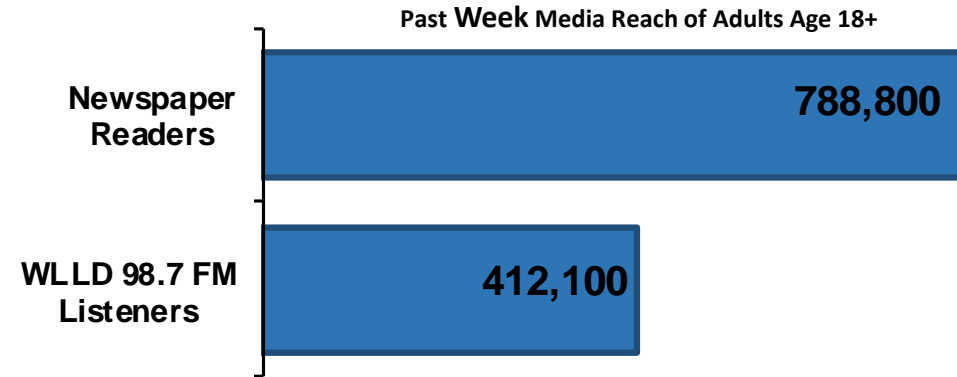


Newspaper vs Radio Weekly Audience Reach of Adults 18+

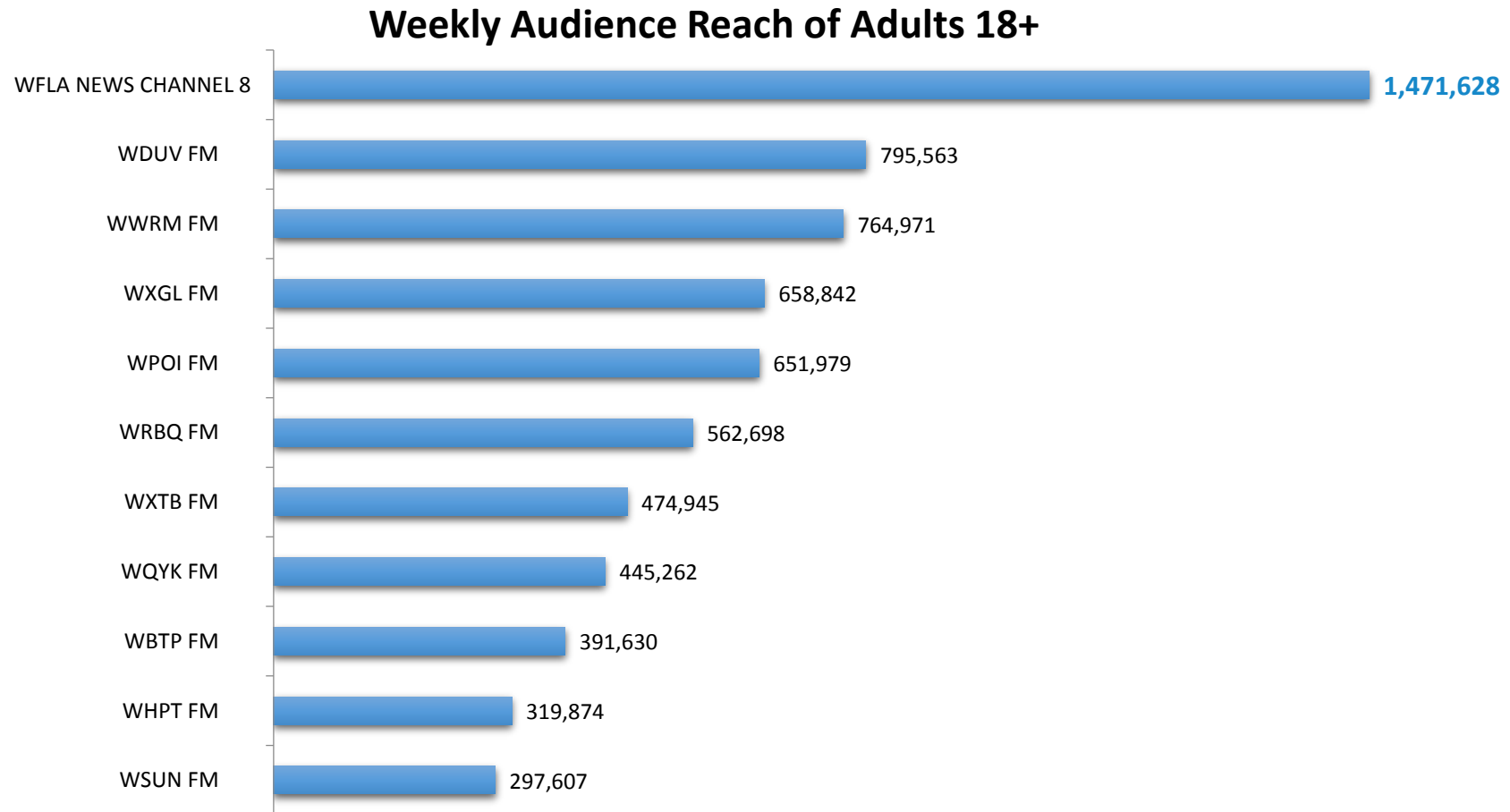
- Newspaper reaches **788,800** readers every week or +376,700 more than WLLD 98.7 FM radio station Monday – Sunday 6am – Midnight.
- Newspaper reader demographics are:
 - higher educated
 - affluent incomes
 - homeowners



DEMOGRAPHICS	% Newspaper Readers	% WLLD 98.7 FM
Age 25-54	49	59
College + education	29	18
HHI \$75,000 +	37	29
White collar occupation	39	41
Homeowners	84	59

TV vs Radio Weekly Audience Reach of Adults 18+

In Anytown DMA, Television reaches more than **1.4 million viewers** age 18+ every week in comparison to the top radio stations!



TV vs Radio Weekly Audience Reach of Adults A25-54

In the Tampa DMA, WFLA News Channel 8 reaches nearly **600,000 viewers** between age 25-54 every week in comparison to the top radio stations!

