCATION--H.S. GRADUATE	28.6	17.0	59			
EDUCATION--SOME COLLEGE	25.6	32.7	127			
EDUCATION--COLLEGE DEGREE	21.8	30.7	140			
EDUCATION--ADVANCED DEGREE	11.4	16.3	142			

56.6% are 25-54
59.2% are 18-44
67.8% are 18-49

New Times Delivers the Pure Fitness Prime Demo of Adults 25-54

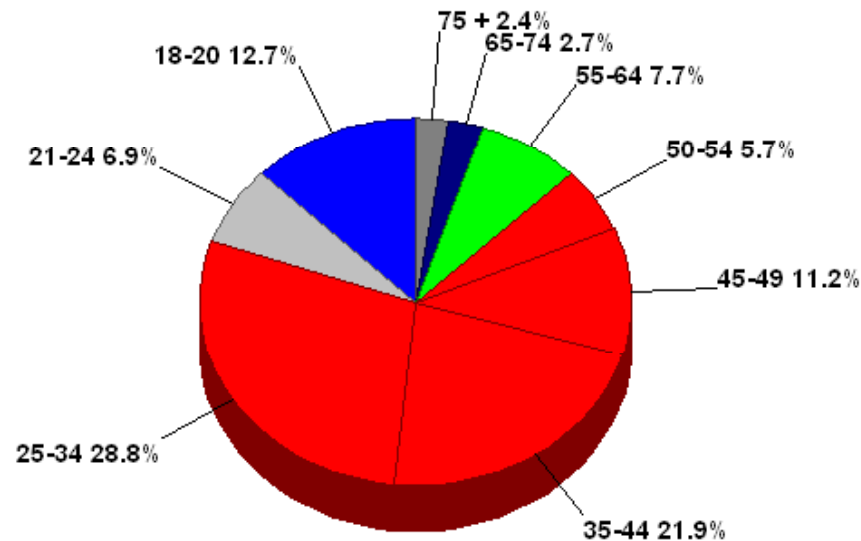
Report: MEDIA PROFILE REPORT
Market: PHOENIX, AZ for JUL-SEP 2009
Bases: ADULTS AGE 18+
Media: NEW TIMES

THE MEDIA AUDIT

Age Analysis

Media Persons: 567,761

68% of New Times Readers are Age 25-54



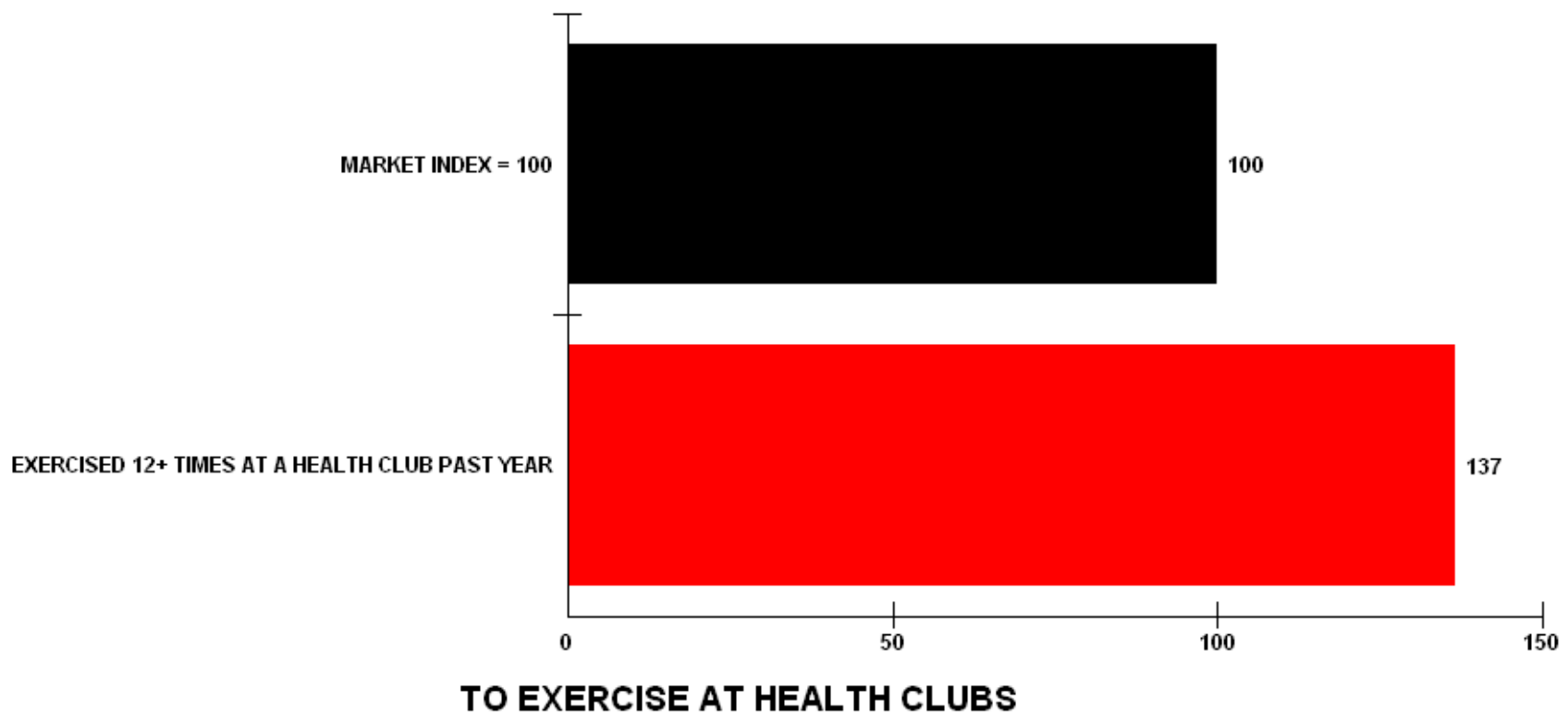
New Times is highly targeted and efficient In Reaching Health Club Customers

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: PHOENIX, AZ for JUL-SEP 2009
Bases: ADULTS AGE 18+
Media: NEW TIMES

THE MEDIA AUDIT

Most Often Index

NEW TIMES READERS ARE 37% MORE LIKELY THAN THE AVERAGE ADULT



New Times Reaches More Adults Age 25-54 than any Morning or Evening TV Newscast

Report: RANKER REPORT				THE MEDIA AUDIT			
Market: PHOENIX, AZ for JUL-SEP 2009							
Bases: ADULTS AGE 18+							
Target: ADULTS--AGE 25-54							
Base Population: 2,914,834				% In Target: 58.1%			
Rank	Media	Cume Persons	Cume Rating	0	8	15	23
1	NEW TIMES	384,255	22.7				
2	PRIME NEWS*KTVK C 3	294,696	17.4				
3	LATE NEWS*KSAZ C 10	269,695	15.9				
4	MORN NEWS*KSAZ C 10	214,414	12.7				
5	LATE NEWS*KPNX C 12	212,305	12.5				
6	C61 KASW 5-9 AM	205,091	12.1				
7	C61 KASW CW 9-10PM	171,491	10.1				
8	LATE NEWS*KNXV C 15	171,227	10.1				
9	MORN NEWS*KNXV C 15	167,666	9.9				
10	MORN NEWS*KTVK C 3	157,966	9.3				
11	LATE NEWS*KPHO C 5	139,463	8.2				
12	MORN NEWS*KPNX C 12	132,211	7.8				
13	MORN NEWS*KPHO C 5	108,280	6.4				
14	C41 KPDF AZT 9-10PM	53,603	3.2				

New Times Reaches More Health Club Customers than any Morning or Evening TV Newscast

Report: RANKER REPORT				THE MEDIA AUDIT			
Market: PHOENIX, AZ for JUL-SEP 2009							
Bases: ADULTS AGE 18+							
Target: EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR							
Base Population: 2,914,834				% In Target: 25.9%			
Rank	Media	Cume Persons	Cume Rating	0	8	17	25
1	NEW TIMES	183,851	24.4				
2	LATE NEWS*KSAZ C 10	160,297	21.2				
3	PRIME NEWS*KTVK C 3	128,219	17.0				
4	LATE NEWS*KPNX C 12	125,191	16.6				
5	LATE NEWS*KNXV C 15	115,631	15.3				
6	C61 KASW CW 10-10 3	113,879	15.1				
7	MORN NEWS*KSAZ C 10	109,428	14.5				
8	MORN NEWS*KPNX C 12	87,542	11.6				
9	MORN NEWS*KNXV C 15	86,979	11.5				
10	MORN NEWS*KTVK C 3	60,434	8.0				
11	LATE NEWS*KPHO C 5	41,168	5.5				
12	MORN NEWS*KPHO C 5	33,419	4.4				
13	C41 KPDF AZT 7-9 AM	29,610	3.9				
14	C41 KPDF AZT 10-10 3	19,471	2.6				
15	C41 KPDF AZT 5-7 AM	9,202	1.2				

The Net Weekly Reach of TV Newscasts of Adults 25-54 is 861,645.

THE MEDIA AUDIT						
COMBO BUILDER -- NET MEDIA REACH REPORT						
Unduplicated Cume Ratings						
REPORT MARKET: PHOENIX, AZ						
REPORT BASE: ADULTS AGE 18+						
REPORT PERIOD: JUL-SEP 2009						
TARGET: ADULTS--AGE 25-54						
BASE POPULATION: 2,914,834	% IN TARGET: 58.1%					
MEDIA	CUME PERSONS	CUME RATING	0	17	34	51
MORN NEWS*KPNX C 12	132,211	7.8				
MORN NEWS*KNXV C 15	167,666	9.9				
MORN NEWS*KPHO C 5	108,280	6.4				
MORN NEWS*KSAZ C 10	214,414	12.7				
MORN NEWS*KTVK C 3	157,966	9.3				
PRIME NEWS*KTVK C 3	294,696	17.4				
LATE NEWS*KPNX C 12	212,305	12.5				
LATE NEWS*KNXV C 15	171,227	10.1				
LATE NEWS*KPHO C 5	139,463	8.2				
LATE NEWS*KSAZ C 10	269,695	15.9				
C61 KASW CW 9-10PM	171,491	10.1				
C41 KPDF AZT 9-10PM	53,603	3.2				
C61 KASW 5-9 AM	205,091	12.1				
NET UNDUPLICATED MEDIA REACH 1	861,645	50.8				

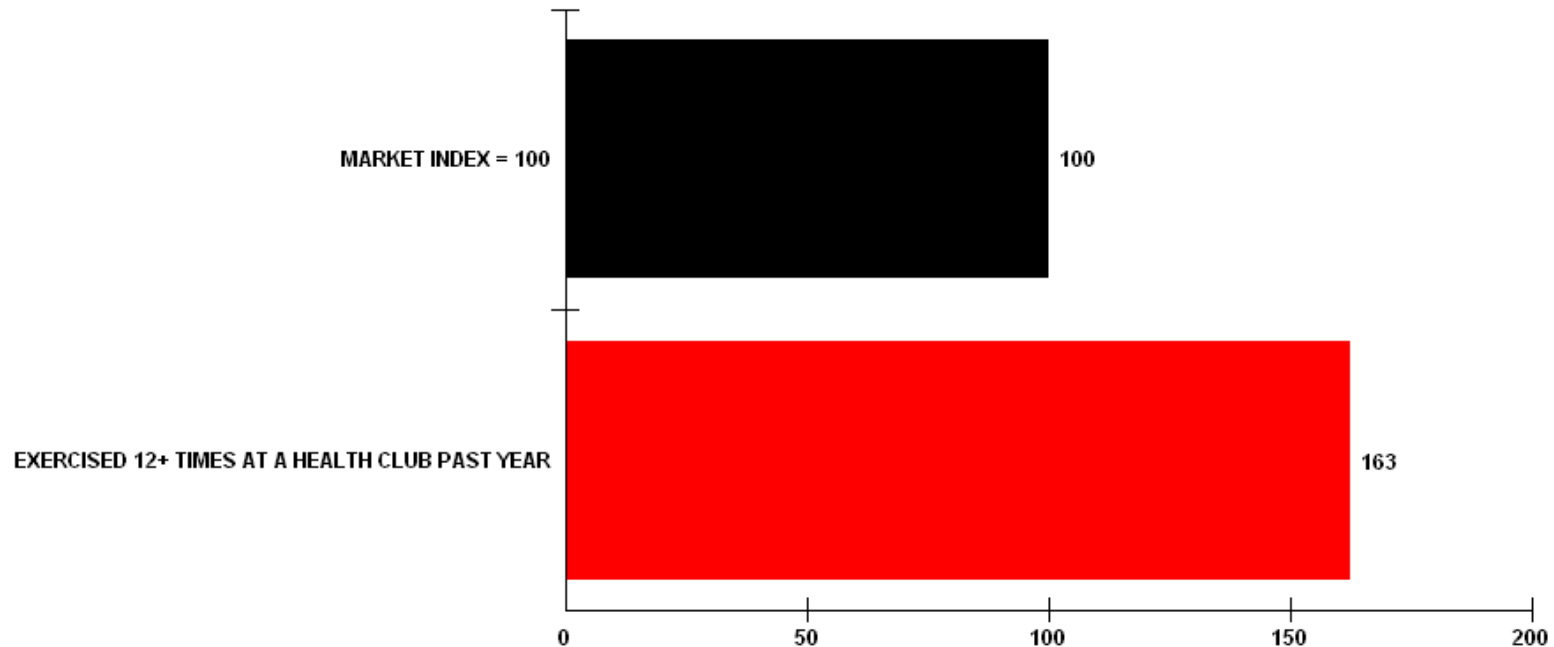
By shifting dollars from WPHO Early/Late News & Adding New Times, Reach INCREASES by 115,468 A25-54.

THE MEDIA AUDIT						
COMBO BUILDER -- NET MEDIA REACH REPORT						
Unduplicated Cume Ratings						
REPORT MARKET: PHOENIX, AZ						
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REPORT PERIOD: JUL-SEP 2009						
TARGET: ADULTS--AGE 25-54						
BASE POPULATION: 2,914,834					% IN TARGET: 58.1%	
MEDIA	CUME PERSONS	CUME RATING	0	19	39	58
NEW TIMES	384,255	22.7				
MORN NEWS*KPNX C 12	132,211	7.8				
MORN NEWS*KNXV C 15	167,866	9.9				
MORN NEWS*KSAZ C 10	214,414	12.7				
MORN NEWS*KTVK C 3	157,966	9.3				
PRIME NEWS*KTVK C 3	294,896	17.4				
LATE NEWS*KPNX C 12	212,305	12.5				
LATE NEWS*KNXV C 15	171,227	10.1				
LATE NEWS*KSAZ C 10	269,895	15.9				
C61 KASW CW 9-10PM	171,491	10.1				
C41 KPDF AZT 9-10PM	53,803	3.2				
C61 KASW 5-9 AM	205,091	12.1				
NET UNDUPLICATED MEDIA REACH 1	977,113	57.7				

Increase that reach even more by adding PhoenixNewTimes.com.

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT THE MEDIA AUDIT Most Often Index
Market: PHOENIX, AZ for JUL-SEP 2009
Bases: ADULTS AGE 18+
Media: PHOENIXNEWTIMES.COM

PhoenixNewTimes.com Users are 63% more likely to be Health Club Customers



PhoenixNewTimes.com Delivers the Pure Fitness Prime Demo of Adults 25-54.

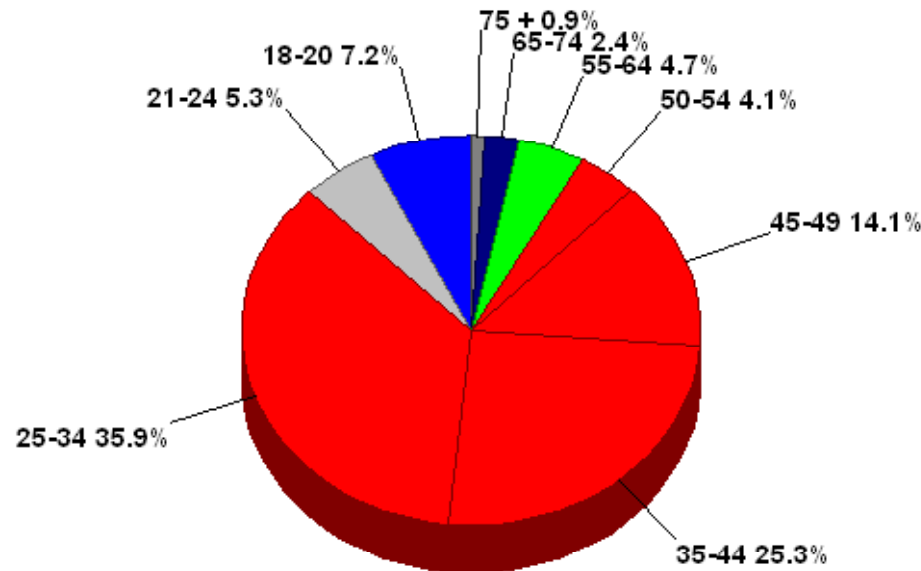
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Market: PHOENIX, AZ for JUL-SEP 2009
Bases: ADULTS AGE 18+
Media: PHOENIXNEWTIMES.COM

THE MEDIA AUDIT

Age Analysis

Media Persons: 209,532

79.4% of PhoenixNewTimes.com Users are Age 25-54



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Market: PHOENIX, AZ for JUL-SEP 2009
Bases: ADULTS AGE 18+
Target: ADULTS--AGE 25-54

THE MEDIA AUDIT

Cume Ratings

Base Population: 2,914,834

% In Target: 58.1%

Target Persons: 1,694,860

PhoenixNewTimes.com Reaches 166,442 Adults 25-54

PHOENIXNEWTIMES.COM

166,442

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