



**CHICAGO
BULLS**



**Delivering Best Prospects
for
Season Ticket Sales**

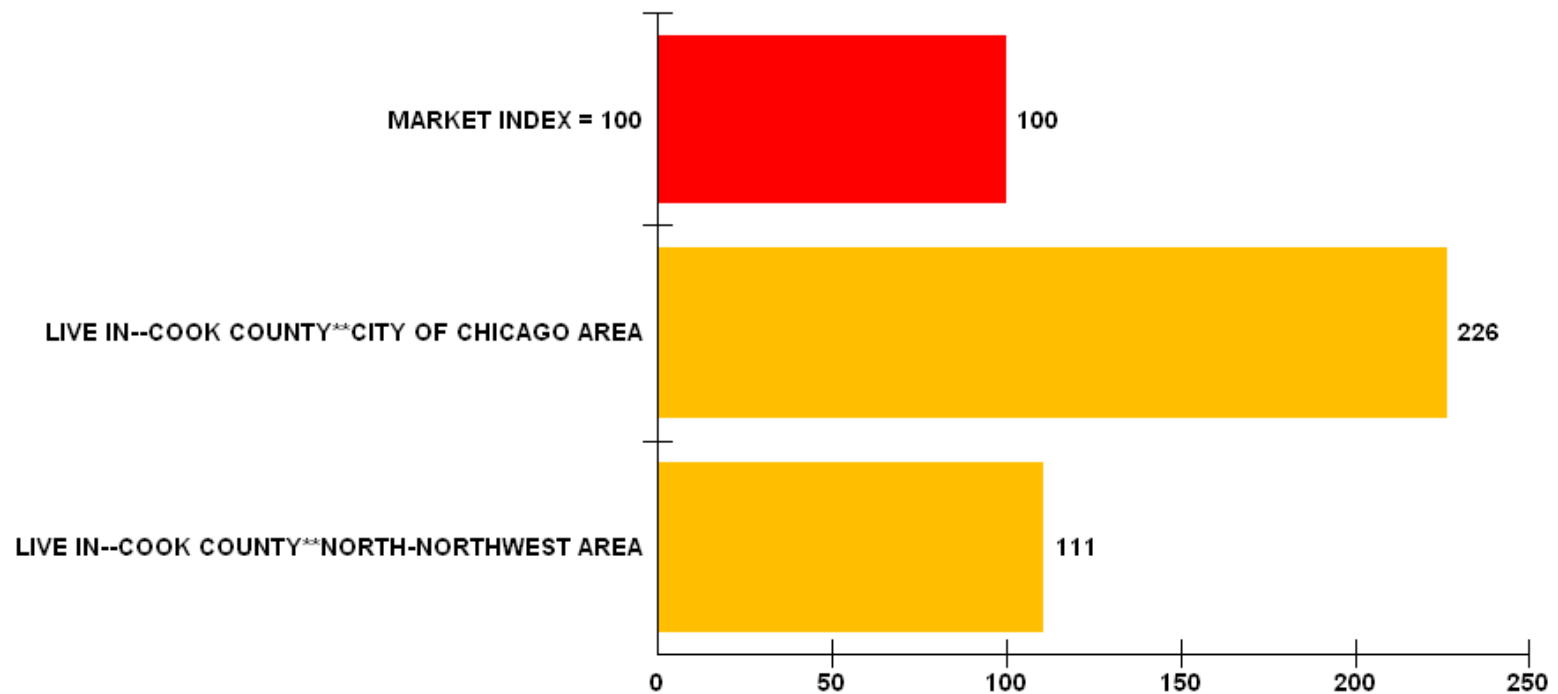


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: CHICAGO, IL for MAR-MAY 2009
 Bases: ADULTS AGE 18+
 Media: CHICAGO READER

THE MEDIA AUDIT

Cume Index

**CHICAGO READER OUTPERFORMS THE MARKET IN THE LOOP & N/NW
SUBURBS**



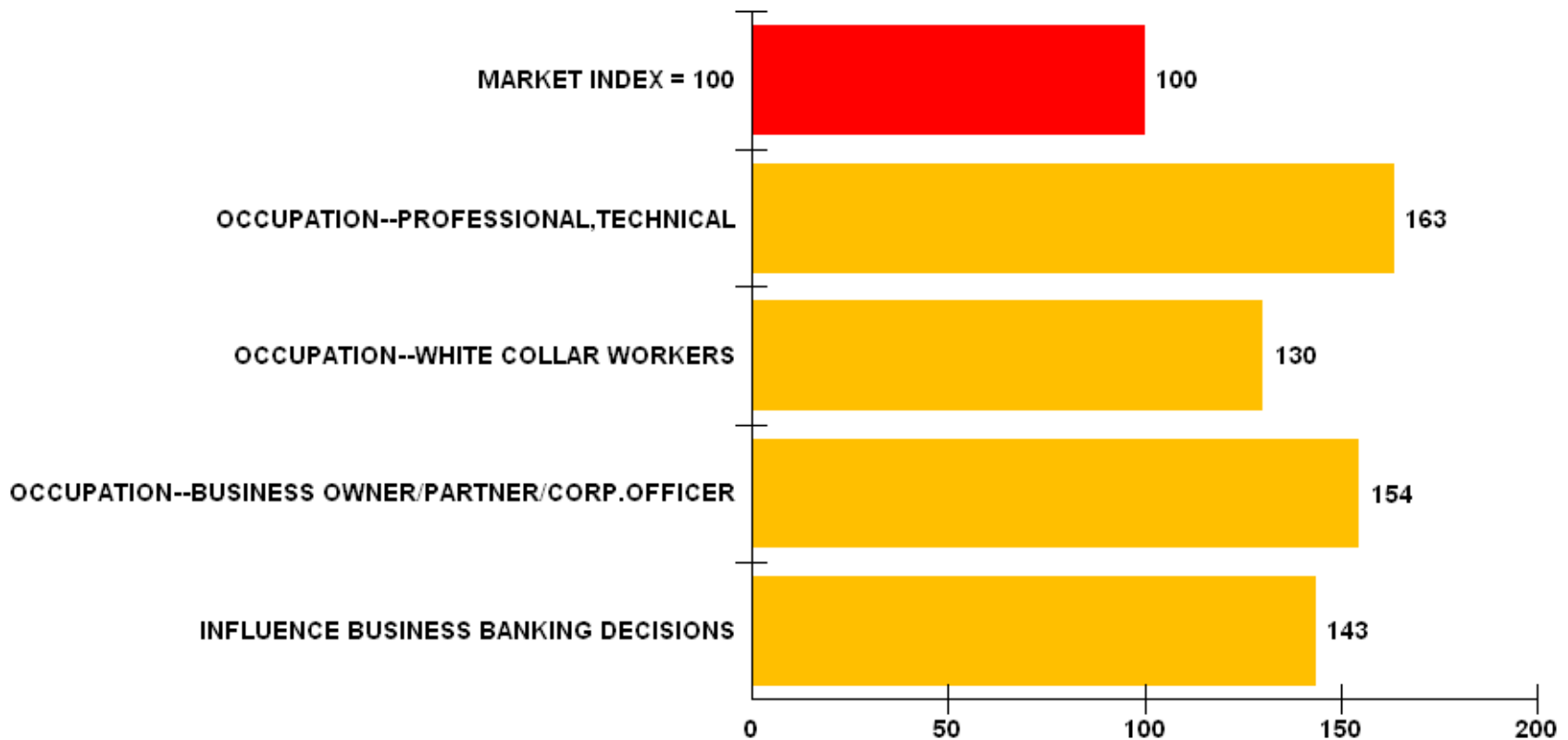


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: CHICAGO, IL for MAR-MAY 2009
 Bases: ADULTS--AGE 35-64
 Media: CHICAGO READER

THE MEDIA AUDIT

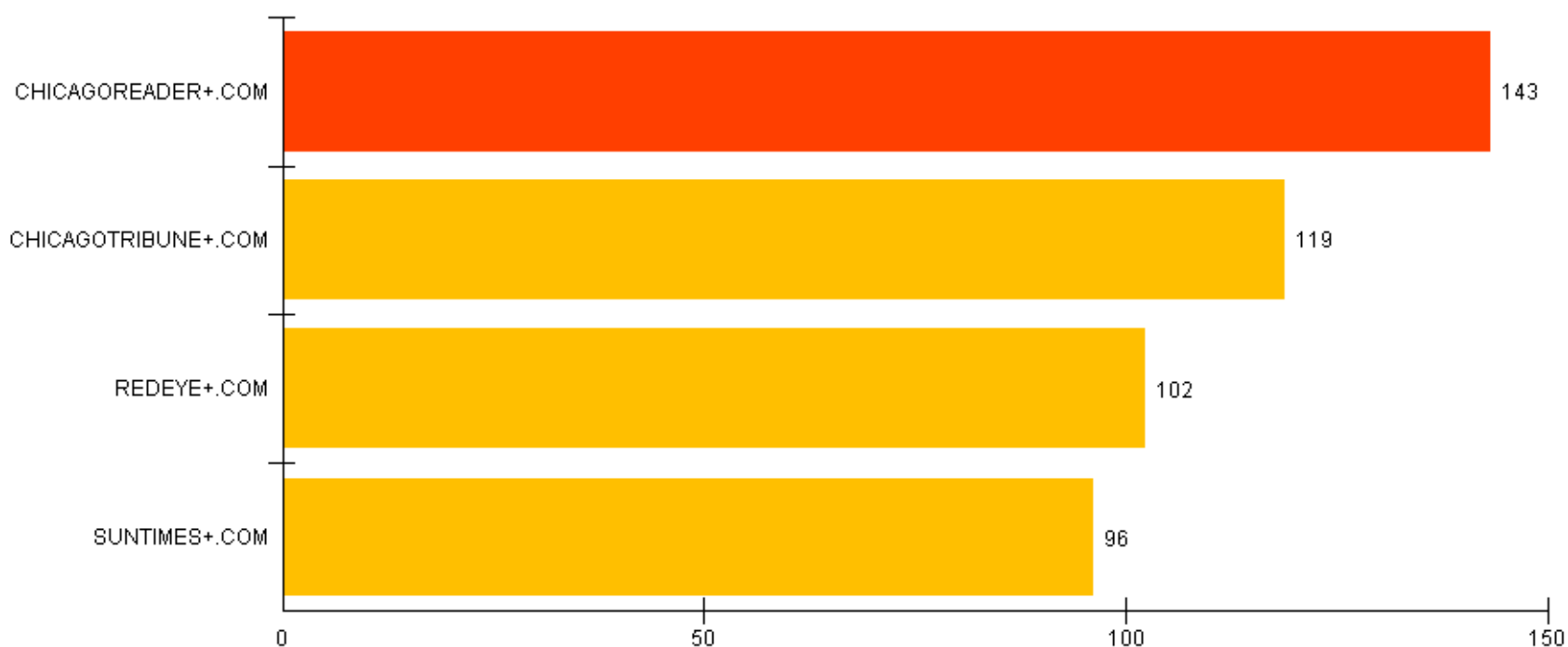
Cume Index

CHICAGO READER OUTPERFORMS IN AGE 35-64 BUSINESS DECISION-MAKERS



Report:	COMPOSITE AVERAGE REPORTS	THE MEDIA AUDIT	Cume Index
Market:	CHICAGO, IL for MAR-MAY 2009		
Bases:	ADULTS AGE 18+		
Target 1:	ADULTS--AGE 35-64		
Target 2:	OCCUPATION--PROFESSIONAL, TECHNICAL		
Target 3:	OCCUPATION--PROPRIETORS, MANAGERS		
Target 4:	OCCUPATION--WHITE COLLAR WORKERS		
Target 5:	OCCUPATION--BUSINESS OWNER/PARTNER/CORP. OFFICER		

ChicagoReader+.com: 43% more likely to be 35-64 Business Decision-Makers





Report: MEDIA QUICK PROFILE
 Market: CHICAGO, IL for MAR-MAY 2009
 Bases: ADULTS AGE 18+
 Media: CHICAGOREADER+.COM
 Base Population: 7,004,438

THE MEDIA AUDIT

All Groups
 TOTAL

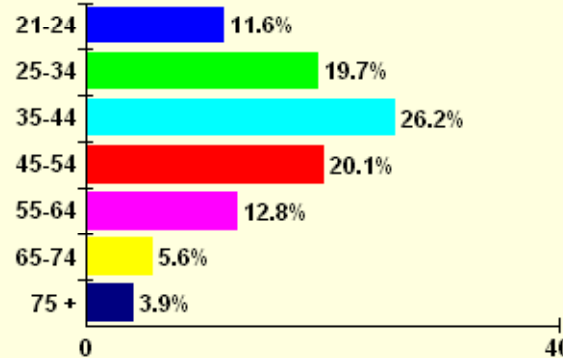
Media Persons: 889,366

AUDIENCE PROFILE

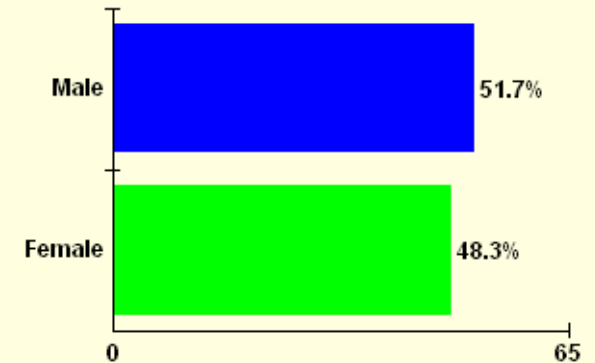
Audience Profile

Total Income: \$64,273,424,000
Mean Income: \$72,269
Mean Age: 43
Home Owners: 69%
Mean Home Value: \$370,579
Mean Miles Past Week: 102

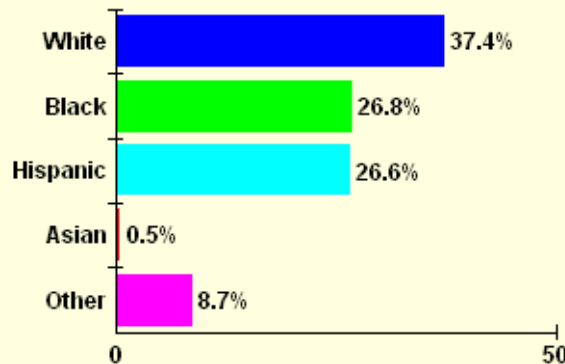
Age Analysis



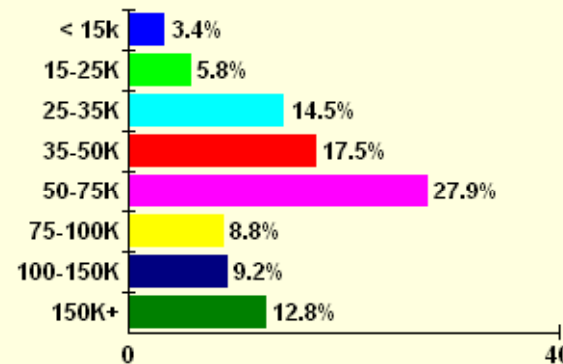
Gender Profile



Ethnicity Profile



Annual Income



Education Profile

