



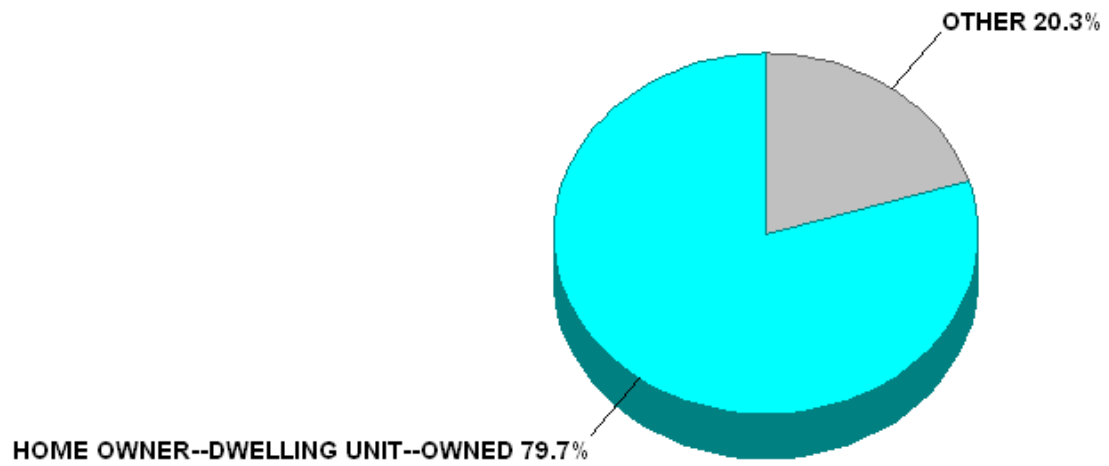
Delivering Upscale Home Owners



The Flyer Reaches **549,264 Home Owners...** ...that's **80% of The Flyer's Readers.**

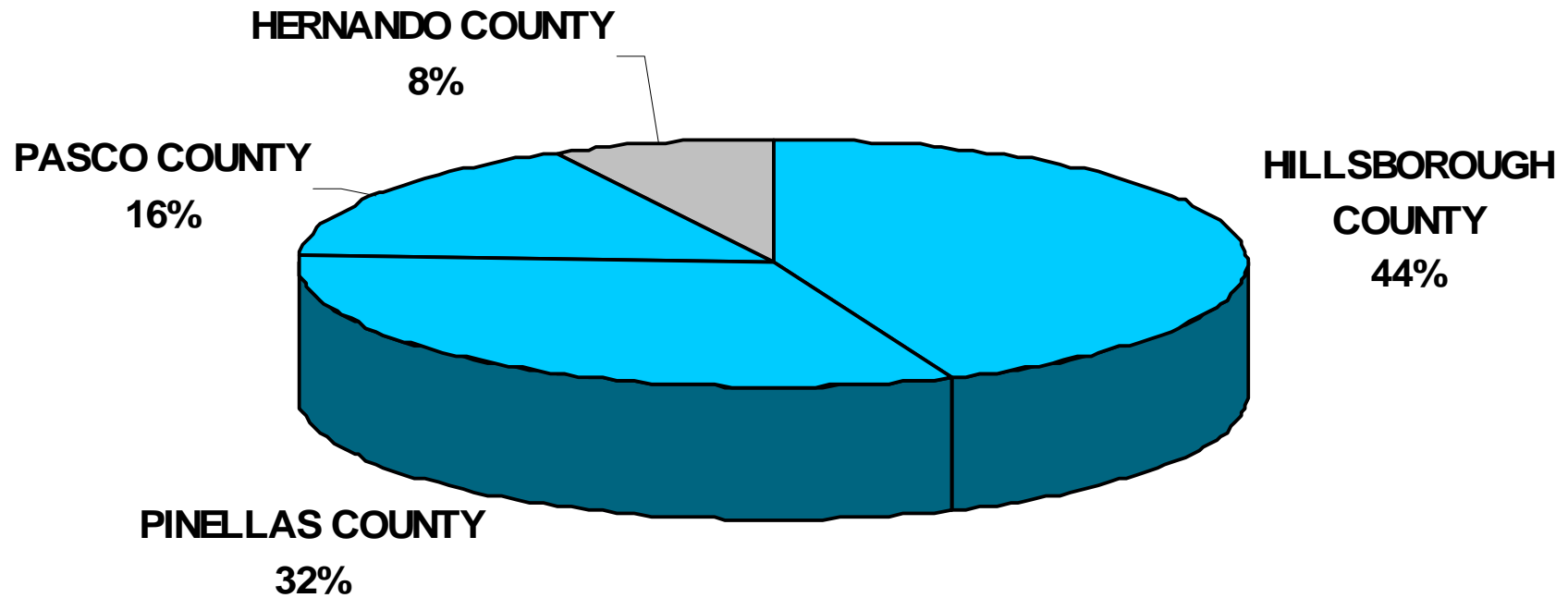
Report:	TARGET PROFILE REPORT	THE MEDIA AUDIT	Target Analysis
Market:	TAMPA-ST. PETERSBURG, FL for APR-JUN/OCT-DEC 2008		
Bases:	PAST 4 EDITION CUME--THEFLYER.COM MAGAZINE		
Target:	HOME OWNER--DWELLING UNIT--OWNED		
Base Population:	688,931	% In Target: 79.7%	Target Persons: 549,264

80% of The Flyer's Readers are Home Owners





92% of The Flyer's Readers live in the 3-County Area of Hillsborough, Pinellas & Pasco Counties

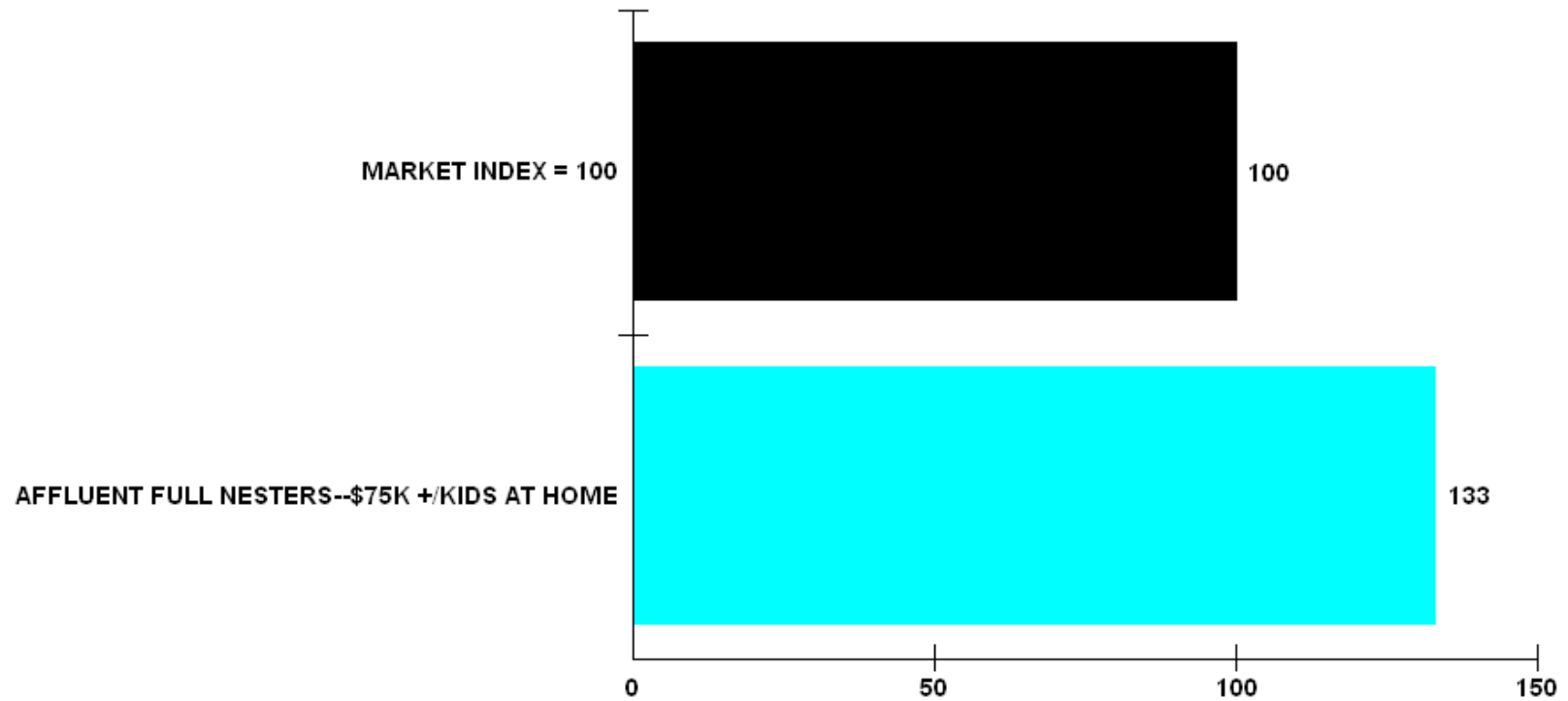




Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: TAMPA-ST. PETERSBURG, FL for APR-JUN/OCT-DEC 2008
Bases: ADULTS AGE 18+
Media: THEFLYER.COM MAG.

THE MEDIA AUDIT

The Flyer Readers are 33% more likely to be Affluent Full Nesters

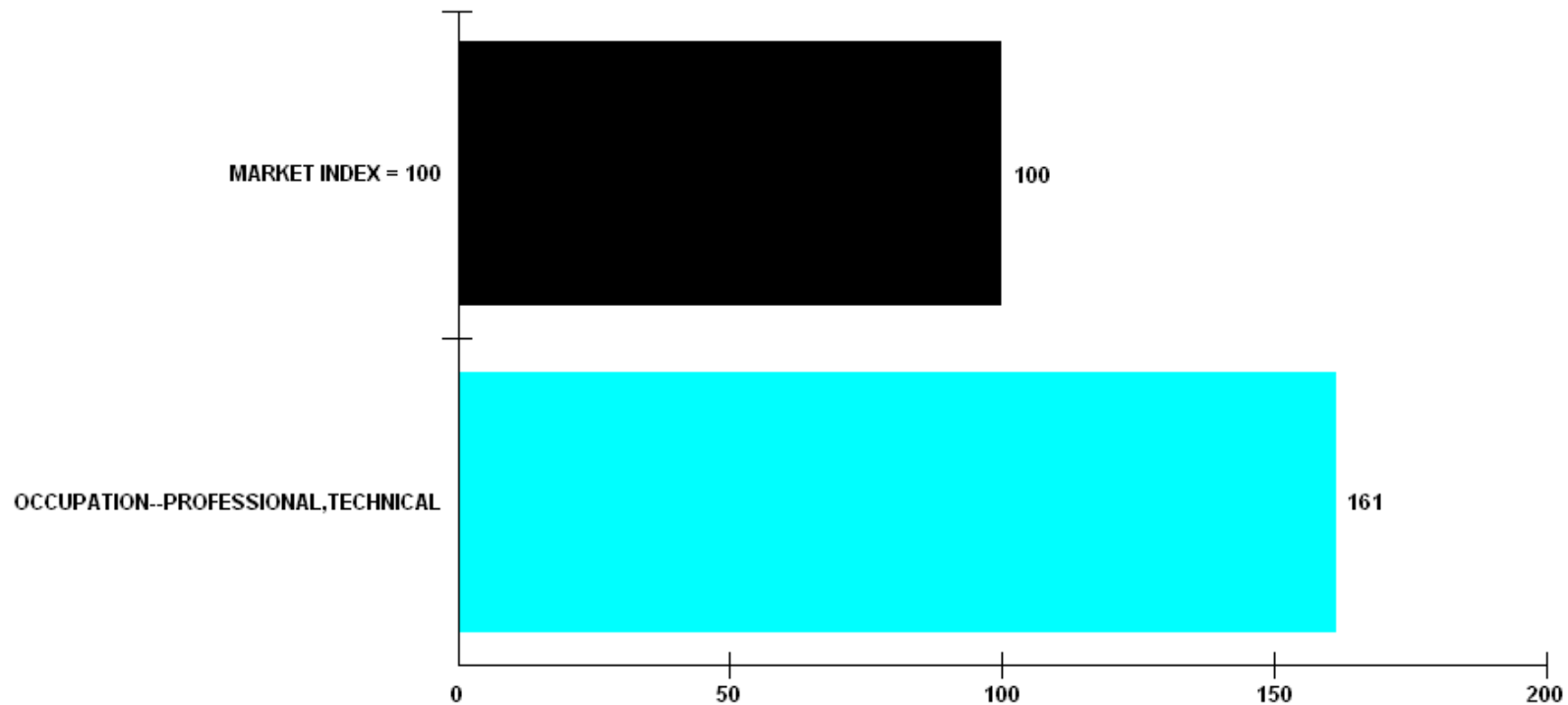




Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: TAMPA-ST. PETERSBURG, FL for APR-JUN/OCT-DEC 2008
Bases: HOME OWNER--INCOME--\$100,000 OR MORE
Media: THEFLYER.COM MAG.

THE MEDIA AUDIT

The Flyer \$100,000+ Income Readers are 61% more likely to be Professionals





Report: RANKER REPORT
Market: TAMPA-ST. PETERSBURG, FL for APR-JUN/OCT-DEC 2008
Bases: ADULTS AGE 18+
Target: HOME OWNER--INCOME--\$100,000 OR MORE

THE MEDIA AUDIT

Base Population: 2,142,210

% In Target: 16.6%

Target Persons: 355,686

The Flyer Reaches Nearly 85,000 Home Owners with incomes of \$100,000+

