



## Reaching Casino Gamblers and Weekend Get-Away Prospects In the New York / New Jersey Market

Presented by:  
Jan Winarsky  
The New York Sun  
April 25, 2006

Report: RANKER REPORT  
 Market: NEW YORK, NY for JUN-AUG '05/JAN-MAR '06  
 Bases: GENERAL BASE = ADULTS--AGE 21 PLUS  
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

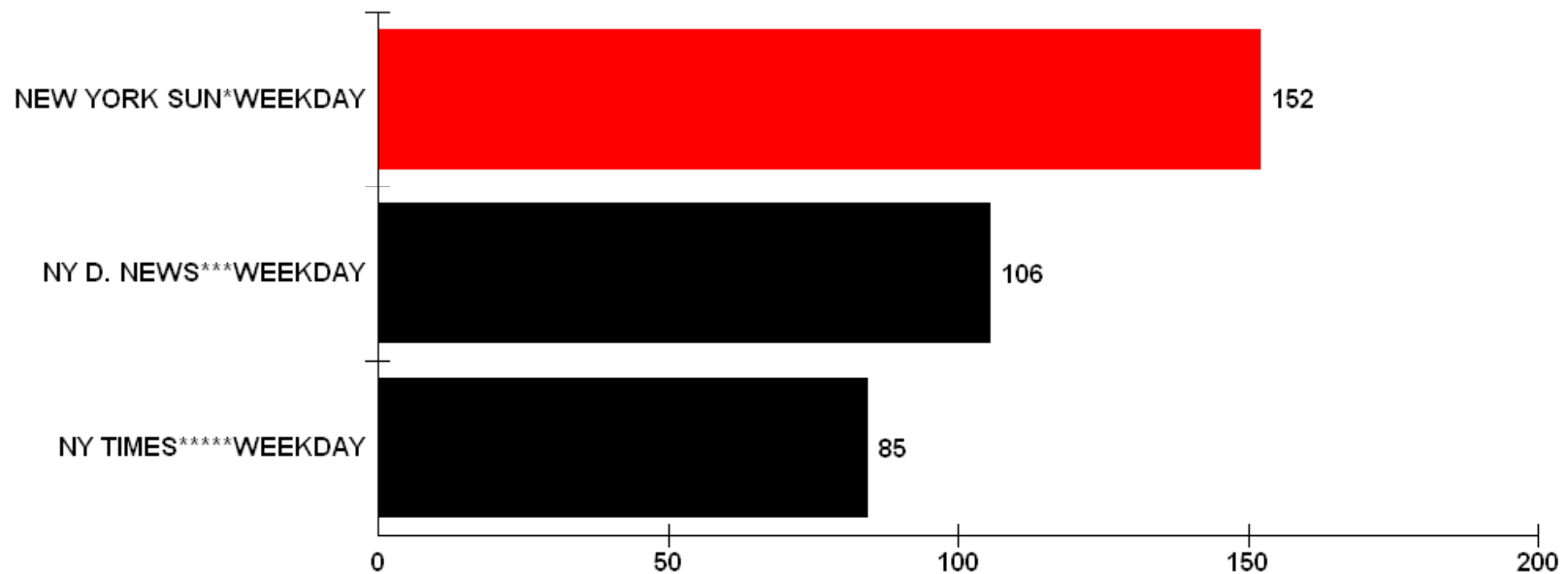
Most Often Index

Base Population: 13,461,200

% In Target: 26.7%

Target Persons: 3,591,100

## NY Sun is the Daily Most Highly Targeted in Reaching A21+ Casino Gamblers



NY Sun Readers are 52% more likely to be Casino Gamblers



## Over 40% of New York Sun's Adult Daily Readership Age 21+ Are Casino Gamblers

NY Sun has the largest readership composition of casino gamblers, thus is the most cost-effective.

|                  |  | THE MEDIA AUDIT<br>RANKER REPORT<br>GENERAL BASE = ADULTS--AGE 21 PLUS |                     |                    |
|------------------|--|--|---------------------|--------------------|
| Report Market:   | NEW YORK, NY                                 |  |                     |                    |
| Report Period:   | JUN-AUG '05/JAN-MAR '06                      |  |                     |                    |
| TARGET:          | VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR |  |                     |                    |
| BASE POPULATION: | 13,461,200                                   |  |                     | % IN TARGET: 26.7% |
| RANK             | MEDIA  | MOST OFTEN<br>COMPOSITION  | MOST OFTEN<br>INDEX | 0 100              |
| 1                | NEW YORK SUN*WEEKDAY                         | 40.6   | 152                 |                    |
| 2                | NY D. NEWS***WEEKDAY                         | 28.2   | 106                 |                    |
| 3                | NY TIMES*****WEEKDAY                         | 22.6   | 85                  |                    |

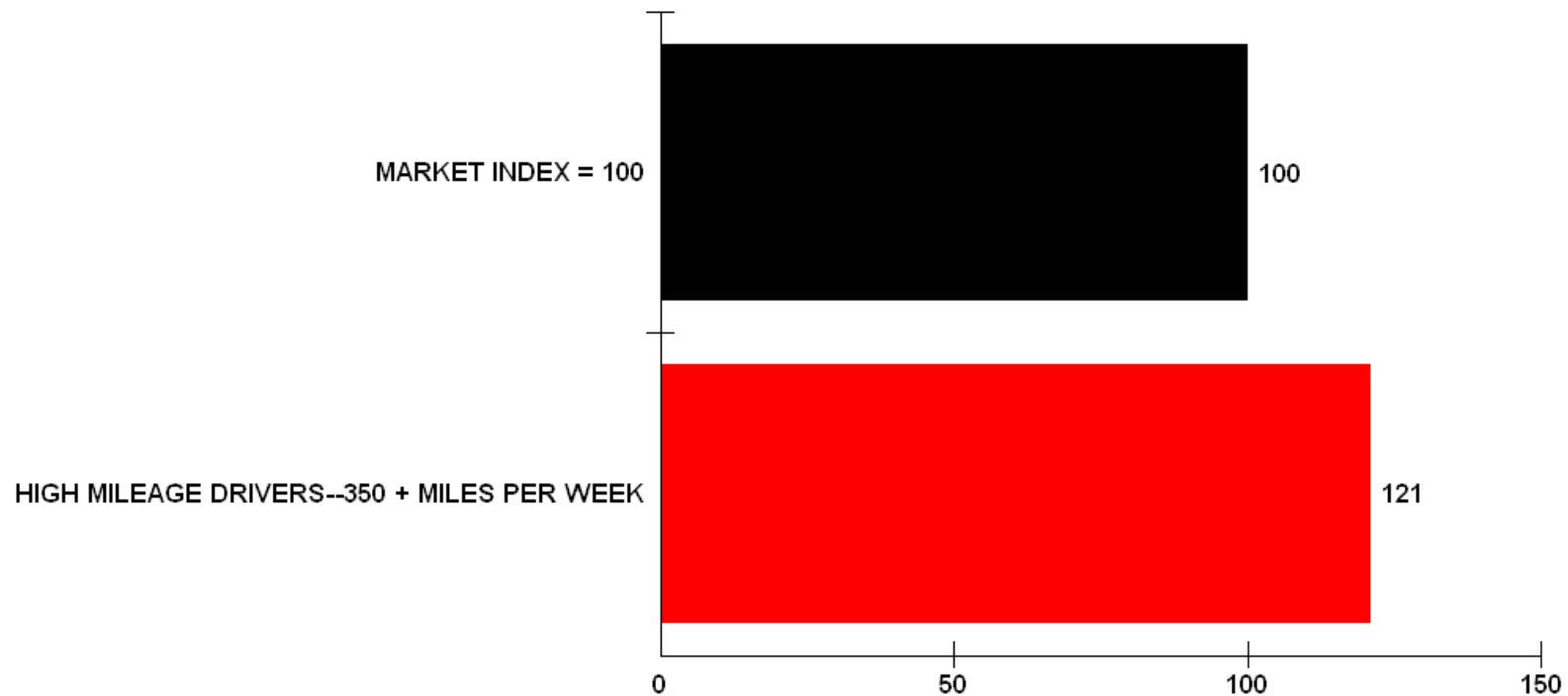
\*Most Often = Daily Readership

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: NEW YORK, NY for JUN-AUG '05/JAN-MAR '06  
Bases: GENERAL BASE = ADULTS--AGE 21 PLUS  
Media: NEW YORK SUN\*WEEKDAY

THE MEDIA AUDIT

Most Often Index

## NY Sun Readers are High Mileage Drivers...Prime Prospects for Weekend Get-Aways



## NY Sun Readers are 27% more likely to frequently Dine at Full-Service Restaurant

