



STEEL CITY MEDIA • Pittsburgh's PREMIERE MediaGroup

Reaching



Best Customer Prospects

Presented by:

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STEEL CITY MEDIA

Pittsburgh's Premiere Media Group

April 28, 2005



Report: TARGET MARKET PROFILE REPORT
 Market: PITTSBURGH, PA for NOV-DEC 2004
 Base: ADULTS
 Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW OWN



Total Audience: 1,836,100

Market Profile Groups	Market Profile Percent	Target Profile Percent	Index
MALES AGE 18 +	46.8	54.3	116
FEMALES AGE 18 +	53.2	45.7	86
AGE 18-20	4.9	*	*
AGE 21-24	6.7	9.4	140
AGE 25-34	14.0	33.6	239
AGE 35-44	18.4	29.3	159
AGE 45-49	10.4	2.5	24
AGE 50-54	9.3	9.6	104
AGE 55-64	13.9	11.2	80
AGE 65-74	12.5	2.9	23
AGE 75 +	9.8	1.3	13
RACE--WHITE	86.2	92.9	108
RACE--BLACK	7.3	*	*
RACE--HISPANIC	0.7	1.6	228
RACE--ASIAN	1.2	5.2	426
RACE--OTHER	4.6	*	*
UNDER \$25000	21.4	2.0	9
\$25000-\$34999	18.6	19.8	107
\$35000-\$49999	24.9	16.1	65
\$50000-\$74999	14.9	19.3	129
\$75000 PLUS	20.2	42.6	211
H.S. OR LESS	7.7	4.7	61
H.S. GRADUATE	36.2	32.9	91
SOME COLLEGE	22.1	17.6	80
COLLEGE DEGREE	22.8	27.8	122
ADVANCED DEGREE	11.0	17.1	156

WHO is the HOME OWNER PLANNING TO BUY A HOME In the Pittsburgh Market?

- 54.3% Male
- 75% are 25-54 Years of Age
- 93% White
- 43% with \$75,000+ Income
- College Educated

Source: **The Media Audit**



HOME OWNERS PLANNING TO BUY A HOME In the Pittsburgh Market

REPORT: CROSTAB REPORTS
 MARKET: PITTSBURGH, PA FOR JUN-JUL/NOV-DEC 2004
 BASE: ADULTS AGE 18 +
 PRIMARY TARGET: PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW OWN

Total Audience: 1,836,100



County of Residence:

Targets	Vertical Percent
LIVE IN--ALLEGHENY COUNTY	46.3
LIVE IN--BEAVER COUNTY	6.0
LIVE IN--BUTLER COUNTY	5.8
LIVE IN--FAYETTE COUNTY	6.0
LIVE IN--WASHINGTON COUNTY	9.4
LIVE IN--WESTMORELAND COUNTY	26.6

46.3% Live in Allegheny County

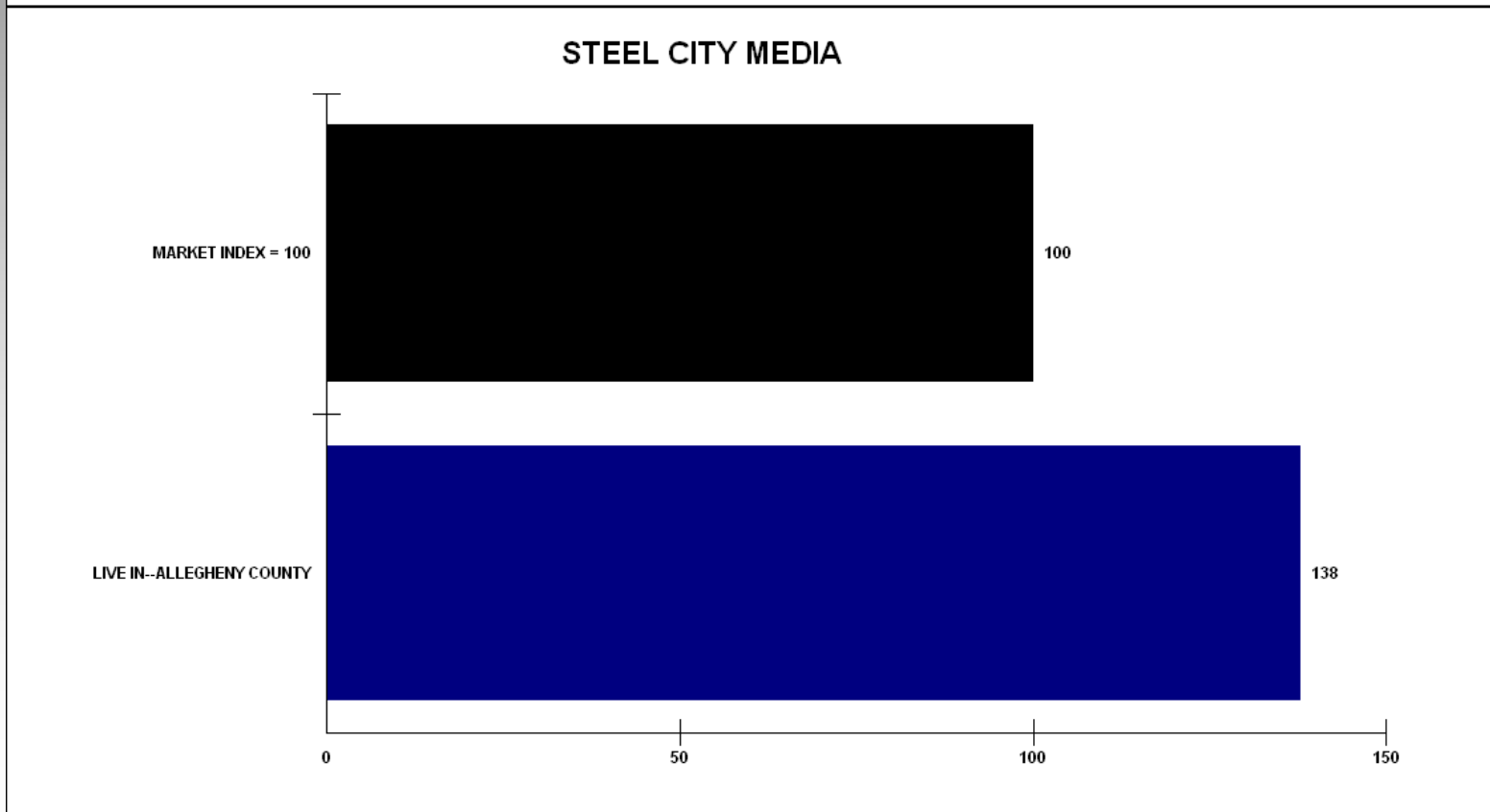




Steel City Media Outperforms the Market in Delivering ALLEGHENY COUNTY RESIDENTS.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: PITTSBURGH, PA for NOV-DEC 2004
Base: ADULTS
Media: WRRK\MLTJPIT CT PPR

Most Often Index



Source: **The Media Audit**

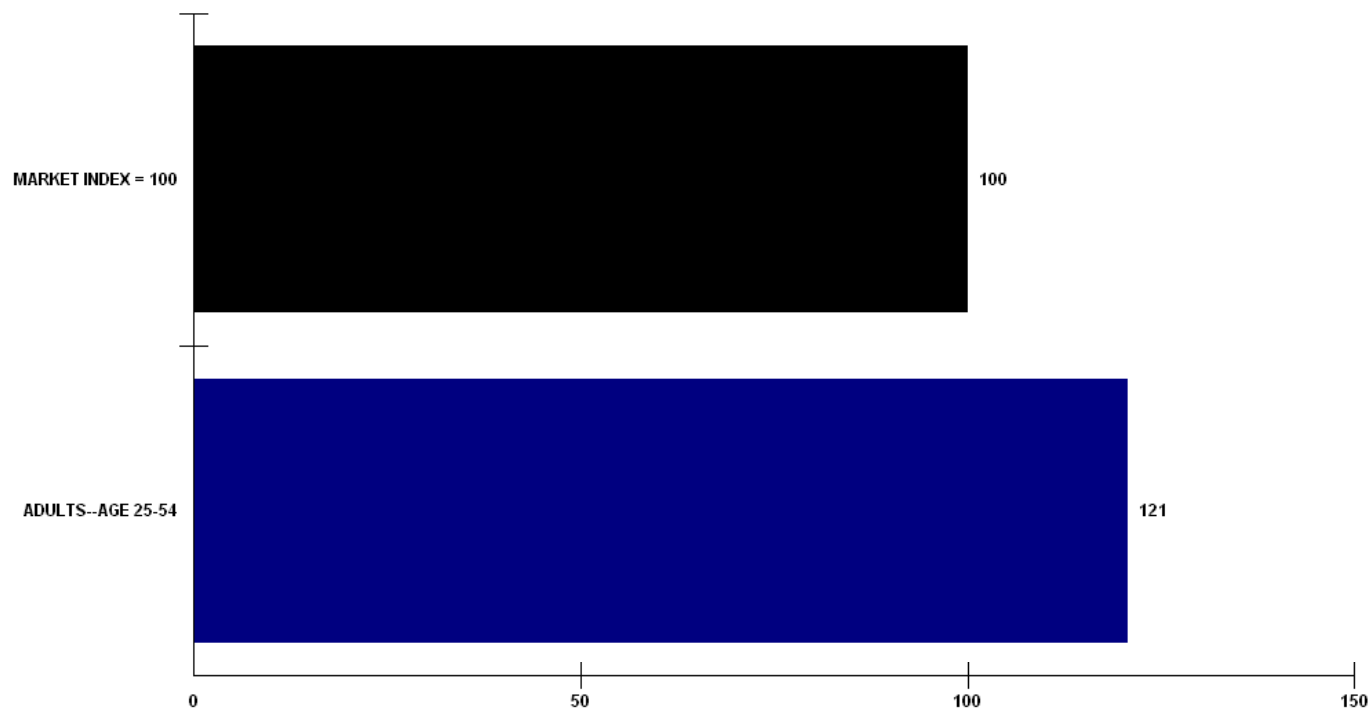


Steel City Media is HIGHLY TARGETED in Reaching 25-54 YEAR-OLDS.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: PITTSBURGH, PA for NOV-DEC 2004
Base: ADULTS
Media: WRRK/MLTJPIT CT PPR

Cume Index

STEEL CITY MEDIA OUTPERFORMS THE MARKET IN DELIVERING 25-54



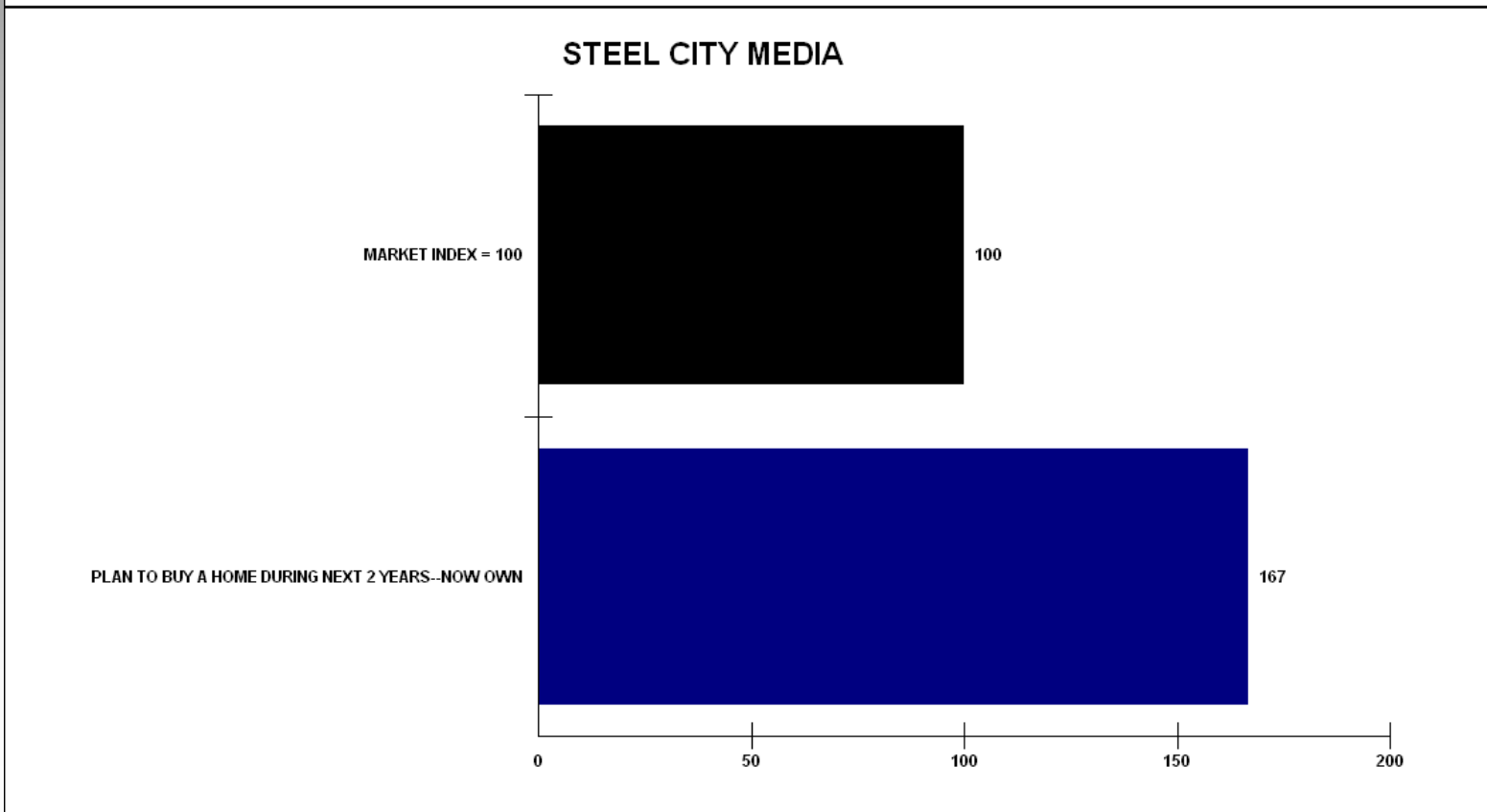
Source: **The Media Audit**



Steel City Media's Audience Outperforms the Market by 67% In Delivering Home Buyers Who Currently Own a Home.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: PITTSBURGH, PA for NOV-DEC 2004
Base: ADULTS
Media: WRRK/WLTJ/PIT CT PPR

Cume Index



Source: **The Media Audit**

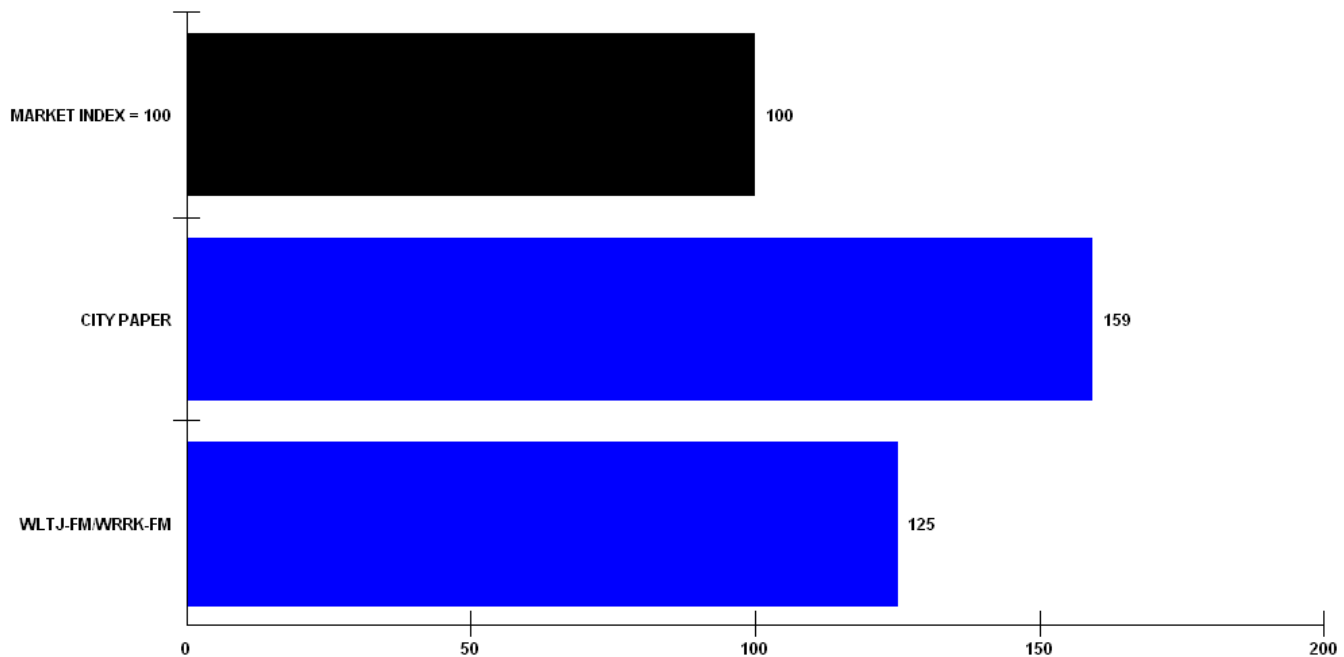


Steel City Media is HIGHLY TARGETED in Reaching HOME OWNERS PLANNING TO BUY with \$75,000+ INCOME.

Report: MARKET INDEX REPORT, MULTIPLE MEDIA SINGLE TARGET Most Often Index
 Market: PITTSBURGH, PA for NOV-DEC 2004
 Base: PLAN NEXT 2 YEARS--OWNERS WHO PLAN TO BUY HOME
 Target: ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS

Total Audience: 78,600 % In Target Audience: 42.6% Target Audience: 33,500

HOME OWNERS PLANNING TO BUY A HOME WITH \$75,000+ INCOME



Source: **The Media Audit**

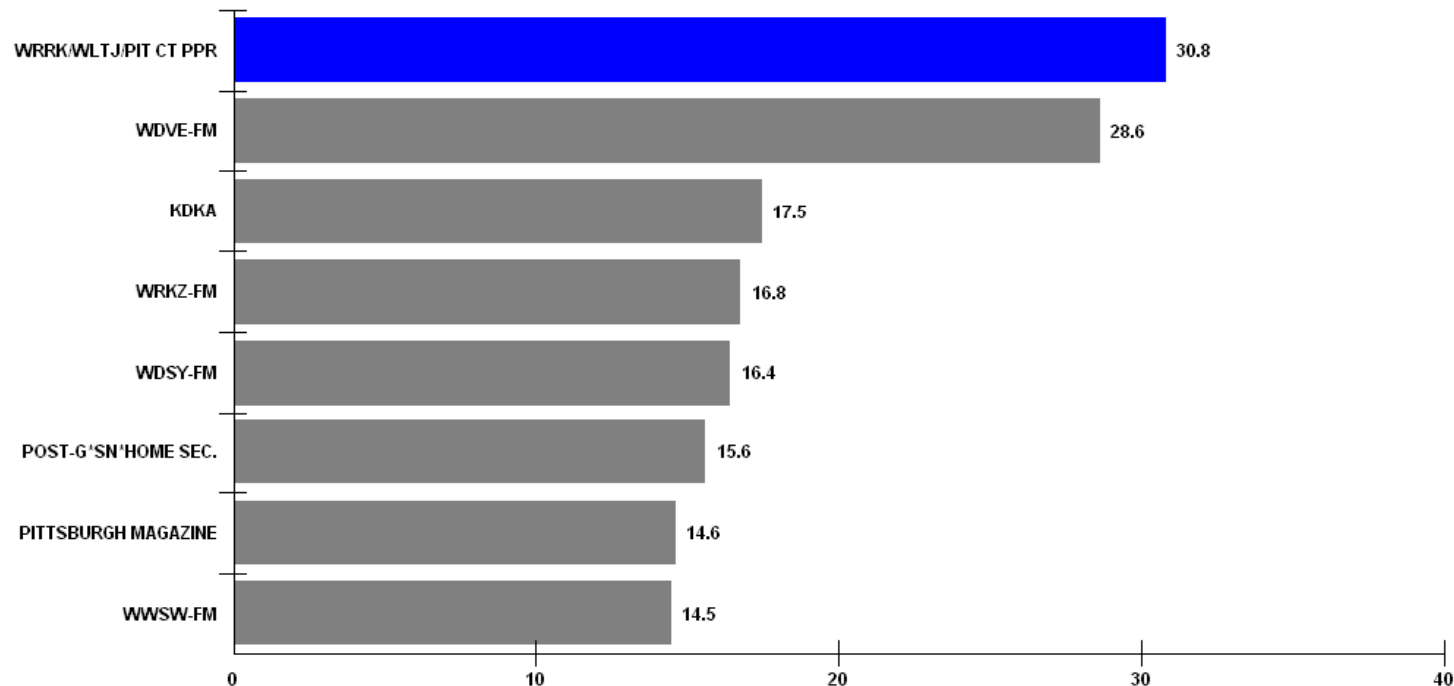


Report: COMPOSITE AVERAGE REPORTS
Market: PITTSBURGH, PA for NOV-DEC 2004
Base: ADULTS

Cume Rating

- Target 1: ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS
- Target 2: PLAN TO BUY A HOME DURING NEXT 2 YEARS
- Target 3: PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW OWN
- Target 4: HOME/HOUSE DWELLING UNIT--OWNED
- Target 5: LIVE IN--ALLEGHENY COUNTY

STEEL CITY MEDIA REACHES MORE OF HEARTLAND HOMES PROSPECTS



Source: **The Media Audit**