

Delivering Chicagoland Decision-Makers

Report: MEDIA QUICK PROFILE
 Market: CHICAGO, IL for MAY-JUN/NOV-DEC 2008
 Bases: ADULTS AGE 18+
 Media: WGN

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 6,971,707

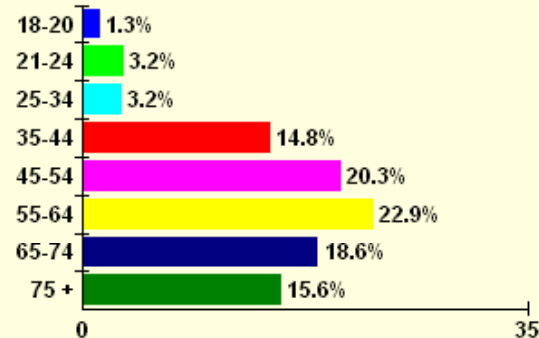
% in Media: 11.9

Media Persons: 830,322

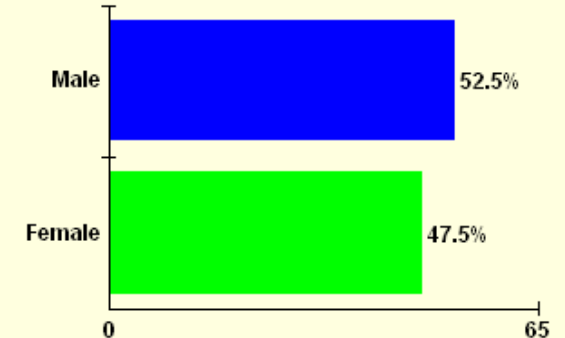
Audience Profile

Total Income: \$58,516,235,250
Mean Income: \$70,474
Mean Age: 57
Home Owners: 92%
Mean Home Value: \$331,596
Mean Miles Past Week: 183

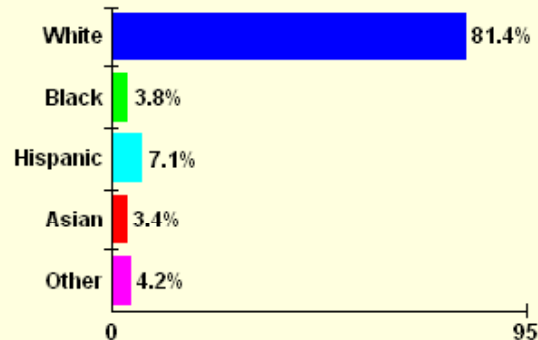
Age Analysis



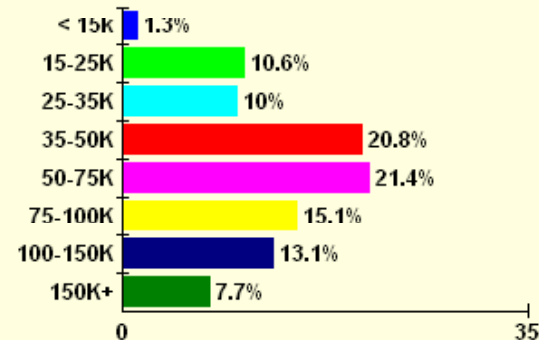
Gender Profile



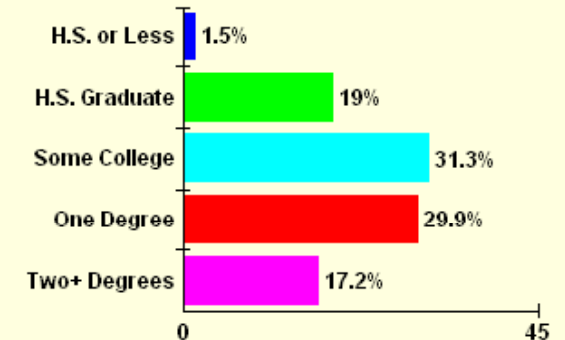
Ethnicity Profile



Annual Income



Education Profile



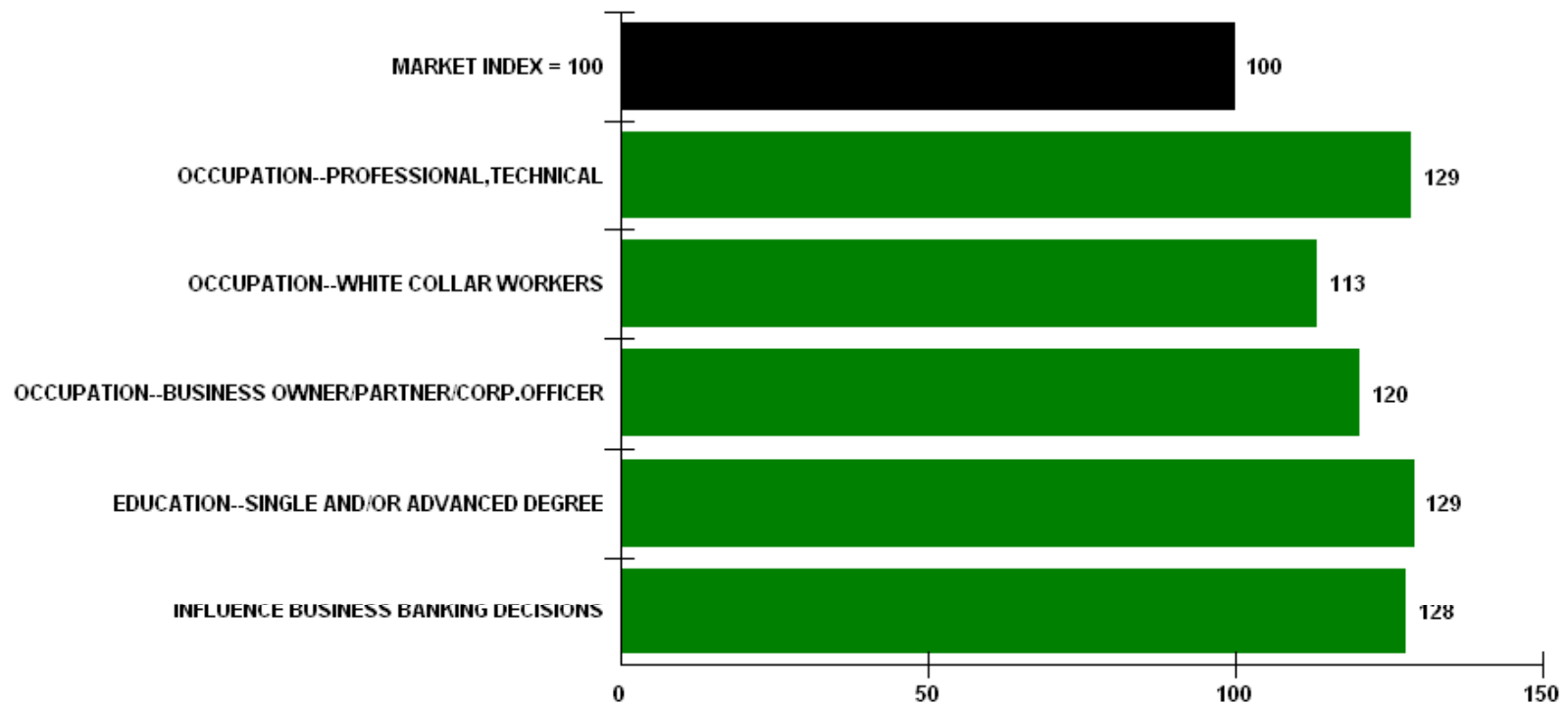
Commercial Construction Prospects

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: CHICAGO, IL for MAY-JUN/NOV-DEC 2008
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THE MEDIA AUDIT

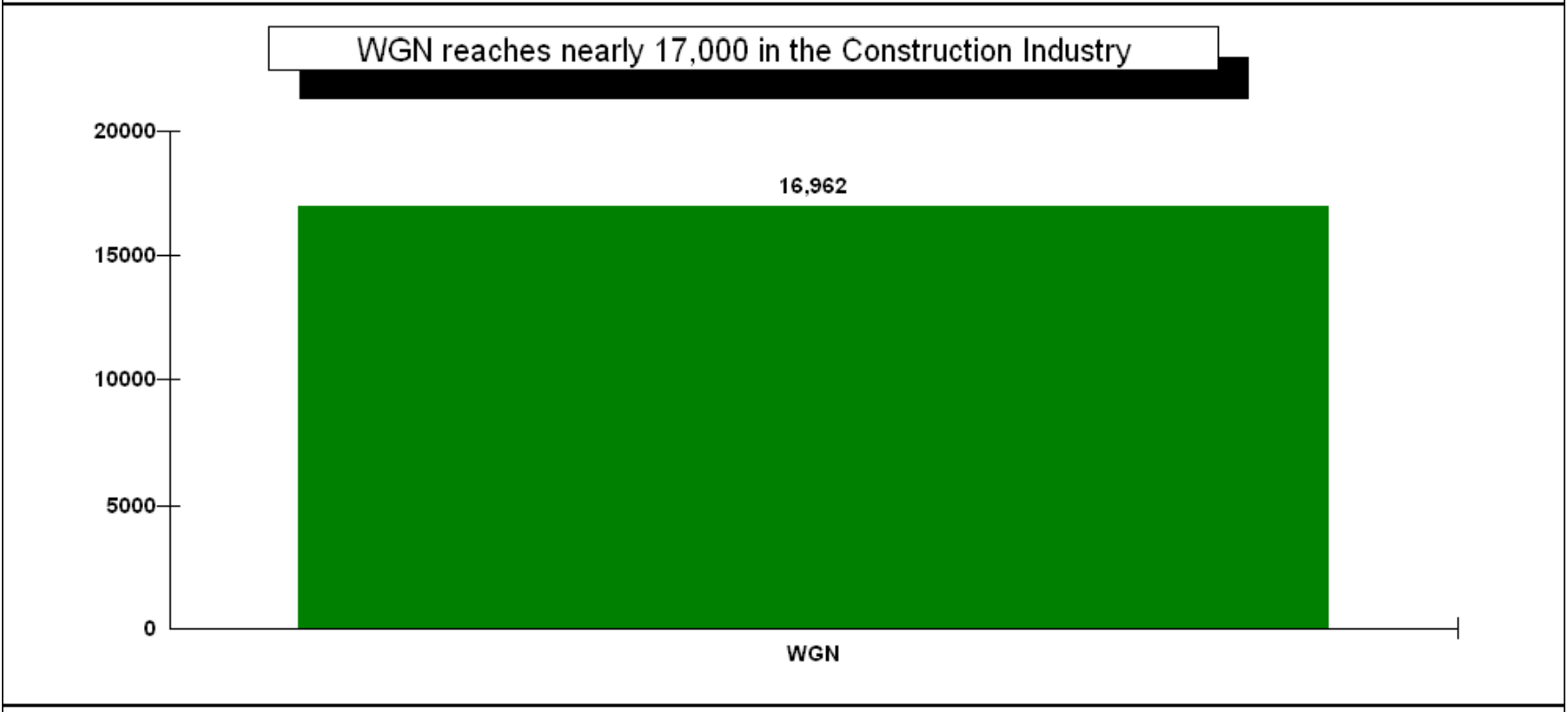
Cume Index

WGN Outperforms the Market in Delivering Business Decision-Makers



Occupation: Construction Industry

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings
Market: CHICAGO, IL for MAY-JUN/NOV-DEC 2008
Bases: ADULTS AGE 18+
Target: OCCUPATION--CONSTRUCTION INDUSTRY--INC. HOME/RE-MODEL
Base Population: 6,971,707 % In Target: 2.6% Target Persons: 182,385



Government Employees

Report: RANKER REPORT
Market: CHICAGO, IL for MAY-JUN/NOV-DEC 2008
Bases: ADULTS AGE 18+
Target: OCCUPATION--GOVERNMENT EMPLOYEES

THE MEDIA AUDIT

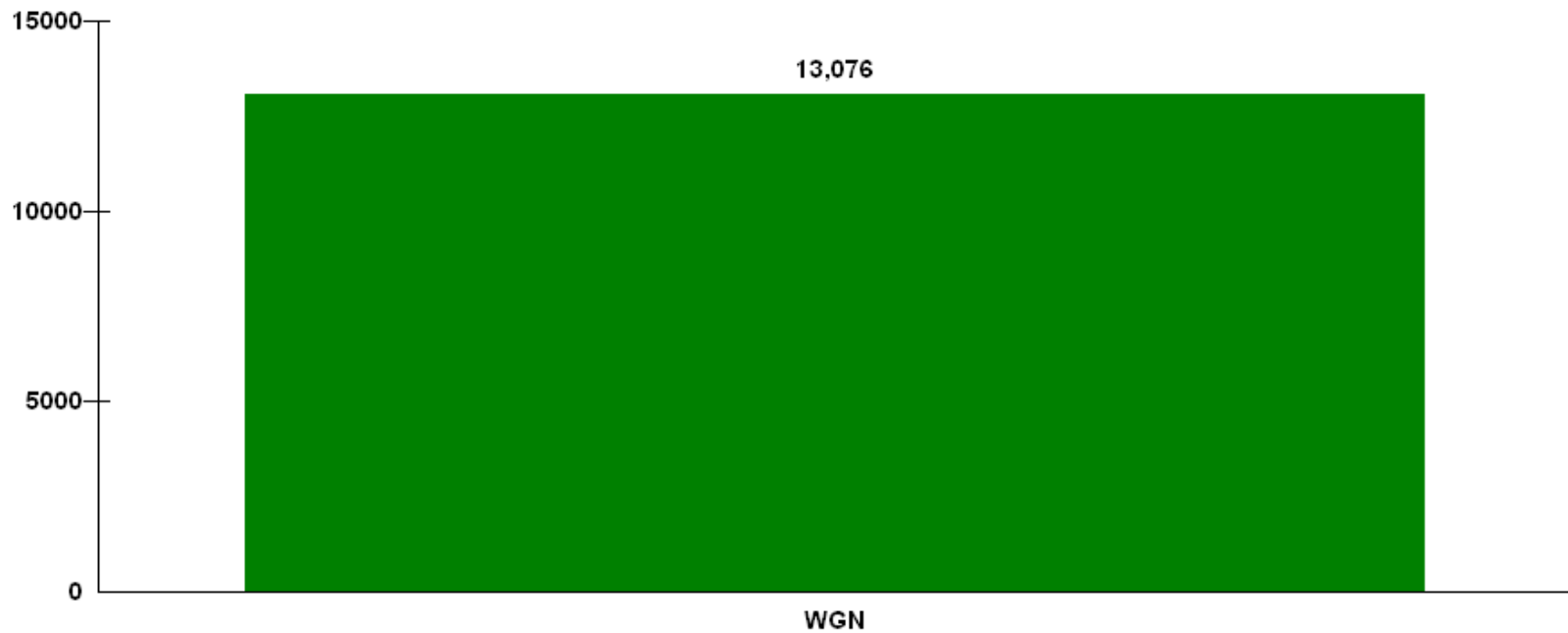
Cume Ratings

Base Population: 6,971,707

% In Target: 2.0%

Target Persons: 139,174

WGN REACHES OVER 13,000 GOVERNMENT WORKERS



Home Buyers

Report: RANKER REPORT
Market: CHICAGO, IL for MAY-JUN/NOV-DEC 2008
Bases: ADULTS AGE 18+
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

THE MEDIA AUDIT

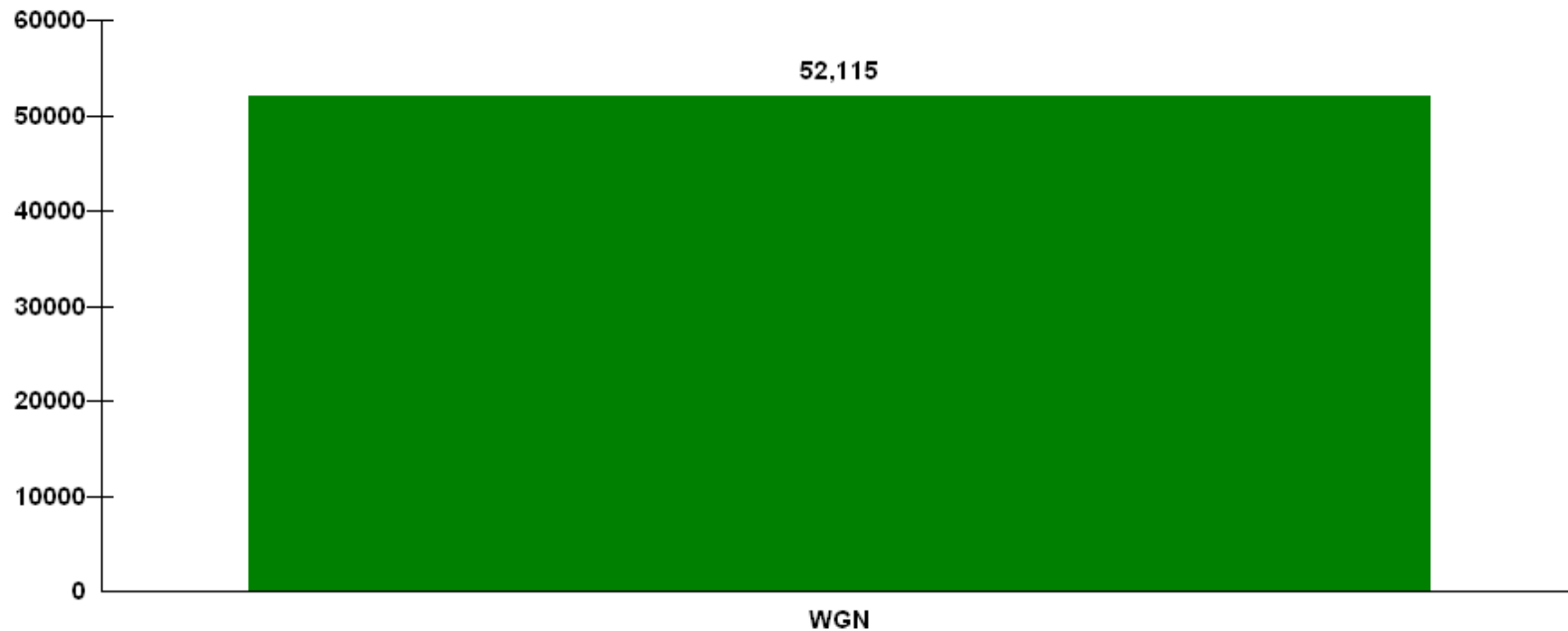
Cume Ratings

Base Population: 6,971,707

% In Target: 10.5%

Target Persons: 733,315

WGN REACHES 52,115 ADULTS PLANNING TO BUY A HOME THIS YEAR





WGN IS A MARKET LEADER IN REACHING YOUR TARGETS

Report: COMPOSITE AVERAGE REPORTS THE MEDIA AUDIT Cume Ratings
Market: CHICAGO, IL for MAY-JUN/NOV-DEC 2008
Bases: ADULTS AGE 18+
Target 1: OCCUPATION--BUSINESS OWNER/PARTNER/CORP. OFFICER
Target 2: INFLUENCE BUSINESS BANKING DECISIONS
Target 3: PLAN TO BUY A HOME DURING NEXT 2 YEARS
Target 4: OCCUPATION--CONSTRUCTION INDUSTRY--INC. HOME/RE-MODEL
Target 5: OCCUPATION--GOVERNMENT EMPLOYEES

