

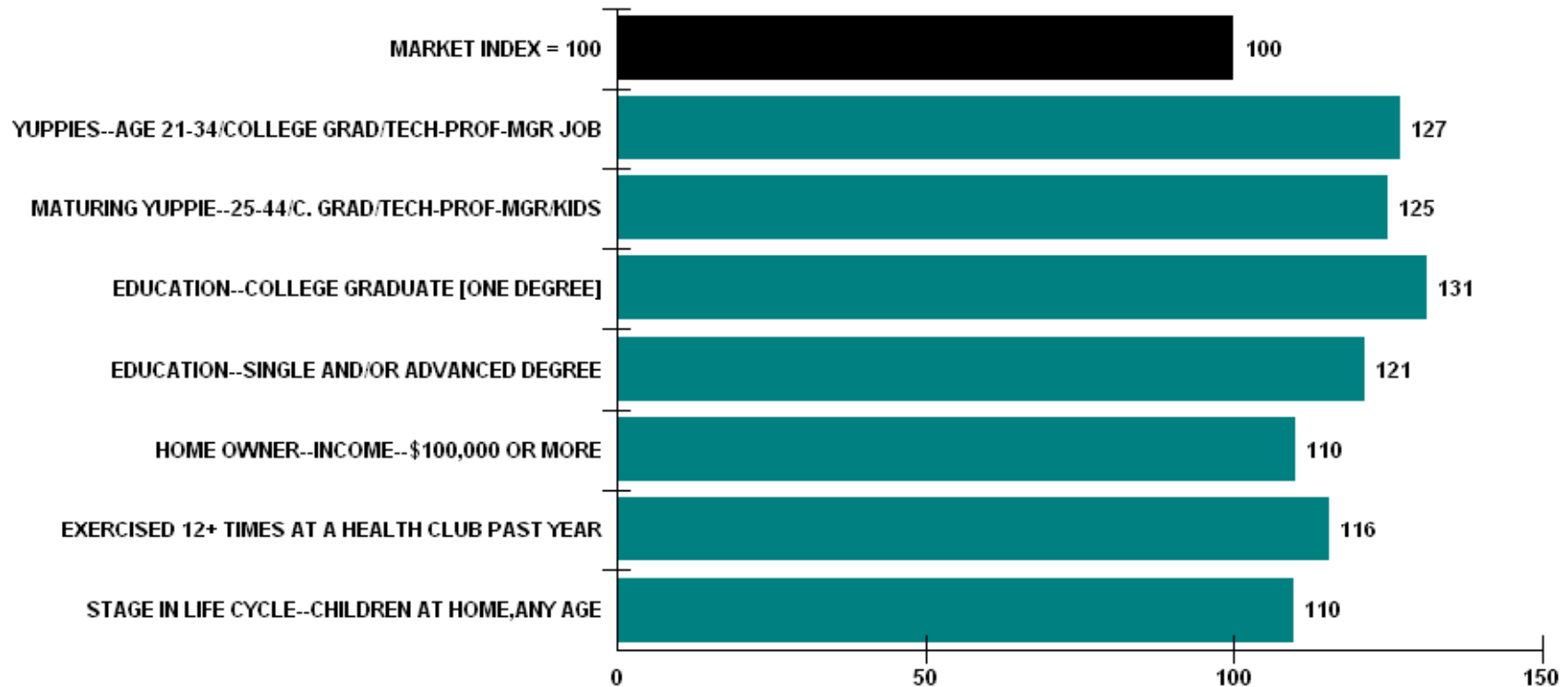
## REACH MAGAZINE IS HIGHLY TARGETED & EFFICIENT IN DELIVERING THE FITNESS STORE PRIME PROSPECTS

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: CINCINNATI, OH for FEB-MAR 2010  
 Bases: ADULTS AGE 18+  
 Media: REACH MAGAZINE

THE MEDIA AUDIT

Cume Index

### REACH MAGAZINE READERS



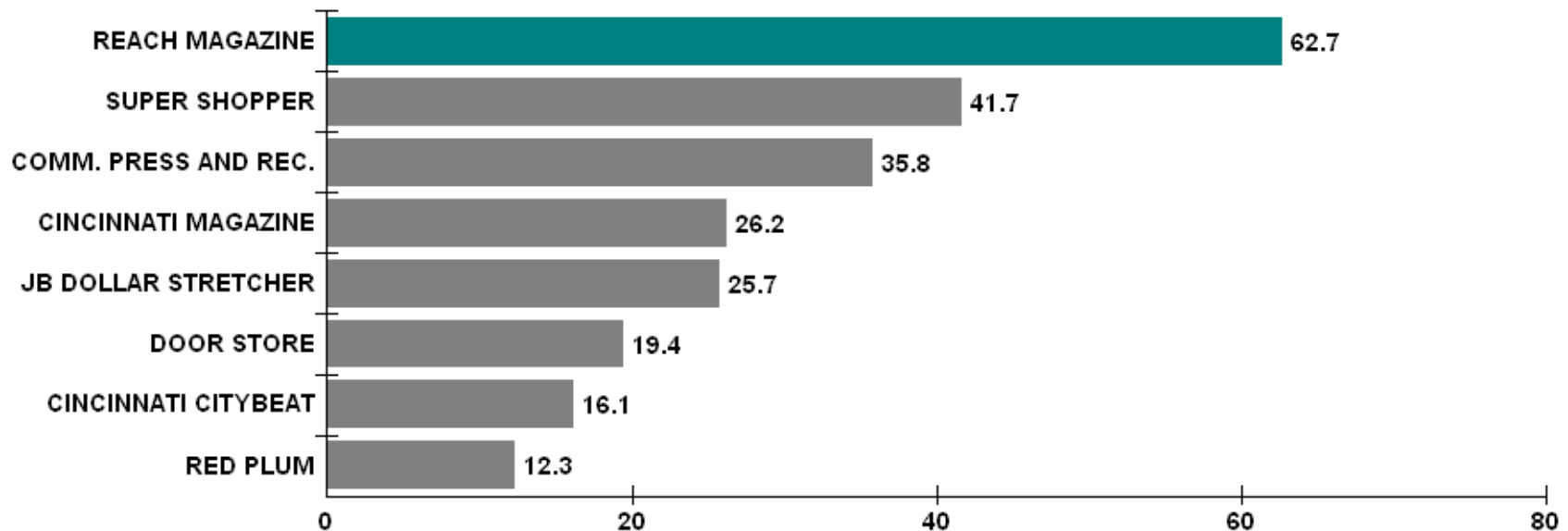
## REACH MAGAZINE VERSUS WEEKLY/MONTHLY PUBLICATIONS

Report: COMPOSITE AVERAGE REPORTS  
 Market: CINCINNATI, OH for FEB-MAR 2010  
 Bases: ADULTS AGE 18+  
 Target 1: YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB  
 Target 2: MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS  
 Target 3: EDUCATION--SINGLE AND/OR ADVANCED DEGREE  
 Target 4: HOME OWNER--INCOME--\$100,000 OR MORE  
 Target 5: STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE

THE MEDIA AUDIT

Cume Ratings

### REACH MAGAZINE DELIVERS 62.7% OF THE FITNESS CENTER'S PRIME PROSPECTS



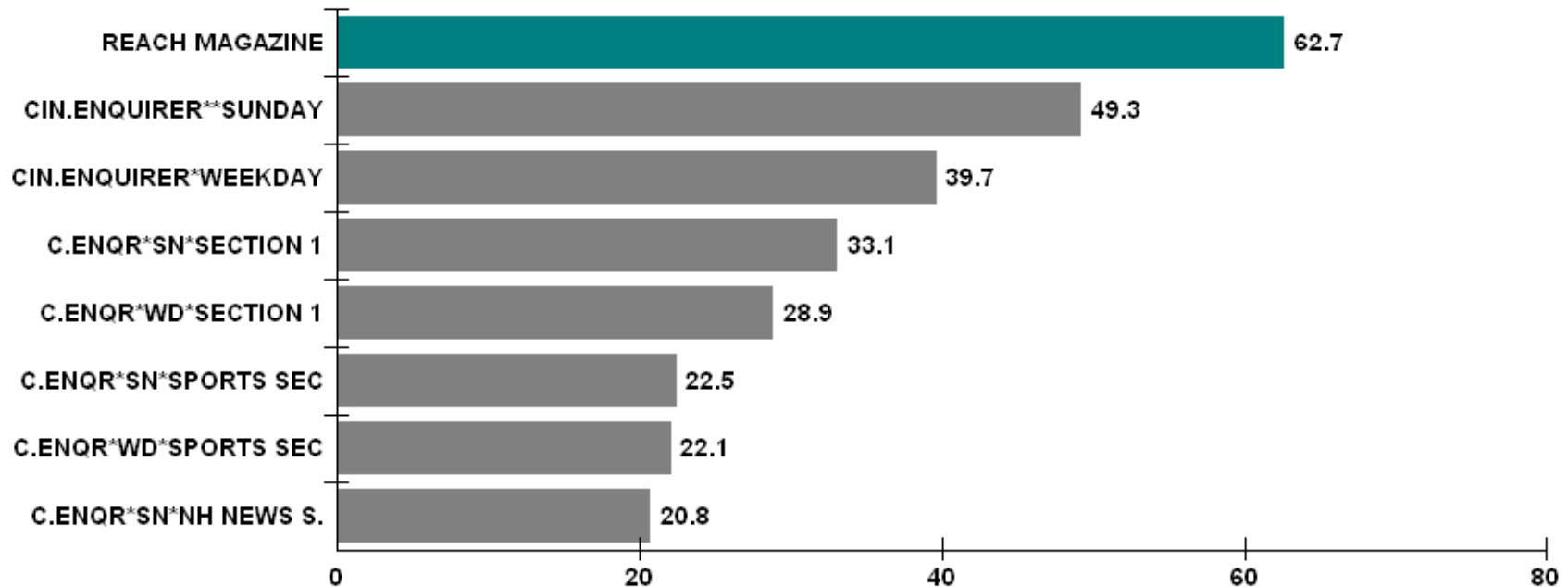
## REACH MAGAZINE VERSUS THE CINCINNATI ENQUIRER

Report: COMPOSITE AVERAGE REPORTS  
 Market: CINCINNATI, OH for FEB-MAR 2010  
 Bases: ADULTS AGE 18+  
 Target 1: YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB  
 Target 2: MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS  
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 Target 4: HOME OWNER--INCOME--\$100,000 OR MORE  
 Target 5: STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE

THE MEDIA AUDIT

Cume Ratings

### REACH MAGAZINE VERSUS THE ENQUIRER



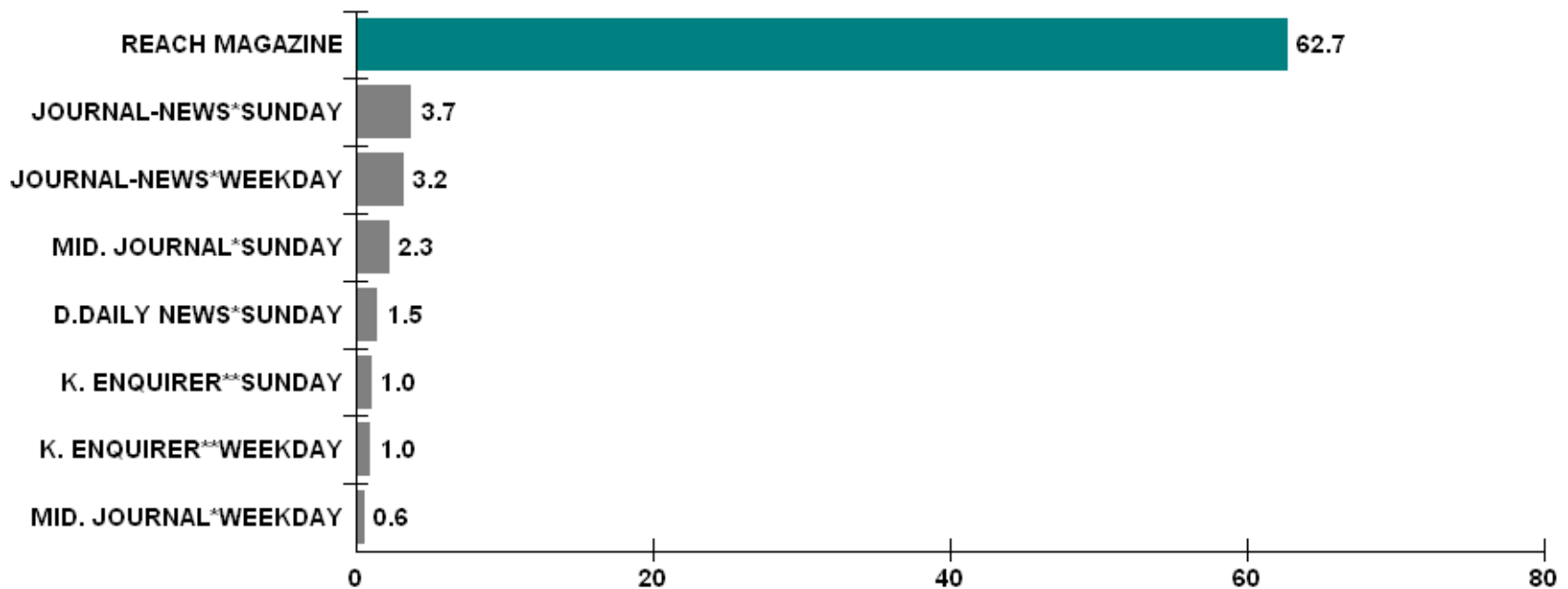
## REACH MAGAZINE VERSUS OTHER AREA DAILY NEWSPAPERS

Report: COMPOSITE AVERAGE REPORTS  
 Market: CINCINNATI, OH for FEB-MAR 2010  
 Bases: ADULTS AGE 18+  
 Target 1: YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB  
 Target 2: MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS  
 Target 3: EDUCATION--SINGLE AND/OR ADVANCED DEGREE  
 Target 4: HOME OWNER--INCOME--\$100,000 OR MORE  
 Target 5: STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE

THE MEDIA AUDIT

Cumulative Ratings

REACH MAGAZINE VERSUS OTHER DAILIES



# REACH MAGAZINE VERSUS RADIO

Report: COMPOSITE AVERAGE REPORTS THE MEDIA AUDIT  
 Market: CINCINNATI, OH for FEB-MAR 2010  
 Bases: ADULTS AGE 18+  
 Target 1: YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB  
 Target 2: MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS  
 Target 3: EDUCATION--SINGLE AND/OR ADVANCED DEGREE  
 Target 4: HOME OWNER--INCOME--\$100,000 OR MORE  
 Target 5: STAGE IN LIFE CYCLE--CHILDREN AT HOME,ANY AGE

Media	Composite Average	0	21	42	63
REACH MAGAZINE	62.7				
WLW-AM	26.1				
WVXU-FM	22.1				
WKRQ-FM	19.3				
WKFS-FM	16.8				
WEBN-FM	14.4				
WKRC-AM	13.3				
WOFX-FM	12.6				
WREW-FM	10.4				
WFTK-FM	9.2				
WAKW-FM	9.2				
WUBE-FM	8.2				
WNLT-FM	8.2				
WZFM	7.7				
WRRM-FM	6.3				
WCKY-AM	6.3				
WYGY-FM	6.0				
WGRR-FM	5.9				
WVNF-FM	5.8				
WSAI-AM	5.2				
WORL-FM	4.9				
WGUC-FM	3.9				
WMOJ-FM	3.3				
WNKR-FM	2.7				
WOXY-FM	2.5				
WANKL-FM	2.1				

## REACH MAGAZINE VERSUS TV

Report: COMPOSITE AVERAGE REPORTS  
 Market: CINCINNATI, OH for FEB-MAR 2010  
 Bases: ADULTS, AGE 18+  
 Target 1: YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB  
 Target 2: MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS  
 Target 3: EDUCATION--SINGLE AND/OR ADVANCED DEGREE  
 Target 4: HOME OWNER--INCOME--\$100,000 OR MORE  
 Target 5: STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE

THE MEDIA AUDIT

Cume Ratings

### REACH MAGAZINE VERSUS TV NEWSCASTS

