



Delivering Northern Florida's Best AAA Prospects

Profile of Mint Magazine's Vehicle Owners

Report: MEDIA QUICK PROFILE
 Market: JACKSONVILLE, FL for JAN-FEB 2009
 Bases: MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC *OR* MAKE OF VEHICLES NOW OWNED--ANY FOREIGN
 Media: MINT MAGAZINE

THE MEDIA AUDIT

All Groups
TOTAL

Base Population: 956,904

% in Media: 46.1

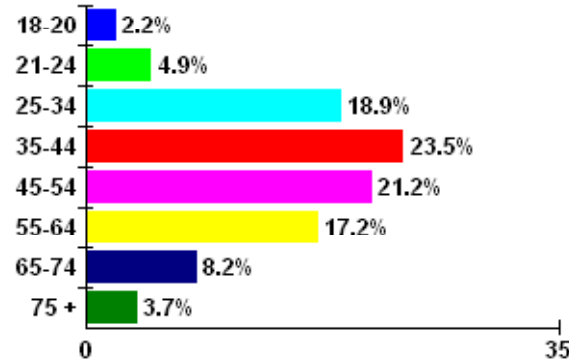
Media Persons: 440,672



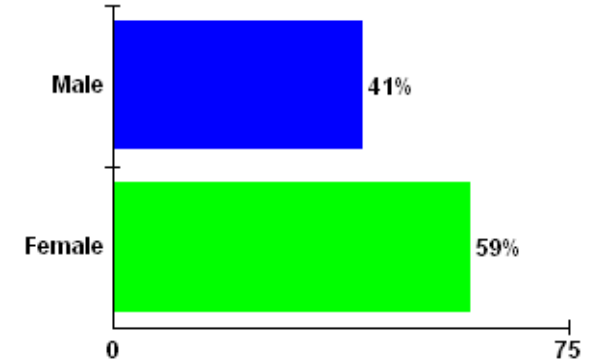
Audience Profile

Total Income: \$30,161,259,500
Mean Income: \$68,444
Mean Age: 45
Home Owners: 82%
Mean Home Value: \$269,384
Mean Miles Past Week: 212

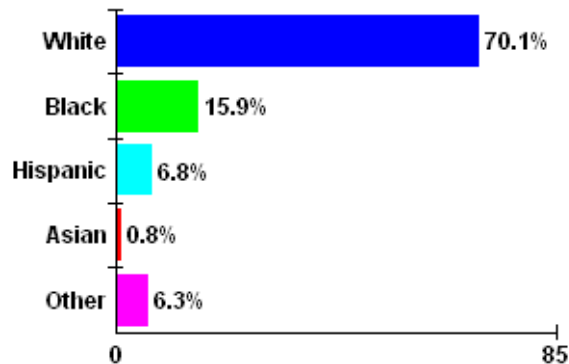
Age Analysis



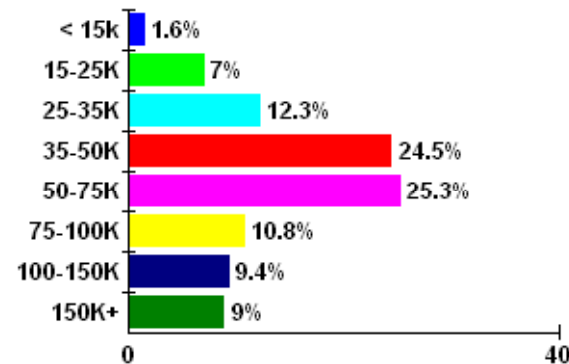
Gender Profile



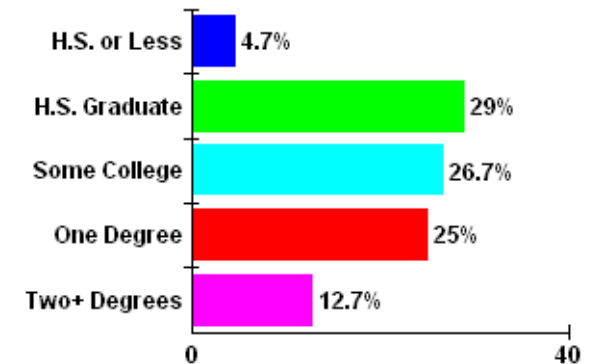
Ethnicity Profile



Annual Income



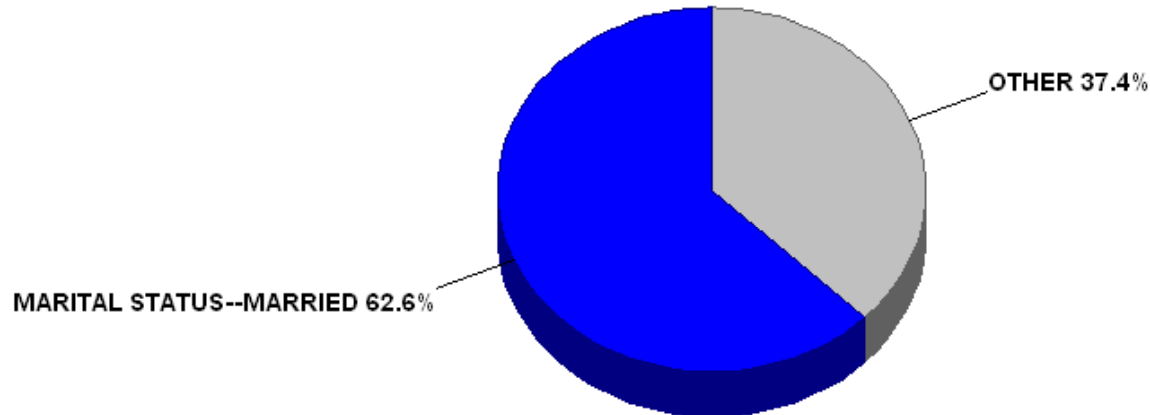
Education Profile



MINT MAGAZINE delivers Married Adults...those needing the protection offered by AAA Motor Club & Insurance.

Report:	TARGET PROFILE REPORT	THE MEDIA AUDIT	Target Analysis
Market:	JACKSONVILLE, FL for JAN-FEB 2009		
Bases:	PAST 4 EDITION CUME--MINT MAGAZINE		
Target:	MARITAL STATUS--MARRIED		
Base Population:	472,260	% In Target: 62.6%	Target Persons: 295,707

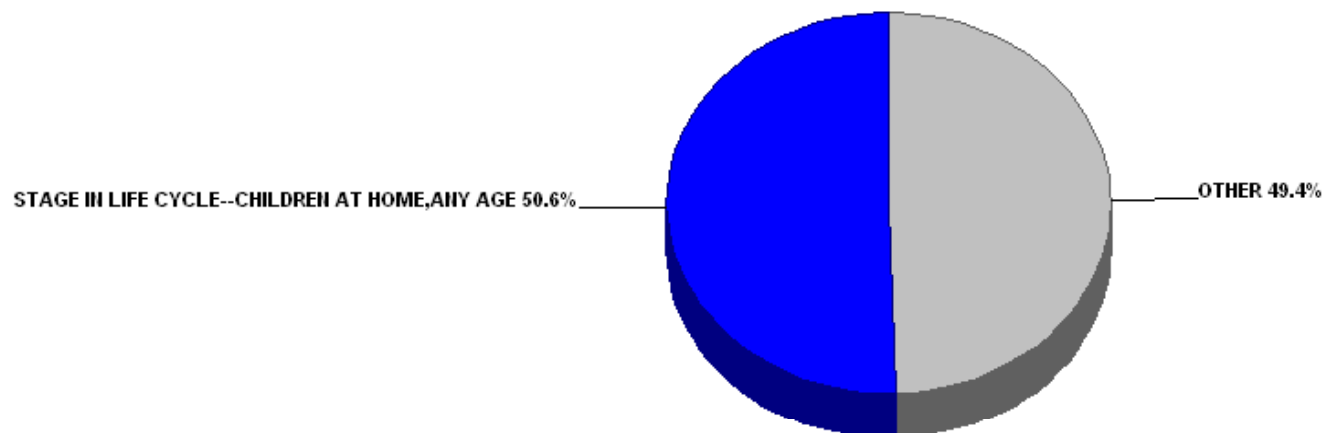
62.6% OF MINT MAGAZINE READERS ARE MARRIED



MINT MAGAZINE delivers Families...those needing insurance coverage.

Report:	TARGET PROFILE REPORT	THE MEDIA AUDIT	Target Analysis
Market:	JACKSONVILLE, FL for JAN-FEB 2009		
Bases:	PAST 4 EDITION CUME--MINT MAGAZINE		
Target:	STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE		
Base Population:	472,260	% In Target: 50.6%	Target Persons: 238,814

OVER HALF OF MINT MAGAZINE READERS HAVE CHILDREN IN THE HOME



MINT MAGAZINE delivers Home Owners...great insurance prospects.

Report: TARGET PROFILE REPORT
Market: JACKSONVILLE, FL for JAN-FEB 2009
Bases: ADULTS AGE 18+
Target: HOME OWNER--DWELLING UNIT--OWNED

THE MEDIA AUDIT

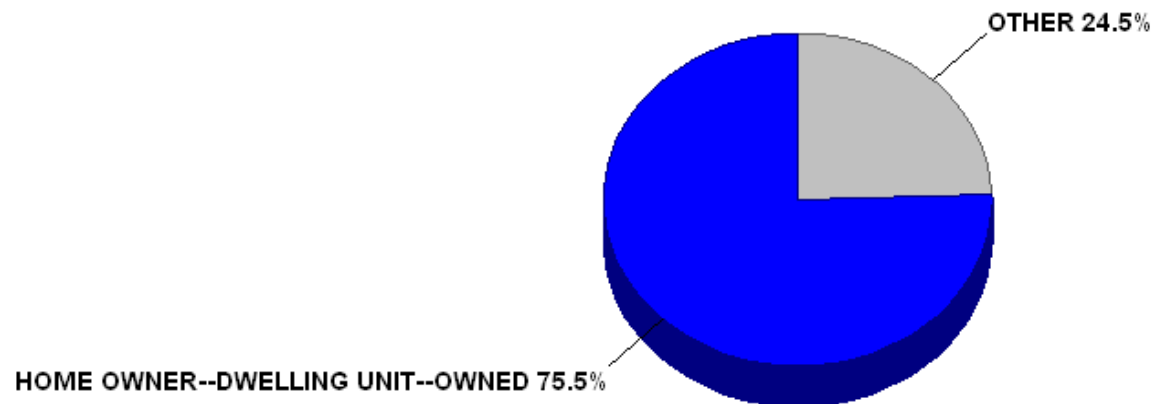
Target Analysis

Base Population: 1,029,355

% In Target: 75.5%

Target Persons: 777,034

OVER THREE-FOURTHS OF MINT MAGAZINE READERS ARE HOME OWNERS





Report: RANKER REPORT THE MEDIA AUDIT
 Market: JACKSONVILLE, FL for JAN-FEB 2009
 Bases: MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC *OR* MAKE OF VEHICLES NOW OWNED--ANY FOREIGN
 Target: ADULTS AGE 18+
 Base Population: 956,903 % In Target: 100.0%



Rank	Media	Cume Persons	Cume Rating	0	16	31	47
1	MINT MAGAZINE	440,671	46.1				
2	WOKV-FM/AM	154,221	16.1				
3	WAPE-FM	146,637	15.3				
4	WQIK-FM	142,913	14.9				
5	WJCT-FM	103,463	10.8				
6	WEJZ-FM	101,110	10.6				
7	WJBT-FM	100,432	10.5				
8	WJGL-FM	97,663	10.2				
9	WPLA-FM	91,751	9.6				
10	WSOL-FM	86,418	9.0				
11	WFKS-FM	84,544	8.8				
12	WMXQ-FM	75,136	7.9				
13	WGNE-FM	69,880	7.3				
14	WCRJ-FM	69,266	7.2				
15	WFYV-FM	65,575	6.9				
16	WKTZ-FM	61,120	6.4				
17	WFXJ	44,907	4.7				
18	WMLV-FM	44,715	4.7				
19	WJXL	35,736	3.7				
20	WSOS-FM	32,240	3.4				
21	WZAZ	29,739	3.1				
22	WJSJ-FM	28,744	3.0				
23	WCGL	19,326	2.0				
24	WJBC-FM	10,352	1.1				
25	WAYR	9,412	1.0				
26	WBOB	9,393	1.0				
27	WHJX-FM	9,143	1.0				
28	WJFR-FM	7,955	0.8				

MINT MAGAZINE
reaches more
owners of
vehicles than
ANY radio
station.



Report: RANKER REPORT THE MEDIA AUDIT
 Market: JACKSONVILLE, FL for JAN-FEB 2009
 Bases: MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC *OR* MAKE OF VEHICLES NOW OWNED--ANY FOREIGN
 Target: ADULTS AGE 18+

Base Population: 956,903

% In Target: 100.0%



Rank	Media	Cume Persons	Cume Rating	0	16	31	47
1	MINT MAGAZINE	440,671	46.1				
2	TIMES-UNION**WEEKDAY	360,816	37.7				
3	S.A. RECORD**WEEKDAY	39,338	4.1				
4	USA TODAY	27,210	2.8				
5	WALL STREET JOURNAL	22,841	2.4				
6	NEW YORK TIMES	22,704	2.4				

MINT MAGAZINE
reaches more
owners of
vehicles than
ANY daily
newspaper.

Report: RANKER REPORT THE MEDIA AUDIT
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 Bases: MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC *OR* MAKE OF VEHICLES NOW OWNED--ANY FOREIGN
 Target: ADULTS AGE 18+
 Base Population: 956,903 % In Target: 100.0%



Rank	Media	Cume Persons	Cume Rating	0	16	31	47
1	MINT MAGAZINE	440,671	46.1	[Red bar extending to 46.1]			
2	MONEY PAGES	348,337	36.4	[Blue bar extending to 36.4]			
3	FOLIO WEEKLY	234,562	24.5	[Blue bar extending to 24.5]			
4	CLIPPER MAGAZINE	150,403	15.7	[Blue bar extending to 15.7]			
5	JACKSONVILLE MAG.	108,014	11.3	[Blue bar extending to 11.3]			
6	WATER'S EDGE	91,637	9.6	[Blue bar extending to 9.6]			
7	CLAY TODAY	91,632	9.6	[Blue bar extending to 9.6]			
8	JAC. BUS. JOURNAL	91,115	9.5	[Blue bar extending to 9.5]			
9	SUN TIMES WEEKLY	77,156	8.1	[Blue bar extending to 8.1]			
10	THE BEACHES LEADER	75,140	7.9	[Blue bar extending to 7.9]			
11	AUTO TRADER	74,051	7.7	[Blue bar extending to 7.7]			
12	THE FLORIDA STAR	61,364	6.4	[Blue bar extending to 6.4]			
13	RESIDENT COMM. NEWS	54,534	5.7	[Blue bar extending to 5.7]			
14	EU JACKSONVILLE	51,923	5.4	[Blue bar extending to 5.4]			
15	FIRST COAST ADVERTSR	51,448	5.4	[Blue bar extending to 5.4]			
16	JAC. LUXURY LIVING	44,895	4.7	[Blue bar extending to 4.7]			
17	FLORIDA TREND	44,873	4.7	[Blue bar extending to 4.7]			
18	JAC. HOMEBUYER MAG.	41,126	4.3	[Blue bar extending to 4.3]			
19	THE MAYPORT MIRROR	37,923	4.0	[Blue bar extending to 4.0]			
20	PONTE VEDRA RECORDER	37,788	3.9	[Blue bar extending to 3.9]			
21	SKIRTI MAGAZINE	37,680	3.9	[Blue bar extending to 3.9]			
22	JACKSONVILLE BUZZ	29,314	3.1	[Blue bar extending to 3.1]			
23	WOMEN'S DIGEST	29,084	3.0	[Blue bar extending to 3.0]			
24	JAC. FREE PRESS	28,493	3.0	[Blue bar extending to 3.0]			
25	ARBUS MAGAZINE	25,675	2.7	[Blue bar extending to 2.7]			
26	PONTE VEDRA LEADER	22,024	2.3	[Blue bar extending to 2.3]			
27	J.HOME & HOSPITALITY	16,950	1.8	[Blue bar extending to 1.8]			
28	904 MAGAZINE	9,252	1.0	[Blue bar extending to 1.0]			

MINT MAGAZINE reaches more owners of vehicles than ANY local weekly or monthly pub.



Report: RANKER REPORT THE MEDIA AUDIT
 Market: JACKSONVILLE, FL for JAN-FEB 2009
 Bases: MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC *OR* MAKE OF VEHICLES NOW OWNED--ANY FOREIGN
 Target: ADULTS AGE 18+
 Base Population: 956,903 % In Target: 100.0%



Rank	Media	Cume Persons	Cume Rating	0	16	31	47
1	MINT MAGAZINE	440,671	46.1				
2	PRIME NEWS*WJXT C 4	367,187	38.4				
3	EARLY NEWS*WJXT C 4	351,165	36.7				
4	EARLY NEWS*WTLV C 12	322,974	33.8				
5	MORN NEWS*WJXT C 4	200,917	21.0				
6	LATE NEWS*WJXT C 4	185,498	19.4				
7	MORN NEWS*WTLV C 12	185,408	19.4				
8	LATE NEWS*WTLV C 12	169,031	17.7				
9	PRIME NEWS*WAWWS C 30	134,270	14.0				
10	EARLY NEWS*WTEV C 47	113,987	11.9				
11	EARLY NEWS*WJXX C 25	106,364	11.1				
12	MORN NEWS*WJXX C 25	72,035	7.5				
13	MORN NEWS*WTEV C 47	60,025	6.3				
14	LATE NEWS*WTEV C 47	53,393	5.6				
15	LATE NEWS*WJXX C 25	53,183	5.6				

MINT MAGAZINE reaches more owners of vehicles than ANY local TV Newscast.

DOLLARS spent on Auto Club Memberships



Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
Market: JACKSONVILLE, FL for MAR-APR 2007/JAN-MAR 2008
Bases: ADULTS AGE 18+
Target: AUTOMOBILE SERVICE CLUBS MEMBERSHIPS

THE MEDIA AUDIT

Base Population: 993,375

% In Target: 8.5%

MINT MAGAZINE READERS SPEND \$7.5 MILLION ANNUALLY ON AUTO CLUB MEMBERSHIPS

MINT MAGAZINE

7,496,907

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