



Delivering the Best Customer Prospects
for



Presented by:

Charlotte Magazine



Charlotte Magazine Readers are prime credit union customer prospects.

Report: MARKET INDEX, MULTIPLE MEDIA SINGLE TARGET REPORT
Market: CHARLOTTE, NC for FEB-MAR/AUG-SEP 2010
Bases: ADULTS AGE 18+
Target: CUSTOMER--ALL CREDIT UNIONS [NET]

THE MEDIA AUDIT

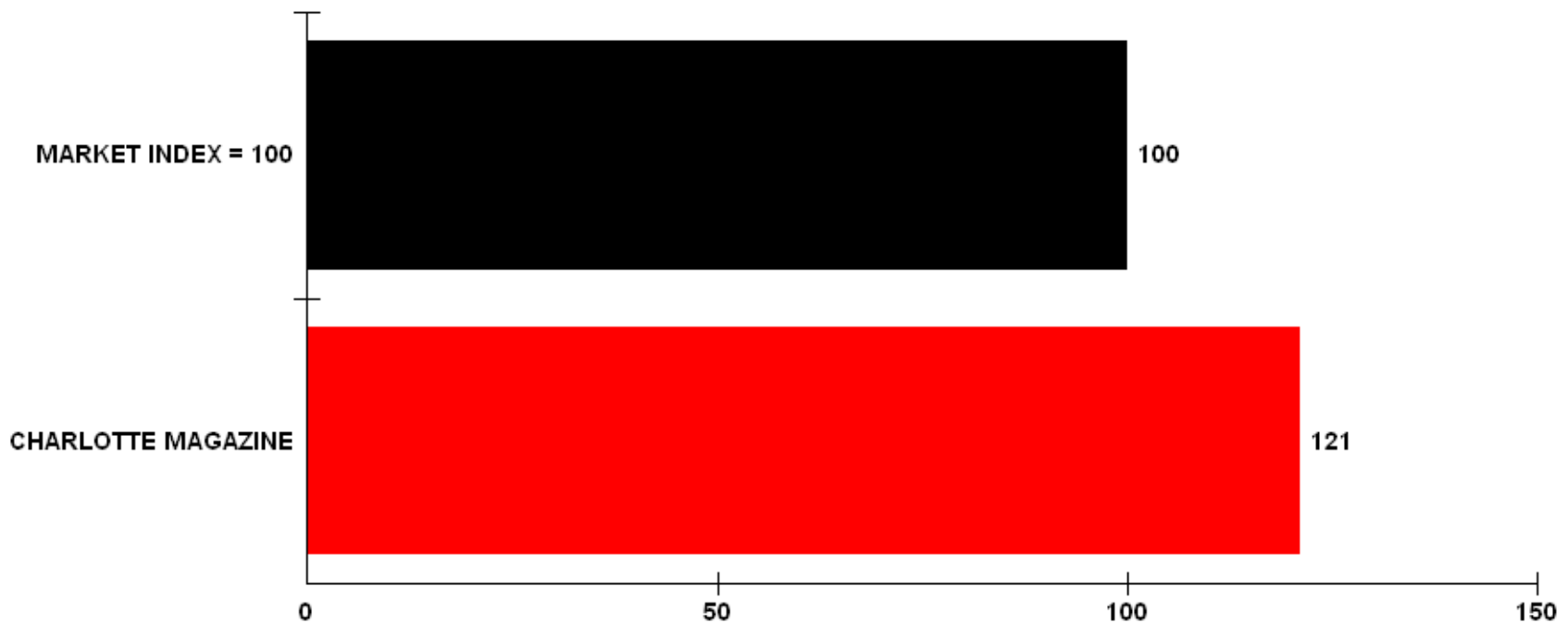
Cume Index

Base Population: 1,810,939

% In Target: 23.3%

Target Persons: 421,448

CHARLOTTE MAGAZINE READERS ARE 21% MORE LIKELY TO BE CREDIT UNION CUSTOMERS



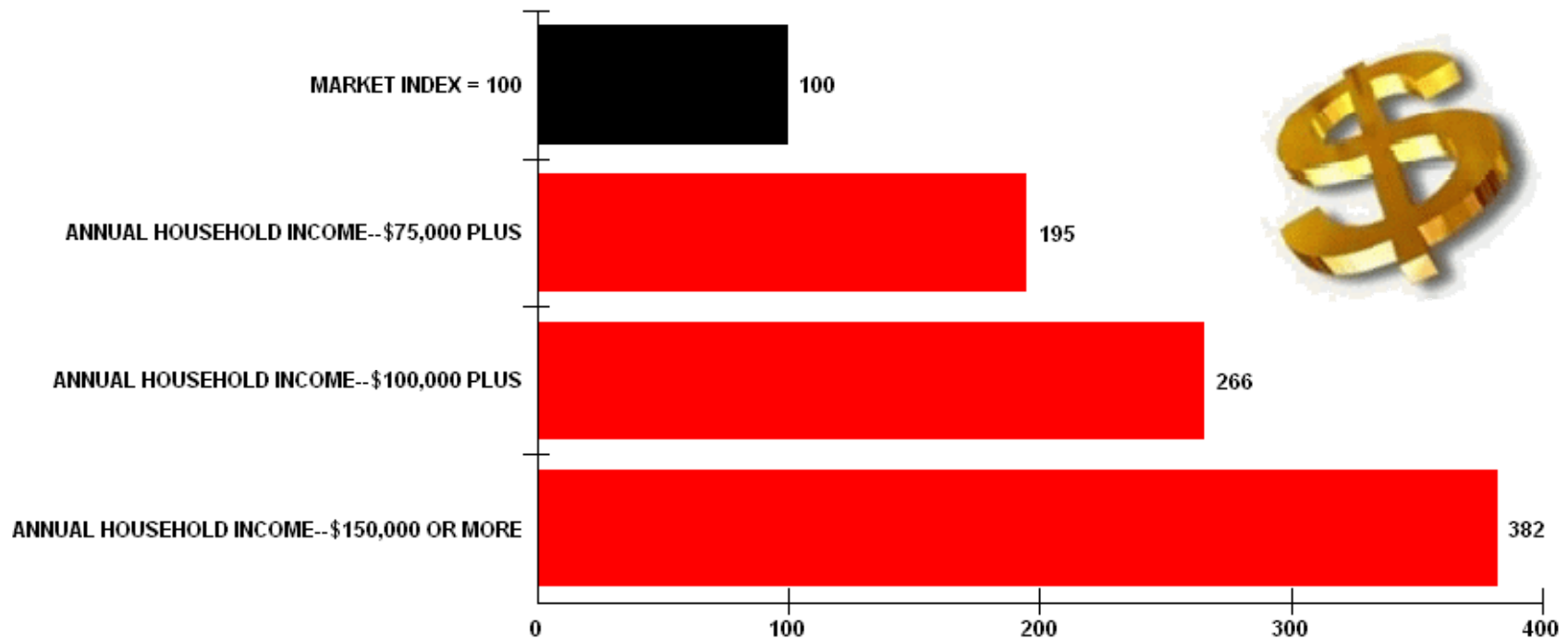
Charlotte Magazine's Readers are 282% more likely than the average adult in the market to earn \$150,000+ annual income.

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: CHARLOTTE, NC for FEB-MAR/AUG-SEP 2010
Bases: ADULTS AGE 18+
Media: CHARLOTTE MAGAZINE

THE MEDIA AUDIT

Cume Index

CHARLOTTE MAGAZINE OUTPERFORMS THE MARKET



IN DELIVERING CHARLOTTE'S HIGH INCOME ADULTS

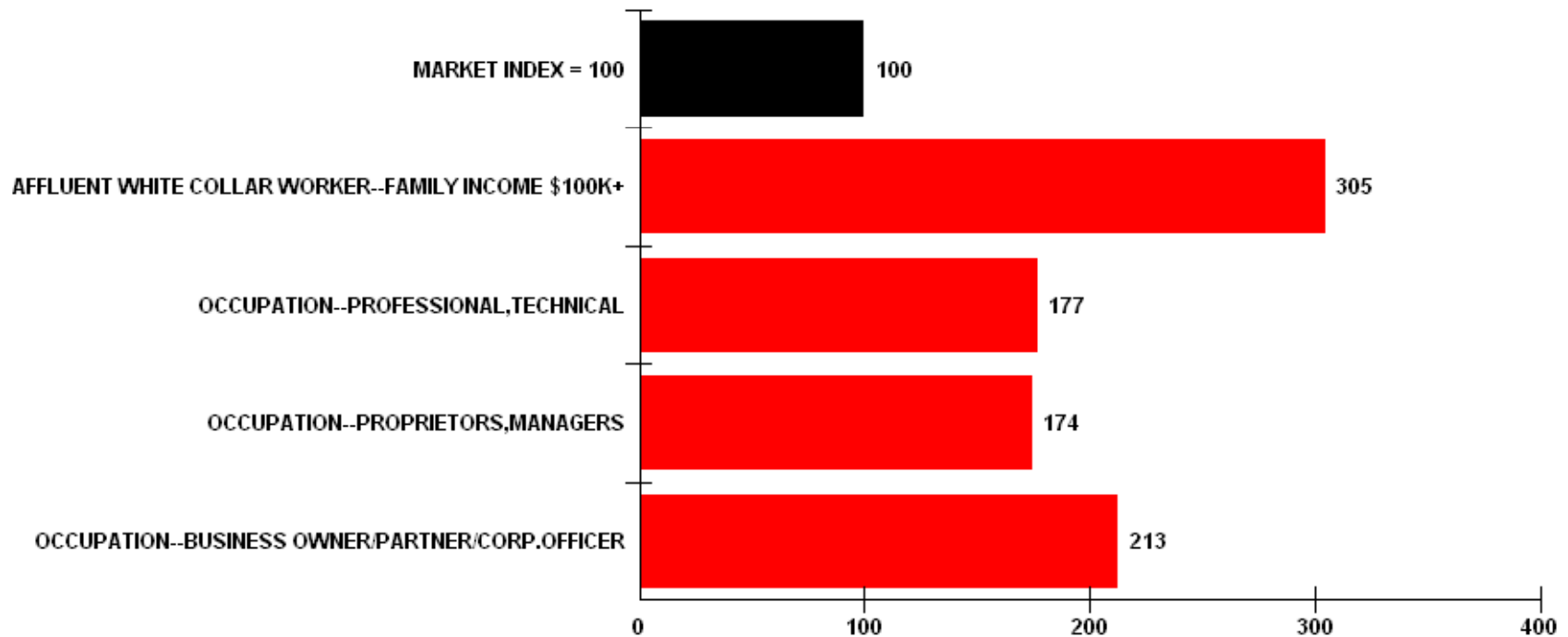


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 Media: CHARLOTTE MAGAZINE

THE MEDIA AUDIT

Cume Index

CHARLOTTE MAGAZINE OUTPERFORMS IN DELIVERING AFFLUENT WHITE COLLAR ADULTS



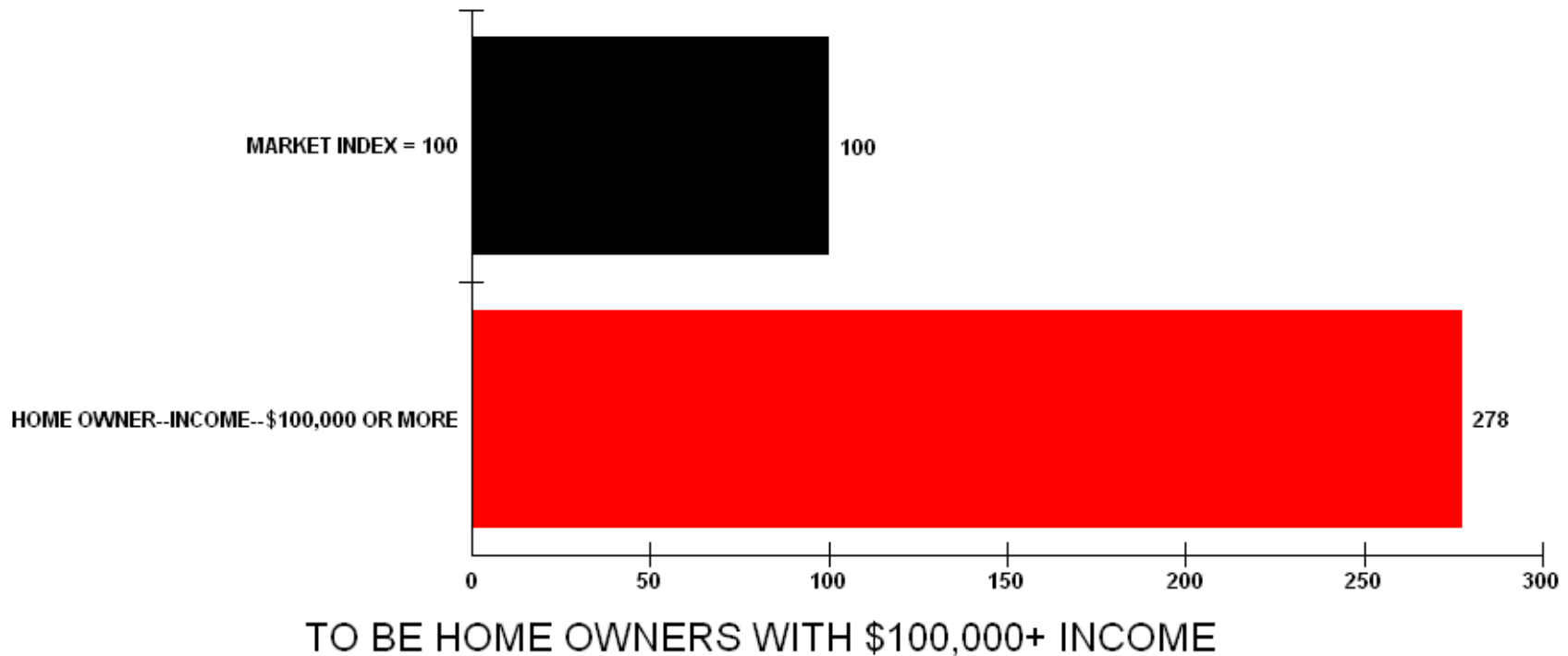


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Bases: ADULTS AGE 18+
Media: CHARLOTTE MAGAZINE

THE MEDIA AUDIT

Cume Index

CHARLOTTE MAGAZINE READERS ARE 178% MORE LIKELY THAN THE AVERAGE MARKET ADULT





Report: RANKER REPORT
 Market: CHARLOTTE, NC for FEB-MAR/AUG-SEP 2010
 Bases: ADULTS AGE 18+
 Target: HOME OWNER--INCOME--\$100,000 OR MORE

THE MEDIA AUDIT

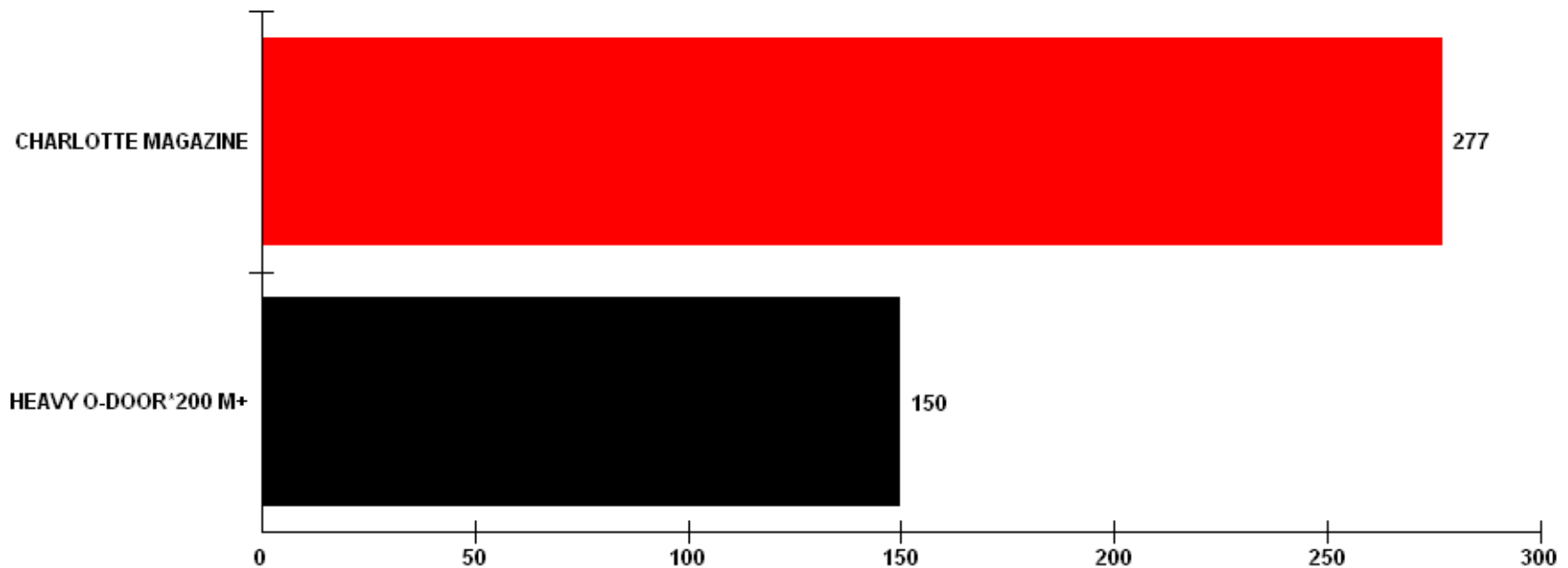
Cume Index

Base Population: 1,810,939

% In Target: 13.4%

Target Persons: 241,844

CHARLOTTE MAGAZINE IS MORE TARGETED & EFFICIENT IN REACHING



\$100K+ INCOME HOME OWNERS THAN BILLBOARD ADVERTISING

Charlotte Magazine Reaches the most \$100,000+ income Home Owners

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 Market: CHARLOTTE, NC for FEB-MAR/AUG-SEP 2010
 Bases: ADULTS AGE 18+
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THE MEDIA AUDIT

Base Population: 1,810,939

% In Target: 13.4%

Rank	Media	Cume Persons	Cume Ratings	0	11	22	33
1	CHARLOTTE MAGAZINE	77,994	32.2				
2	CREATIVE LOAFING	47,896	19.8				
3	SOUTHPARK MAGAZINE	43,565	18.0				
4	CHARLOTTE BUS. JRNL.	41,655	17.2				
5	CHARLOTTE PARENT	40,898	16.9				
6	SOUTH CHARLOTTE WKLY	32,655	13.5				
7	LAKE NORMAN HERALD	27,526	11.4				
8	UPTOWN MAGAZINE	26,652	11.0				
9	TODAY'S CHAR. WOMAN	24,828	10.3				
10	LAKE NORMAN MAGAZINE	20,206	8.4				
11	CHARLOTTE LIVING MAG	16,240	6.7				
12	MOUNTAIN ISLAND WKLY	16,083	6.7				
13	UNION COUNTY WEEKLY	13,572	5.6				
14	OUR STATE N.CAROLINA	13,259	5.5				
15	MATTHEWS-MINT HILL	12,989	5.4				
16	GREATER CHARLOT. BIZ	10,216	4.2				
17	LAKE NORMAN NAVIGATR	9,862	4.1				
18	BUSINESS LEADER	9,322	3.9				
19	URBAN HOME MAGAZINE	7,028	2.9				
20	BUSINESS N. CAROLINA	5,555	2.3				



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THE MEDIA AUDIT

Base Population: 1,810,939

% In Target: 13.4%

Rank	Media	Cume Persons	Cume Ratings	0	11	22	33
1	CHARLOTTE MAGAZINE	77,994	32.2				
2	WF AE-FM/WFHE-FM	48,420	20.0				
3	WBT-AM/WBT-FM	43,209	17.9				
4	WRFX-FM	38,097	15.8				
5	WNKS-FM	36,141	14.9				
6	WLYT-FM	35,278	14.6				
7	WLNK-FM	32,561	13.5				
8	WKQC-FM	29,548	12.2				
9	WBT-FM	27,461	11.4				
10	WKKT-FM	26,783	11.1				
11	WSOC-FM	26,166	10.8				
12	WEND-FM	25,661	10.6				
13	WXRC-FM	21,682	9.0				
14	WPZS-FM	17,001	7.0				
15	WKBC-FM	15,580	6.4				
16	WDAV-FM	15,290	6.3				
17	WBAV-FM	14,680	6.1				
18	WQNC-FM	14,476	6.0				
19	WRCM-FM	11,438	4.7				
20	WFNZ-AM	11,147	4.6				
21	WMIT-FM	9,826	4.1				
22	WPEG-FM	7,257	3.0				
23	WTPT-FM	5,951	2.5				
24	WPIR-FM	3,681	1.5				
25	WSMV-FM	2,992	1.2				
26	WWLV-FM	1,745	0.7				
27	WNSC-FM	1,604	0.7				
28	WBCN-AM	1,429	0.6				



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THE MEDIA AUDIT

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% In Target: 13.4%

Rank	Media	Cume Persons	Cume Ratings	0	11	22	33
1	CHARLOTTE MAGAZINE	77,994	32.2				
2	EARLY NEWS*WSOC C 9	69,590	28.8				
3	EARLY NEWS*WBTV C 3	68,935	28.5				
4	EARLY NEWS*WCNC C 36	49,026	20.3				
5	MORN NEWS*WBTV C 3	40,676	16.8				
6	LATE NEWS*WSOC C 9	35,592	14.7				
7	PRIME NEWS*WCCB C 18	33,980	14.1				
8	LATE NEWS*WBTV C 3	32,580	13.5				
9	MORN NEWS*WSOC C 9	30,571	12.6				
10	PRIME NEWS*WHKY C 14	28,238	11.7				
11	LATE NEWS*WCNC C 36	25,190	10.4				
12	MORN NEWS*WCNC C 36	21,021	8.7				
13	EARLY NEWS*WHKY C 14	20,782	8.6				
14	MORN NEWS*WCCB C 18	14,259	5.9				



Charlotte Magazine Reaches more \$100,000+ income Home Owners than all but one section of the Charlotte Observer.

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Rank	Media	Cume Persons	Cume Ratings	0	11	23	34
1	OBSERV*SN*SECTION 1	81,594	33.7				
2	CHARLOTTE MAGAZINE	77,994	32.2				
3	OBSERV*WD*SECTION 1	73,333	30.3				
4	OBSERV*WD*BUSINESS S	49,251	20.4				
5	OBSERV*SN*BUSINESS S	48,616	20.1				
6	OBSERV*SN*SPORTS SEC	48,207	19.9				
7	OBSERV*WD*SPORTS SEC	44,186	18.3				
8	OBSERV*SN*NH NEWS S.	42,135	17.4				
9	OBSERV*SN*TRAVEL S.	30,907	12.8				
10	OBSERV*WD*NH NEWS S.	30,348	12.5				
11	OBSERV*SN*MOVIE/ENT.	26,662	11.0				
12	OBSERV*SN*HOME SEC.	24,096	10.0				
13	OBSERV*WD*MOVIE/ENT.	21,423	8.9				
14	OBSERV*SN*CLASSIF AD	5,134	2.1				
15	OBSERV*SN*EMPLOY CLS	4,482	1.9				
16	OBSERV*WD*CLASSIF AD	2,715	1.1				
17	OBSERV*WD*EMPLOY CLS	2,063	0.9				
18	OBSERV*WD*AUTO CLAS.	2,006	0.8				
19	OBSERV*SN*AUTO CLAS	2,006	0.8				

