

Report: MEDIA QUICK PROFILE  
 Market: JACKSON, MS for AUG-SEP 2008  
 Bases: ADULTS AGE 18+  
 Media: PARENTS & KIDS MAG.

THE MEDIA AUDIT

All Groups  
TOTAL

Base Population: 353,965

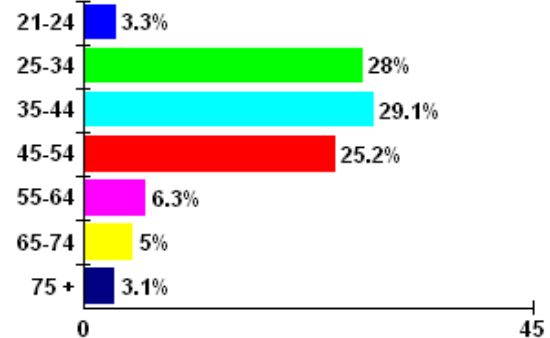
% in Media: 12.6

Media Persons: 44,671

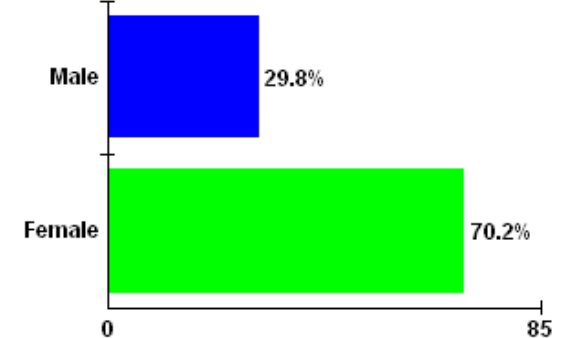
### Audience Profile

**Total Income: \$2,881,407,000**  
**Mean Income: \$64,503**  
**Mean Age: 42**  
**Home Owners: 89%**  
**Mean Home Value: \$216,615**  
**Mean Miles Past Week: 214**

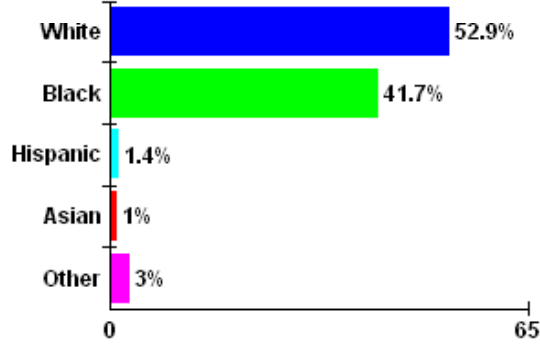
### Age Analysis



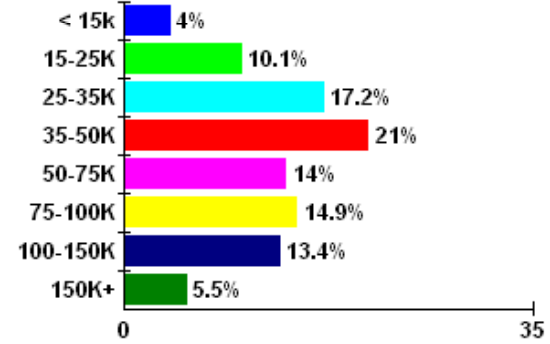
### Gender Profile



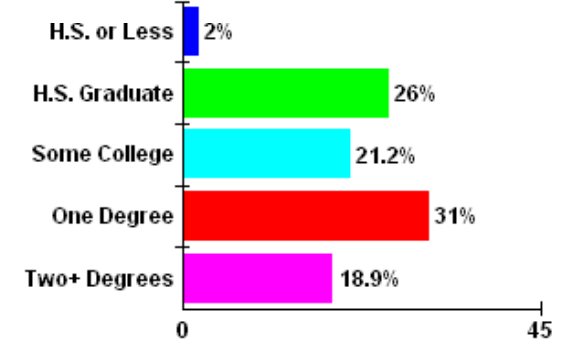
### Ethnicity Profile



### Annual Income



### Education Profile



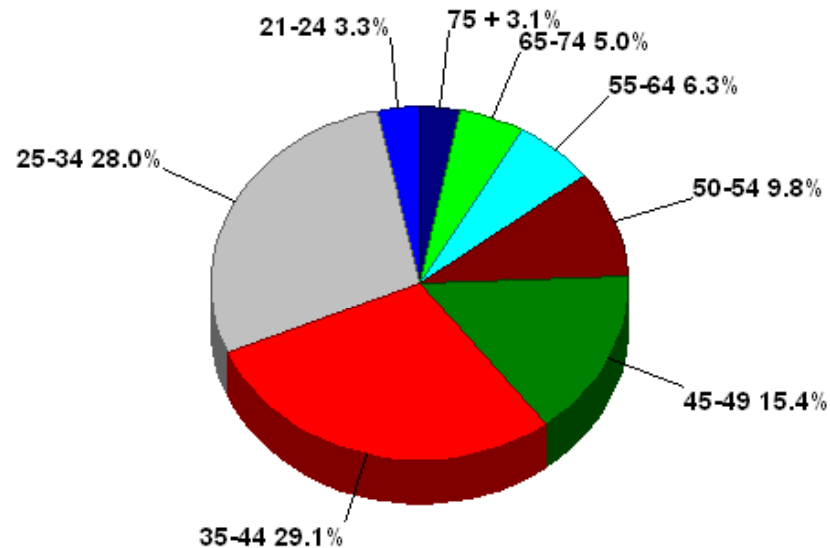
Report: MEDIA PROFILE REPORT  
Market: JACKSON, MS for AUG-SEP 2008  
Bases: ADULTS AGE 18+  
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THE MEDIA AUDIT

Age Analysis

Media Persons: 44,671

82.3% OF PARENTS & KIDS MAGAZINE READERS ARE AGE 25-54



Report: MEDIA PROFILE REPORT  
Market: JACKSON, MS for AUG-SEP 2008  
Bases: ADULTS AGE 18+  
Media: PARENTS & KIDS MAG.  
Target: STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE

THE MEDIA AUDIT

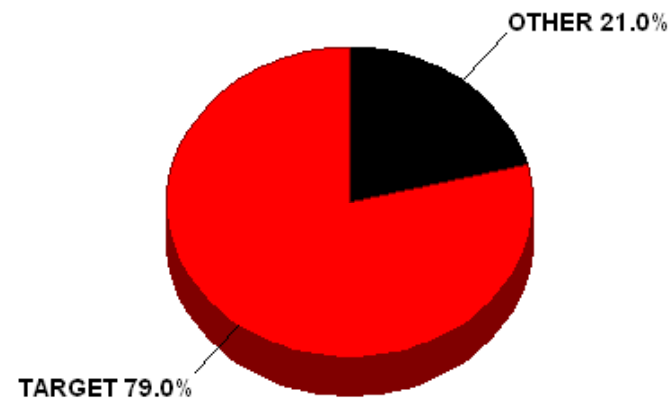
All Groups

Media Persons: 44,671

Target Percent: 79.0%

Target Persons: 35,283

79% OF PARENTS & KIDS MAGAZINE READERS HAVE CHILDREN  
IN THE HOUSEHOLD

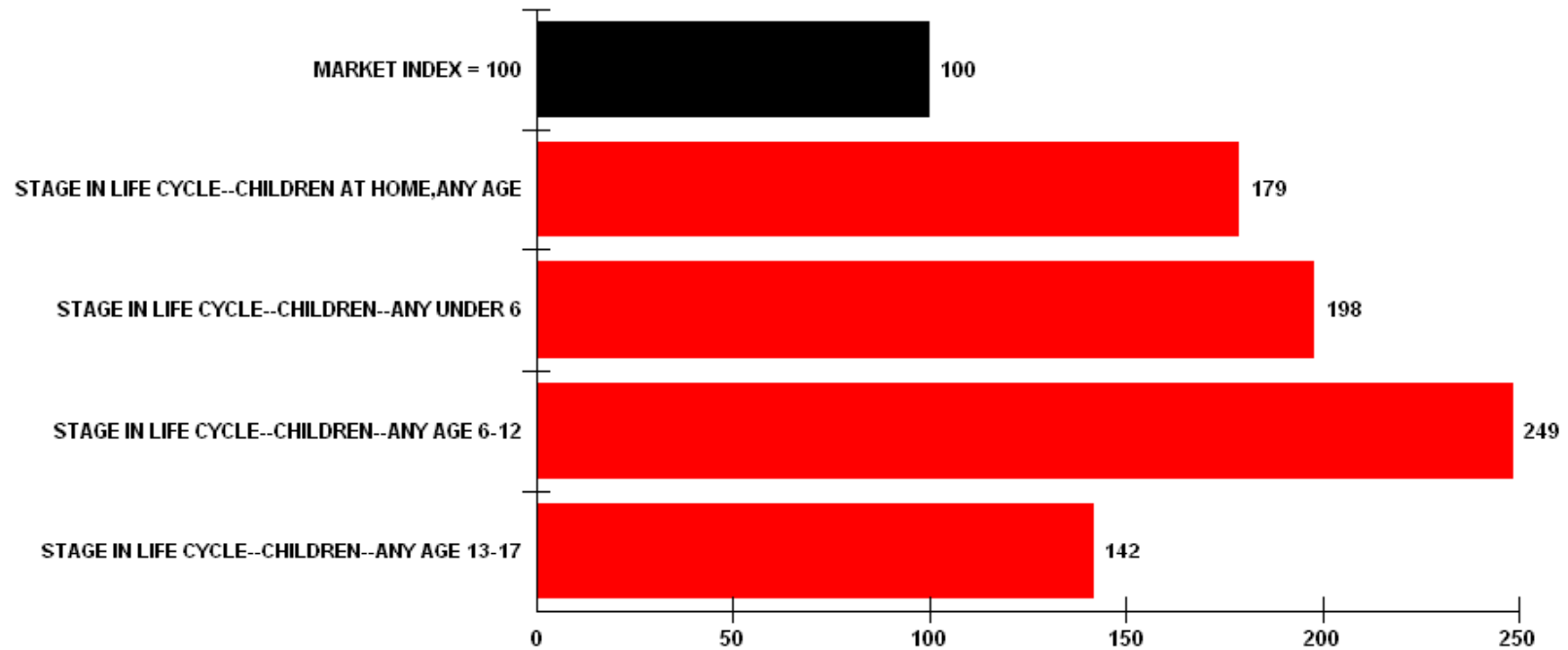


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: JACKSON, MS for AUG-SEP 2008  
Bases: ADULTS AGE 18+  
Media: PARENTS & KIDS MAG.

THE MEDIA AUDIT

Cume Index

## PARENTS & KIDS MAG OUTPERFORMS THE MARKET IN PARENTS OF CHILDREN OF ALL AGES

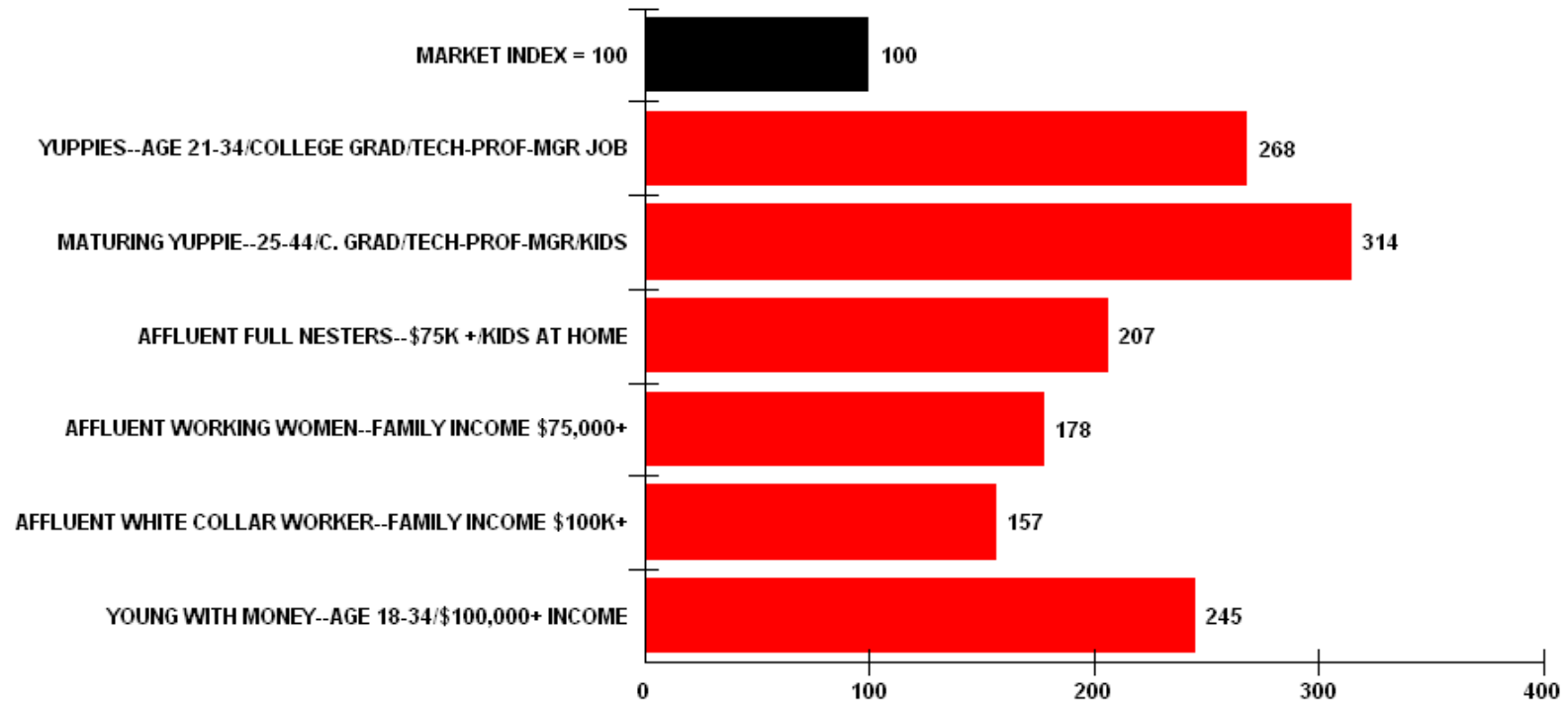


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 Market: JACKSON, MS for AUG-SEP 2008  
 Bases: ADULTS AGE 18+  
 Media: PARENTS & KIDS MAG.

THE MEDIA AUDIT

Cume Index

## PARENTS & KIDS DELIVERS JACKSON'S AFFLUENT ADULTS

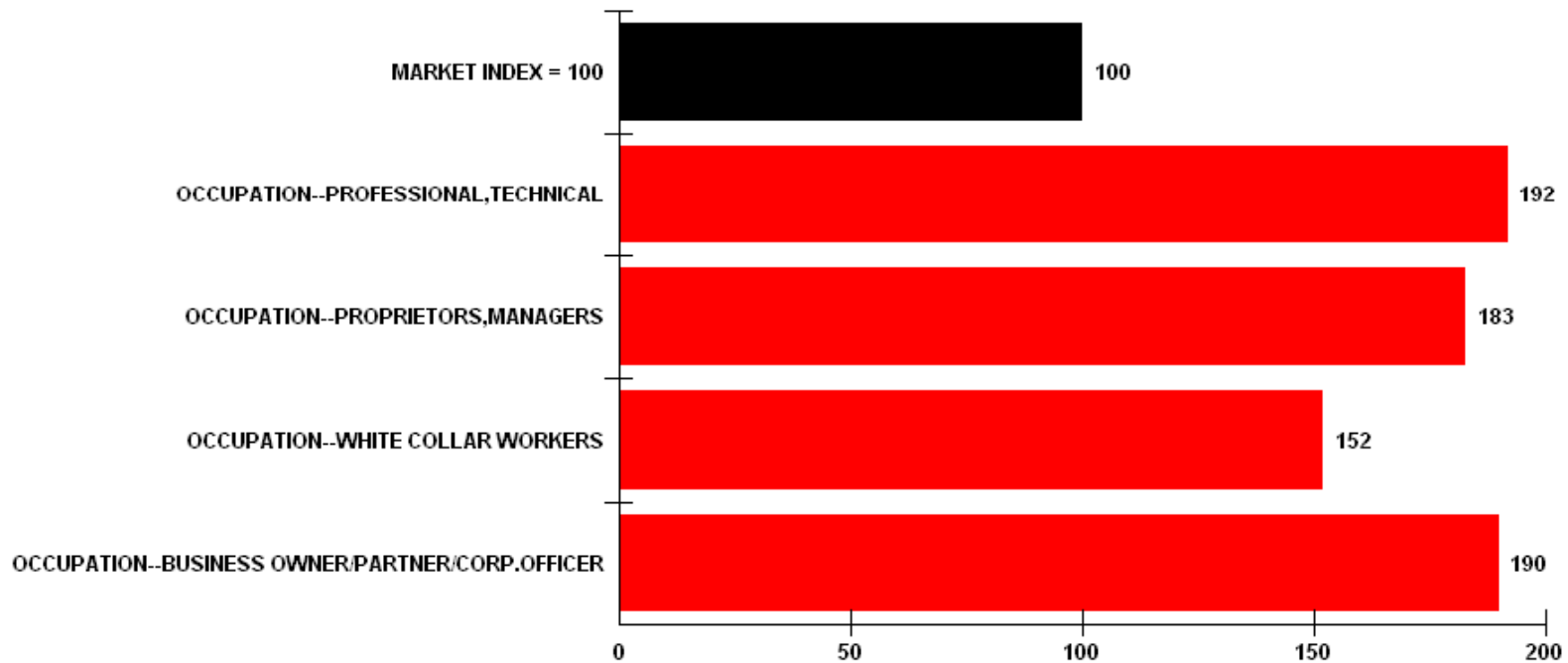


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: JACKSON, MS for AUG-SEP 2008  
Bases: ADULTS AGE 18+  
Media: PARENTS & KIDS MAG.

THE MEDIA AUDIT

Cume Index

## PARENTS & KIDS OUTPERFORMS THE MARKET IN HIGH LEVEL OCCUPATIONS



Report: RANKER REPORT THE MEDIA AUDIT  
 Market: JACKSON, MS for AUG-SEP 2008  
 Bases: ADULTS AGE 18+  
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV  
 Base Population: 353,964 % In Target: 19.6%

**PRINT COMPARISON**

Rank	Media	Cume Persons	Cume Rating	0	9	18	27
1	PARENTS & KIDS MAG.	18,405	26.5				
2	RANKIN COUNTY NEWS	16,388	23.6				
3	JACKSON ADVOCATE	14,285	20.6				
4	JACKSON FREE PRESS	13,703	19.7				
5	AMERICAN CLASSIFIEDS	13,098	18.9				
6	LEDGER*SN*AUTO CLAS	10,511	15.1				
7	MADISON CNTY HERALD	10,341	14.9				
8	RANKIN RECORD	10,334	14.9				
9	LEDGER*WD*AUTO CLAS.	10,151	14.6				
10	MISS. BUS. JOURNAL	9,959	14.3				
11	NORTHSIDE SUN MAG.	8,183	11.8				
12	WEEKLY LEADER	7,622	11.0				
13	BYRAM BANNER	7,565	10.9				
14	THE CLINTON NEWS	6,086	8.8				
15	METRO BUS. CHRONICLE	5,382	7.8				
16	HINDS COUNTY GAZETTE	4,839	7.0				
17	AUTO TRADER	4,702	6.8				
18	WEEKLY NORTHSIDE SUN	3,763	5.4				
19	MADISON CNTY JOURNAL	2,746	4.0				
20	PORTICO JACKSON	1,954	2.8				



**PARENTS & KIDS MAGAZINE reaches MORE AUTO BUYERS planning a purchase this year than any other local PRINT PUBLICATION.**

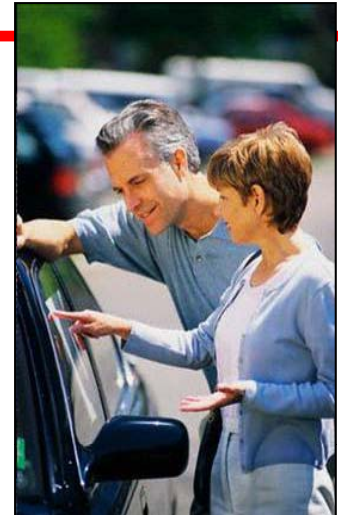
Report: RANKER REPORT THE MEDIA AUDIT  
 Market: JACKSON, MS for AUG-SEP 2008  
 Bases: ADULTS AGE 18+  
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV

Base Population: 353,964

% In Target: 19.6%

**RADIO COMPARISON**

Rank	Media	Cume Persons	Cume Rating	0	9	18	27
1	PARENTS & KIDS MAG.	18,405	26.5				
2	WJMI-FM	15,222	21.9				
3	WYOY-FM	9,980	14.4				
4	WKXI-FM	9,906	14.3				
5	WSTZ-FM	8,829	12.7				
6	WRXW-FM	8,803	12.7				
7	WWJK-FM	8,135	11.7				
8	WHLH-FM	7,771	11.2				
9	WMSI-FM	7,705	11.1				
10	WUSJ-FM	7,428	10.7				
11	WFMN-FM	7,385	10.6				
12	WJKK-FM	6,455	9.3				
13	WMPR-FM	6,381	9.2				
14	WJDX	6,240	9.0				
15	WRBJ-FM	6,206	8.9				
16	WSFZ	5,755	8.3				
17	WJSU-FM	5,262	7.6				
18	WOAD-FM/AM	4,857	7.0				
19	WOAD-FM	4,857	7.0				
20	WJNT	3,849	5.5				



**PARENTS & KIDS MAGAZINE reaches MORE AUTO BUYERS planning a purchase this year than any RADIO STATION.**





Report:	RANKER REPORT	THE MEDIA AUDIT					
Market:	JACKSON, MS for AUG-SEP 2008						
Bases:	ADULTS AGE 18+						
Target:	OCCUPATION--PROFESSIONAL, TECHNICAL						
Base Population:	353,964	% In Target: 14.2%					
<b>PRINT COMPARISON</b>							
Rank	Media	Cume Persons	Cume Rating	0	8	17	25
1	<b>PARENTS &amp; KIDS MAG.</b>	12,151	24.2				
2	LEDGER*SN*BUSINESS S	11,839	23.6				
3	RANKIN COUNTY NEWS	11,660	23.2				
4	RANKIN RECORD	9,245	18.4				
5	NORTHSIDE SUN MAG.	8,243	16.4				
6	MADISON CNTY HERALD	7,035	14.0				
7	WEEKLY NORTHSIDE SUN	7,006	14.0				
8	JACKSON ADVOCATE	6,675	13.3				
9	WEEKLY LEADER	6,052	12.1				
10	AMERICAN CLASSIFIEDS	4,984	9.9				
11	MISS. BUS. JOURNAL	4,854	9.7				
12	PORTICO JACKSON	4,623	9.2				
13	THE CLINTON NEWS	4,243	6.5				
14	MADISON CNTY JOURNAL	3,674	7.3				
15	HINDS COUNTY GAZETTE	2,021	4.0				
16	BYRAM BANNER	1,753	3.5				
17	METRO BUS. CHRONICLE	1,294	2.6				
18	AUTO TRADER	194	0.4				

**PARENTS & KIDS MAGAZINE reaches MORE in Professional/Technical occupations than any local PRINT.**



Report: RANKER REPORT THE MEDIA AUDIT  
 Market: JACKSON, MS for AUG-SEP 2008  
 Bases: ADULTS AGE 18+  
 Target: OCCUPATION--PROFESSIONAL,TECHNICAL  
 Base Population: 353,964  
 % In Target: 14.2%

**RADIO COMPARISON**

Rank	Media	Cume Persons	Cume Rating	0	8	17	25
1	PARENTS & KIDS MAG.	12,151	24.2				
2	WYOY-FM	6,768	13.5				
3	WFMN-FM	5,411	10.8				
4	WHLH-FM	5,101	10.2				
5	WJNT	5,040	10.0				
6	WKXI-FM	4,905	9.8				
7	WMSI-FM	4,885	9.7				
8	WJDX	4,378	8.7				
9	WWWJK-FM	4,296	8.6				
10	WHJT-FM	4,256	8.5				
11	WUSJ-FM	4,024	8.0				
12	WSTZ-FM	3,984	7.9				
13	WGST-FM	3,874	7.7				
14	WSFZ	3,404	6.8				
15	WJKK-FM	3,292	6.6				
16	WMPN-FM	2,677	5.3				
17	WJXN-FM	2,103	4.2				
18	WRXV-FM	1,962	3.9				
19	WJSU-FM	1,937	3.9				
20	WOAD-FM/AM	1,865	3.7				
21	WQJQ-FM	1,661	3.3				
22	WYAB-FM	1,623	3.2				
23	WOAD-FM	1,513	3.0				
24	WRBJ-FM	1,215	2.4				

**PARENTS & KIDS MAGAZINE reaches more in Professional/Technical occupations than any RADIO STATION.**

Report: RANKER REPORT				THE MEDIA AUDIT			
Market: JACKSON, MS for AUG-SEP 2008							
Bases: ADULTS AGE 18+							
Target: STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE							
Base Population: 353,964				% In Target: 44.1%			
Rank	Media	Cume Persons	Cume Rating	0	8	15	23
1	PARENTS & KIDS MAG.	35,283	22.6				
2	RANKIN COUNTY NEWS	29,622	19.0				
3	LEDGER*WD*LIFE/FASHN	24,732	15.8				
4	MADISON CNTY HERALD	22,555	14.4				
5	LEDGER*WD*NH NEWS S.	21,303	13.6				
6	RANKIN RECORD	20,833	13.3				
7	AMERICAN CLASSIFIEDS	18,909	12.1				
8	BYRAM BANNER	16,704	10.7				
9	JACKSON ADVOCATE	15,217	9.7				
10	NORTHSIDE SUN MAG.	13,246	8.5				
11	MADISON CNTY JOURNAL	12,321	7.9				
12	THE CLINTON NEWS	10,781	6.9				
13	WEEKLY LEADER	10,693	6.8				
14	PORTICO JACKSON	9,203	5.9				
15	WEEKLY NORTHSIDE SUN	8,674	5.6				
16	MISS. BUS. JOURNAL	8,398	5.4				
17	METRO BUS. CHRONICLE	7,983	5.1				
18	HINDS COUNTY GAZETTE	5,220	3.3				
19	AUTO TRADER	4,398	2.8				



**PARENTS & KIDS MAGAZINE reaches MORE PARENTS with children living in the household than any local PRINT.**



Rank	Media	Cume Persons	Cume Rating	0	8	15	23
1	PARENTS & KIDS MAG.	35,283	22.6				
2	WYOY-FM	24,707	15.8				
3	WJMI-FM	24,527	15.7				
4	WHLH-FM	22,857	14.6				
5	WMSI-FM	20,145	12.9				
6	WKXI-FM	19,077	12.2				
7	WRXV-FM	15,246	9.8				
8	WMPR-FM	14,618	9.4				
9	WWJK-FM	14,345	9.2				
10	WSTZ-FM	13,628	8.7				
11	WRBJ-FM	12,376	7.9				
12	WUSJ-FM	12,364	7.9				
13	WFMN-FM	10,060	6.4				
14	WJJK-FM	9,396	6.0				
15	WOAD-FM/AM	7,316	4.7				
16	WJNT	7,140	4.6				
17	WJXN-FM	6,816	4.4				
18	WHJT-FM	6,768	4.3				
19	WJDX	6,199	4.0				
20	WOAD-FM	5,560	3.6				
21	WQJQ-FM	4,465	2.9				
22	WYAB-FM	4,155	2.7				
23	WVSFZ	3,885	2.5				
24	WMPN-FM	3,810	2.4				
25	WVST-FM	3,488	2.2				

**PARENTS & KIDS MAGAZINE reaches MORE PARENTS with children living in the household than any RADIO STATION.**