



# Reaching Frequent Beer Consumers In the Providence Market

THE PROVIDENCE  
**PHOENIX**

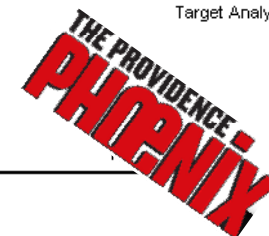


# 93% OF PROVIDENCE PHOENIX READERS ARE OF LEGAL DRINKING AGE

Report: MEDIA PROFILE REPORT  
Market: PROVIDENCE, RI for MAY-JUN 2002  
Bases: ADULTS  
Media: PROVIDENCE PHOENIX  
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

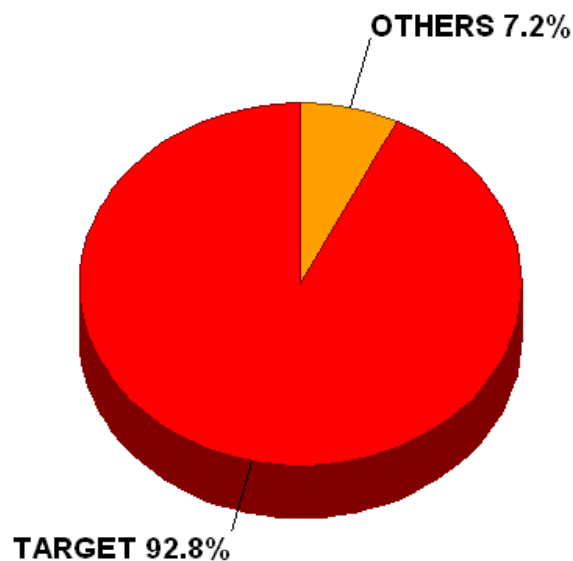
Target Analysis



Media Persons: 162,500

% In Target: 92.8%

## 93% OF PROVIDENCE PHOENIX READERS ARE AGE 21+





# 60% OF PROVIDENCE PHOENIX READERS ARE MALE... A PRIME TARGET FOR MILLER.

Report: MEDIA PROFILE REPORT  
Market: PROVIDENCE, RI for MAY-JUN 2002  
Bases: ADULTS  
Media: PROVIDENCE PHOENIX

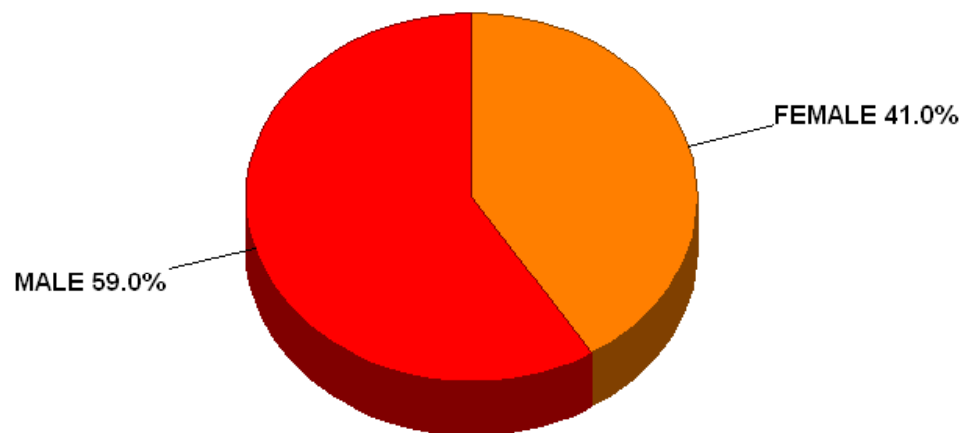
THE MEDIA AUDIT

Gender Profile

Media Persons: 162,500



## THE PROVIDENCE PHOENIX GENDER PROFILE



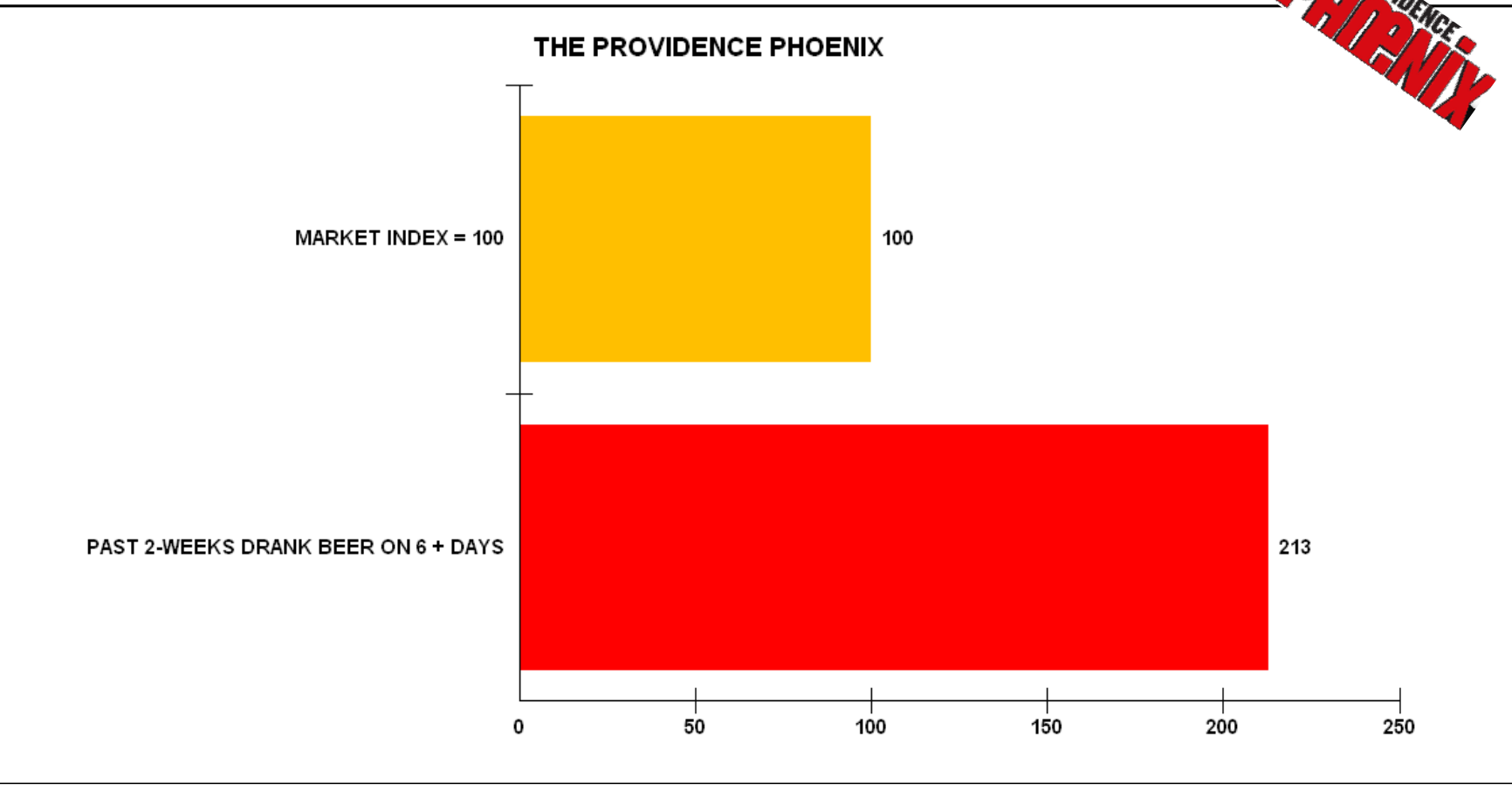


# The Phoenix Outperforms the Providence Market in Delivering FREQUENT BEER CONSUMERS BY 113%.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: PROVIDENCE, RI for MAY-JUN 2002  
Bases: ADULTS  
Media: PROVIDENCE PHOENIX

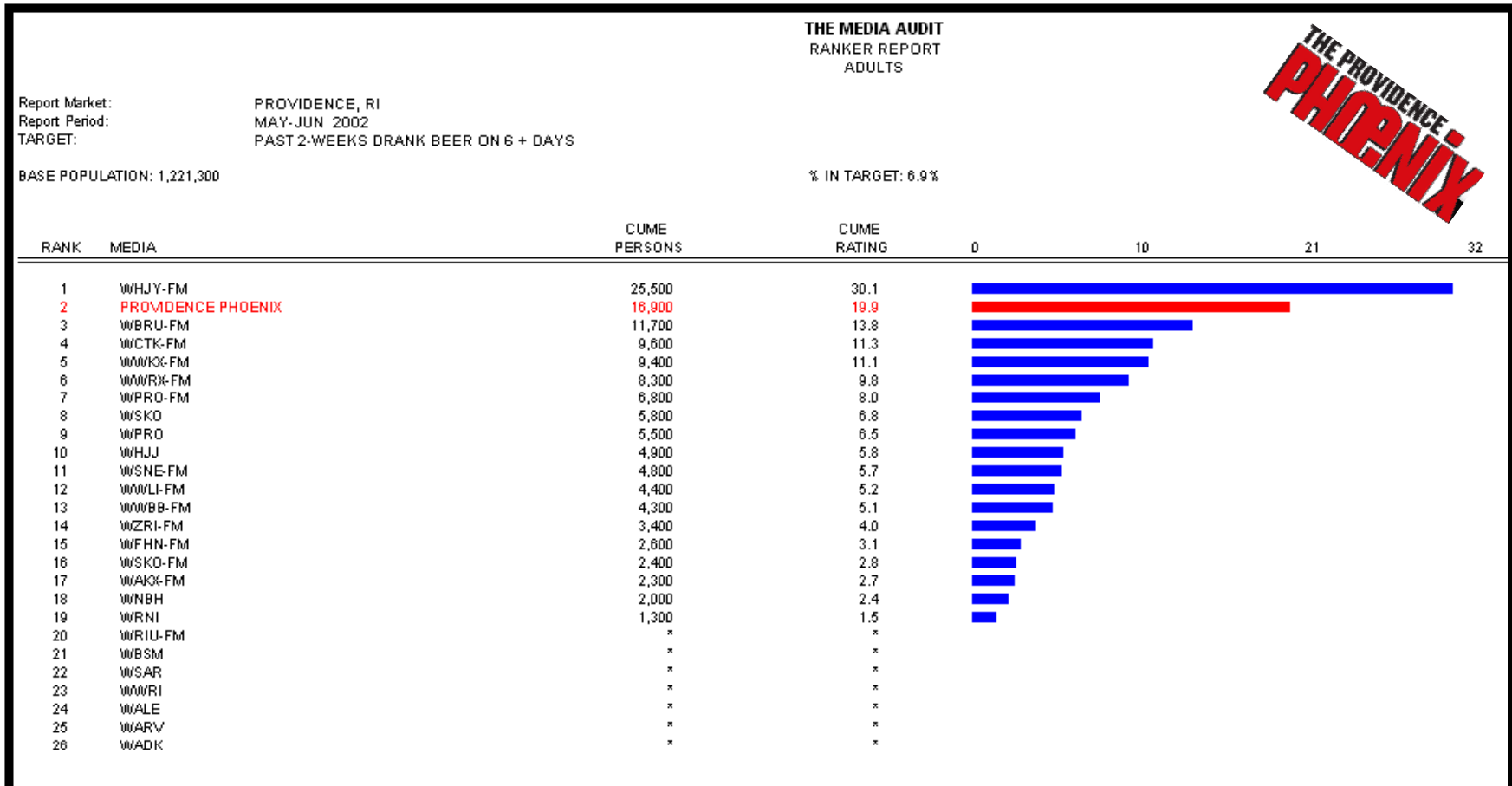
THE MEDIA AUDIT

Most Often Index



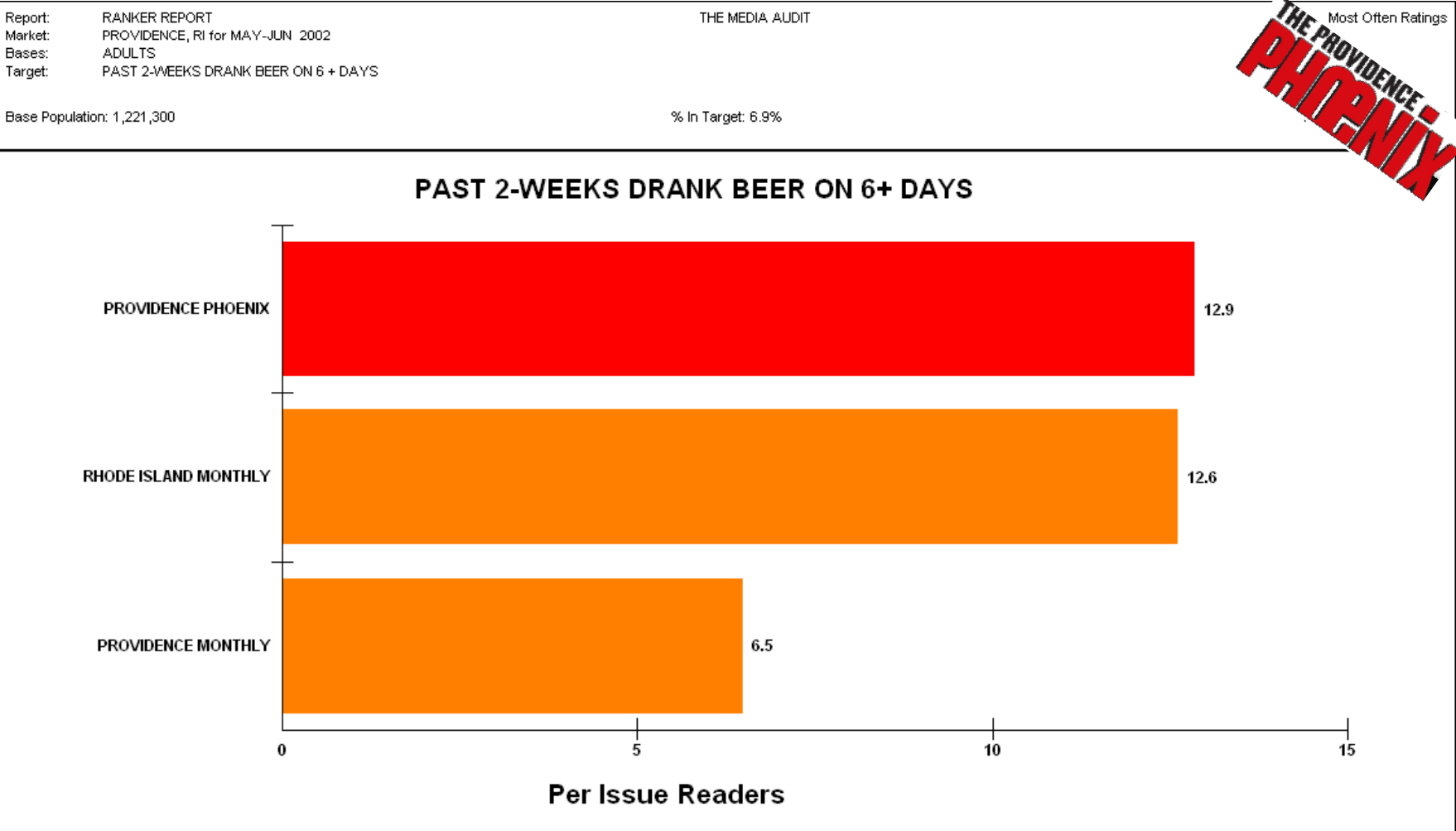


# The Phoenix Reaches MORE Frequent Beer Consumers than all but one Providence Market Radio Station





# MORE Frequent Beer Consumers Read the Providence Phoenix Than Read RI Monthly or Providence Monthly





The same is true in neighboring Boston.  
**The Boston Phoenix is a market leader in reaching Frequent Beer Consumers.**

