



# Delivering Home Buyers

OCALA  
MAGAZINE

# HOME BUYERS BY COUNTY

Nearly Half of All Ocala Home Buyers Live in Marion County

Report: CROSSTAB REPORTS  
 Market: Ocala, FL for JUN-JUL 2007 / MAR-APR 2008  
 Bases: ADULTS AGE 18+  
 Primary Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS  
 Base Population: 568,823

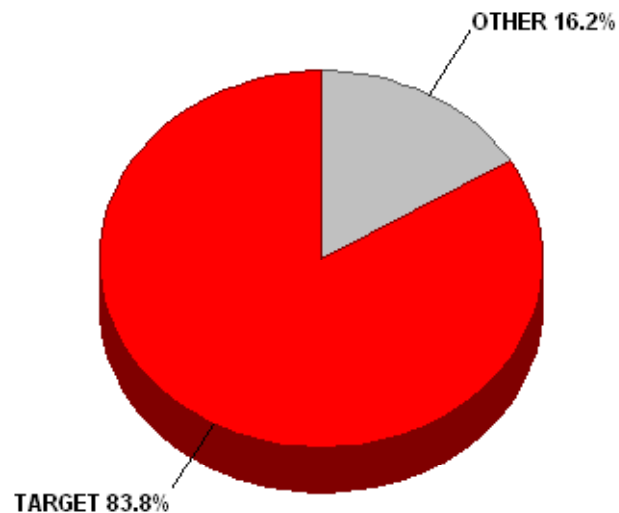


Target	Vertical Percent
LIVE IN--LAKE COUNTY	39.9
LIVE IN--MARION COUNTY	48.6
LIVE IN--SUMTER COUNTY	11.5

## Ocala Magazine Delivers Marion County Prospects

Report:	MEDIA PROFILE REPORT	THE MEDIA AUDIT	All Groups
Market:	OCALA, FL for MAR-APR 2008		
Bases:	ADULTS AGE 18+		
Media:	OCALA MAGAZINE		
Target:	LIVE IN--MARION COUNTY		
Media Persons:	107,207	Target Percent: 83.8%	Target Persons: 89,890

**84% OF OCALA MAGAZINE READERS LIVE IN MARION COUNTY**



# Ocala Magazine Delivers Home Buyers

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: OCALA, FL for JUN-JUL 2007 / MAR-APR 2008  
 Bases: ADULTS AGE 18+  
 Media: OCALA MAGAZINE

THE MEDIA AUDIT

Most Often Index

## OCALA MAGAZINE OUTPERFORMS THE MARKET IN DELIVERING HOME BUYERS



MARKET INDEX = 100

