



**CHICAGO READER  
&  
CABLE PROSPECTS**

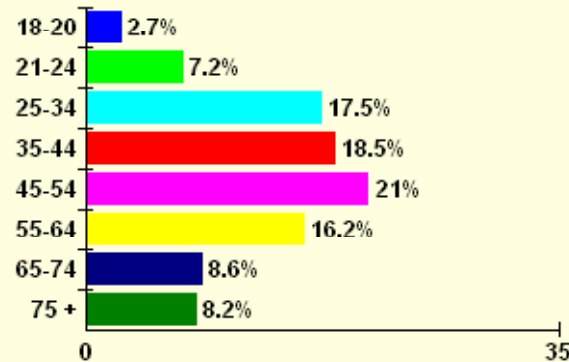
# Profile of Cable Subscribers

Report: TARGET QUICK PROFILE THE MEDIA AUDIT All Groups  
 Market: CHICAGO, IL for MAR-MAY 2009 TOTAL  
 Bases: ADULTS AGE 18+  
 Target: HAVE LOCAL CABLE (MAY ALSO HAVE SATELLITE)  
 Base Population: 7,004,438 % in Target: 58.8 Target Persons: 4,116,989

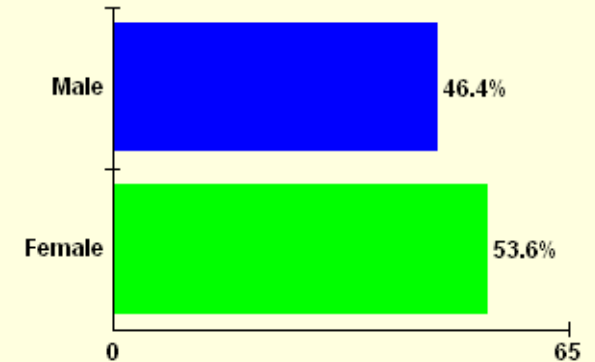
### Target Profile

**Total Income:** \$303,826,485,000  
**Mean Income:** \$73,798  
**Mean Age:** 47  
**Home Owners:** 77%  
**Mean Home Value:** \$330,455  
**Mean Miles Past Week:** 148

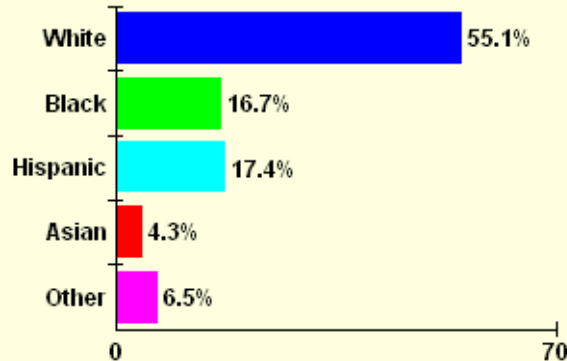
### Age Analysis



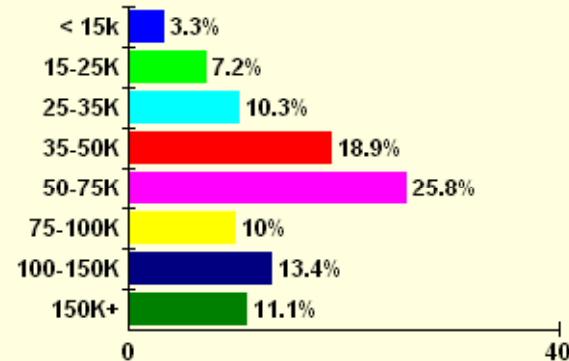
### Gender Profile



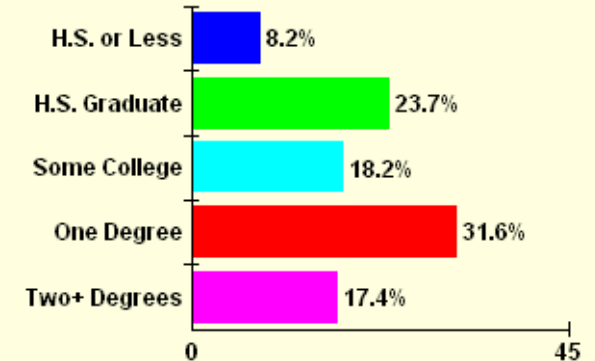
### Ethnicity Profile



### Annual Income



### Education Profile



# Profile of Comcast Cable Subscribers

Report: TARGET QUICK PROFILE  
 Market: CHICAGO, IL for MAR-MAY 2009  
 Bases: ADULTS AGE 18+  
 Target: CABLE PROVIDER--COMCAST

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 7,004,438

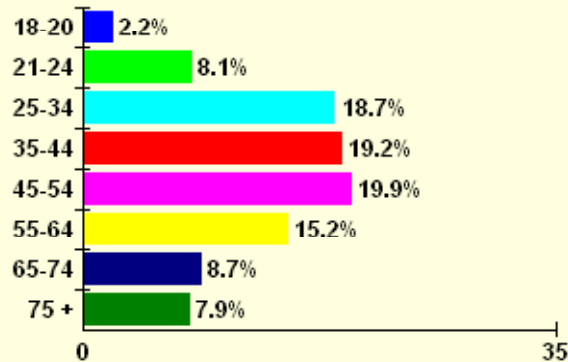
% in Target: 45.1

Target Persons: 3,160,938

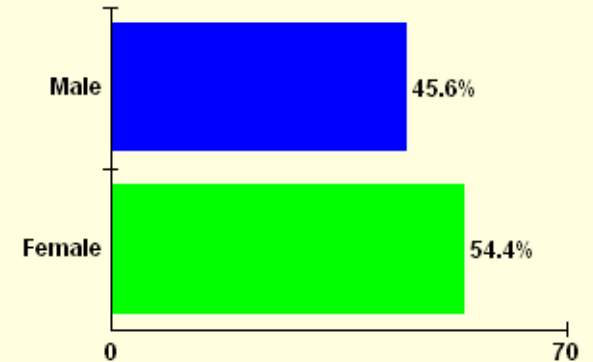
## Target Profile

**Total Income:** \$246,124,391,000  
**Mean Income:** \$77,864  
**Mean Age:** 46  
**Home Owners:** 77%  
**Mean Home Value:** \$340,051  
**Mean Miles Past Week:** 140

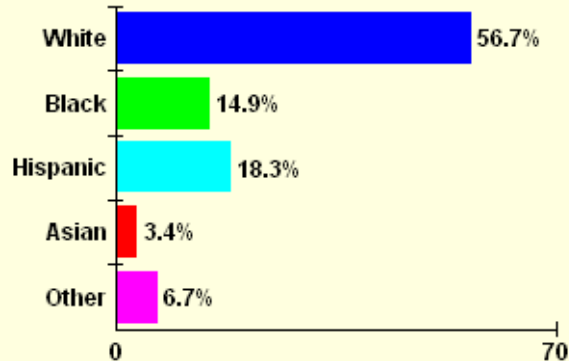
## Age Analysis



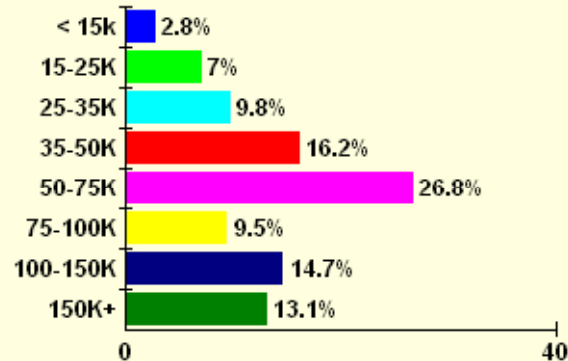
## Gender Profile



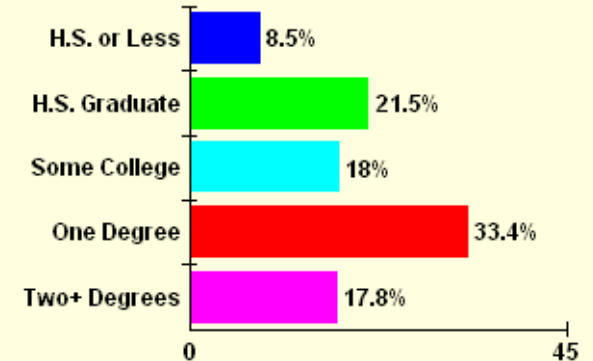
## Ethnicity Profile



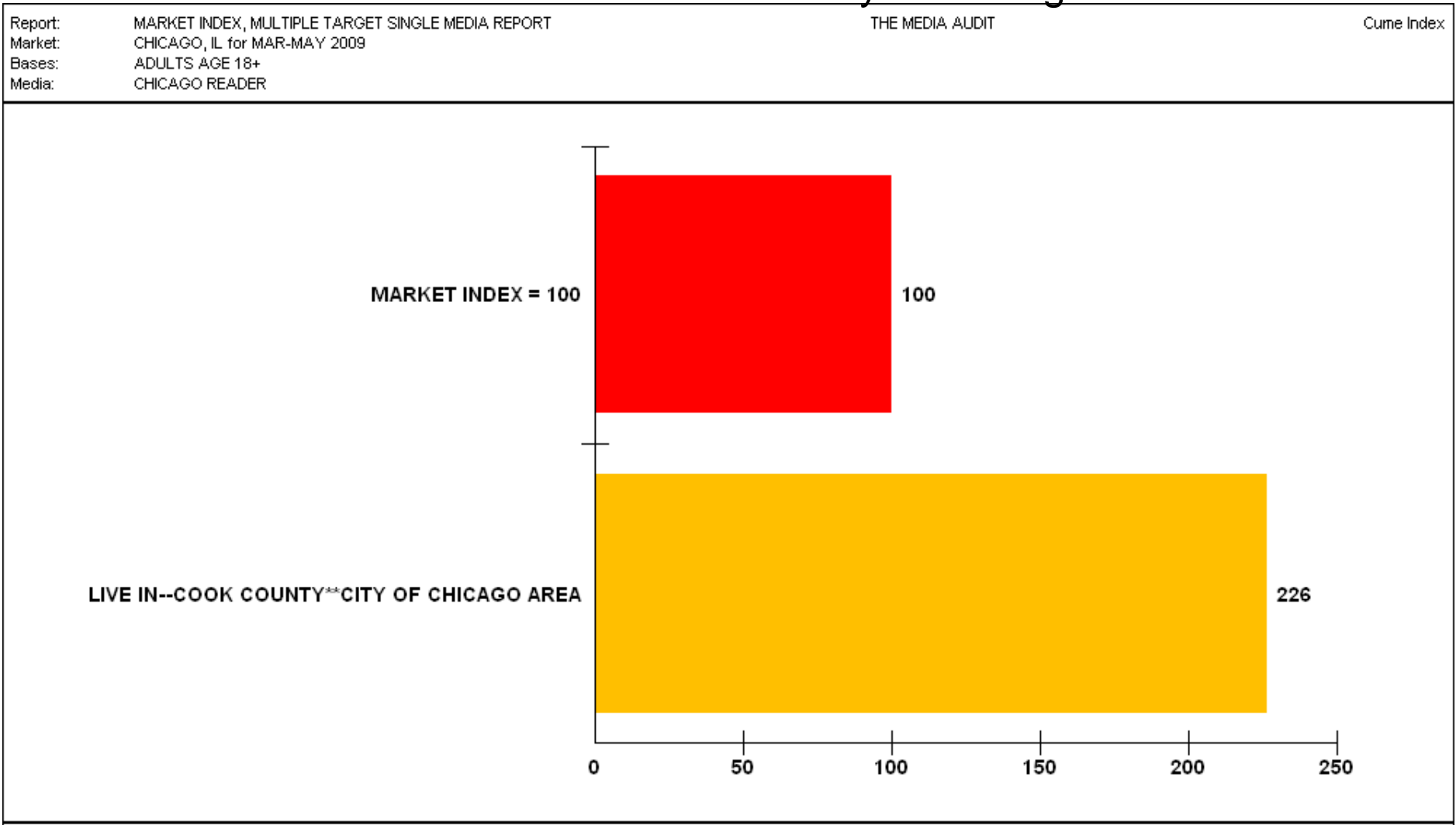
## Annual Income



## Education Profile



## Chicago Reader Users are 126% more likely than the average adult in the market to live in the City of Chicago



Report: MEDIA PROFILE REPORT THE MEDIA AUDIT All Groups  
Market: CHICAGO, IL for MAR-MAY 2009  
Bases: ADULTS AGE 18+  
Media: CHICAGO READER  
Target: HAVE LOCAL CABLE (MAY ALSO HAVE SATELLITE)  
Media Persons: 728,453 Target Percent: 62.8% Target Persons: 457,770

**63% of Chicago Reader Users have Cable**



Report: MEDIA PROFILE REPORT  
Market: CHICAGO, IL for MAR-MAY 2009  
Bases: ADULTS AGE 18+  
Media: CHICAGO READER  
Target: CABLE PROVIDER--COMCAST

THE MEDIA AUDIT

All Groups

Media Persons: 728,453

Target Percent: 51.1%

Target Persons: 371,973

**Over 51% of Chicago Reader Users are Comcast Subscribers**



Report: RANKER REPORT  
 Market: CHICAGO, IL for MAR-MAY 2009  
 Bases: LIVE IN--COOK COUNTY\*\*CITY OF CHICAGO AREA  
 Target: ADULTS--AGE 25 PLUS

THE MEDIA AUDIT

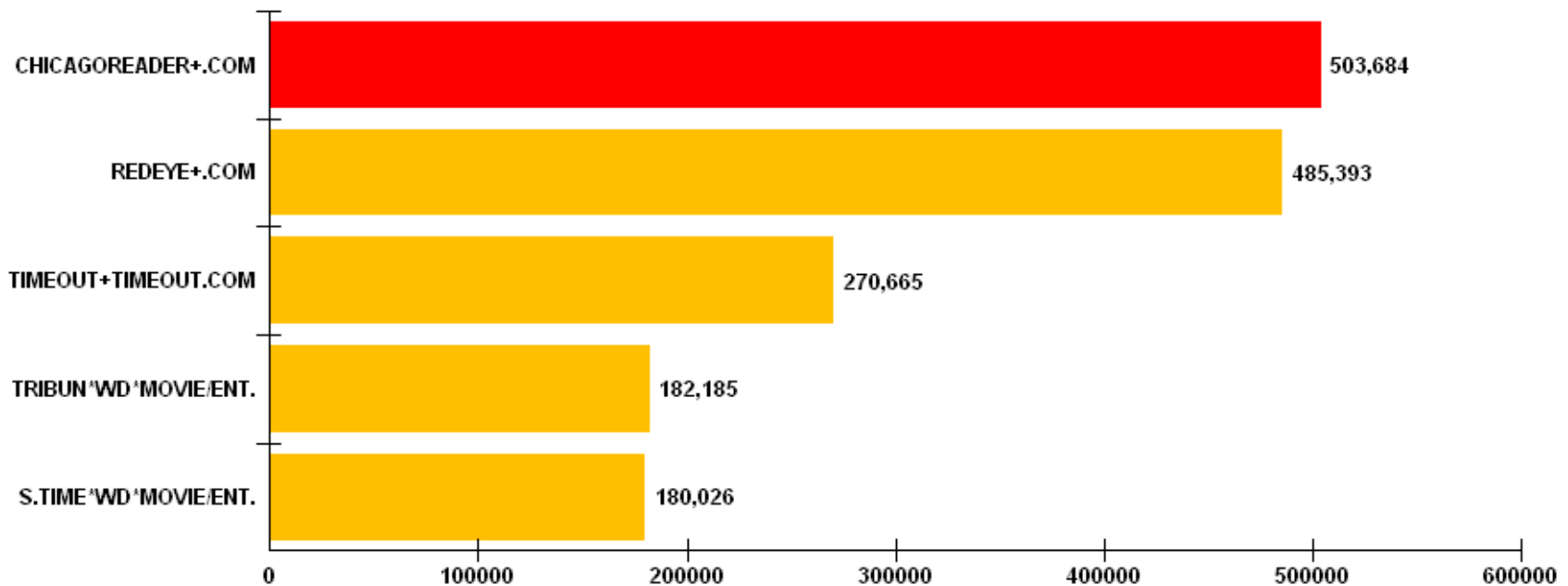
Cume Ratings

Base Population: 1,895,598

% In Target: 87.0%

Target Persons: 1,649,950

### CHICAGO READER REACHES THE MOST ADULTS 25+ IN THE CITY OF CHICAGO



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

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 7,004,438

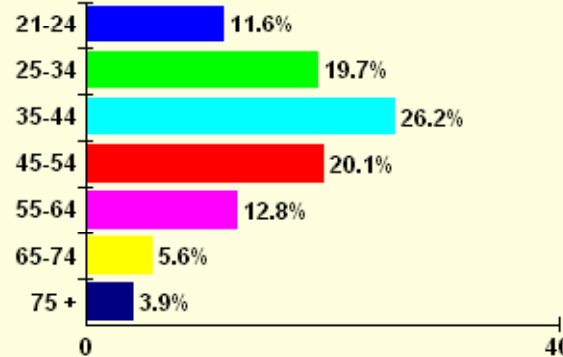
% in Media: 12.7

Media Persons: 889,366

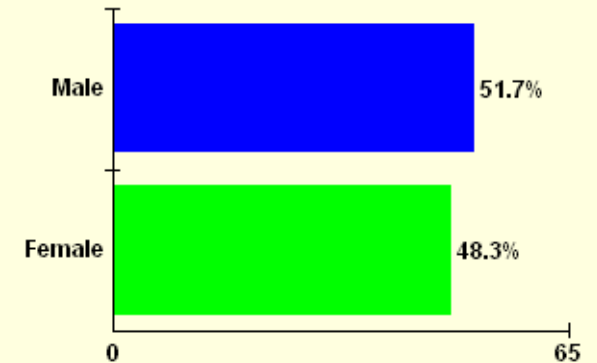
### Audience Profile

**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

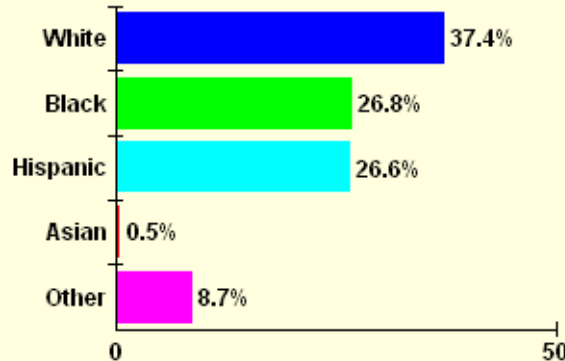
### Age Analysis



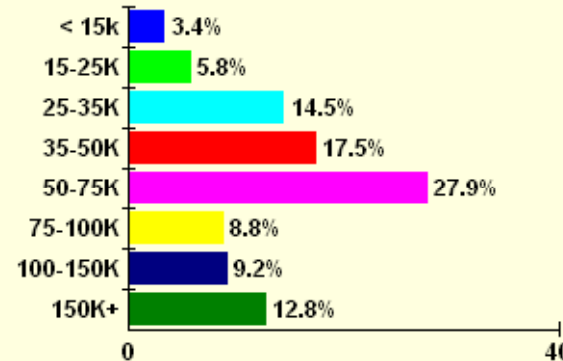
### Gender Profile



### Ethnicity Profile



### Annual Income



### Education Profile

