



pdx market: lifestyles

Local Media Comparison

Source: The Media Audit

MEDIA : HEAVY RADIO

Report: Media Quick Profile

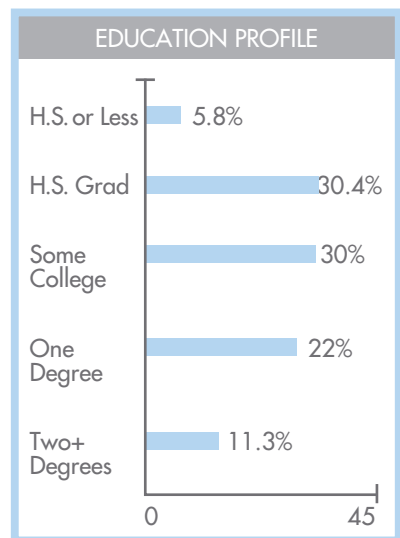
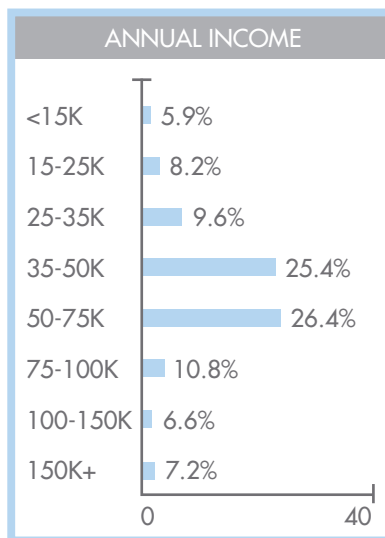
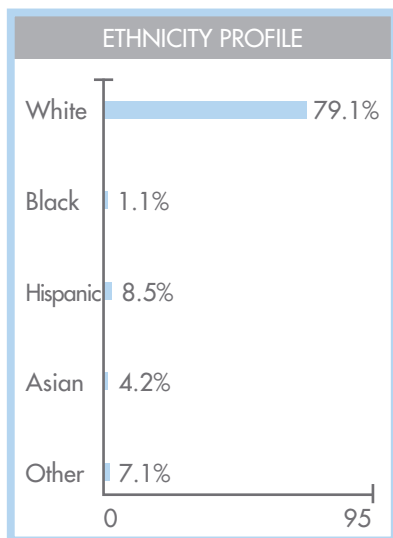
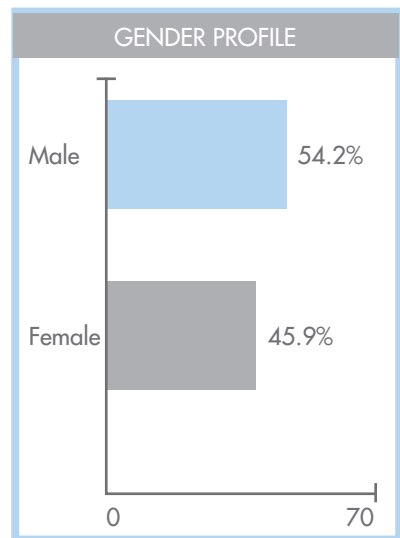
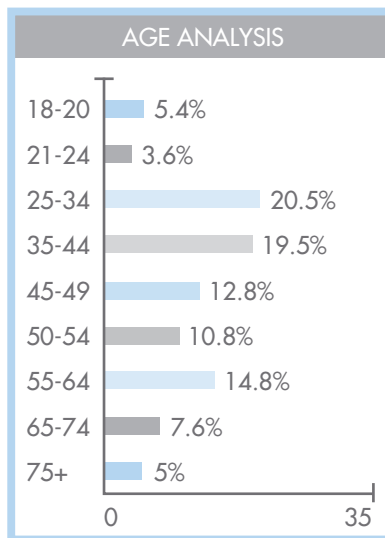
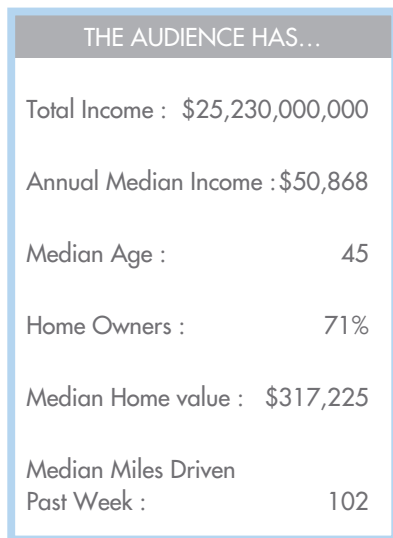
Market: Portland, OR for Sept. - Nov. 2007

Bases: Adults Age 18+

Base Population: 1,804,400

% in Media: 22.4

Media Persons: 403,900





pdx market: lifestyles

Local Media Comparison

Source: The Media Audit

MEDIA : HEAVY TELEVISION

Report: Media Quick Profile

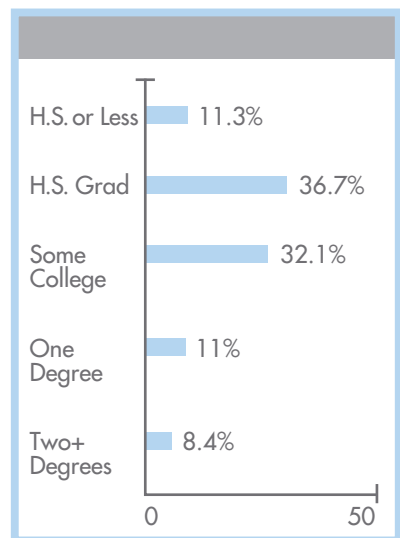
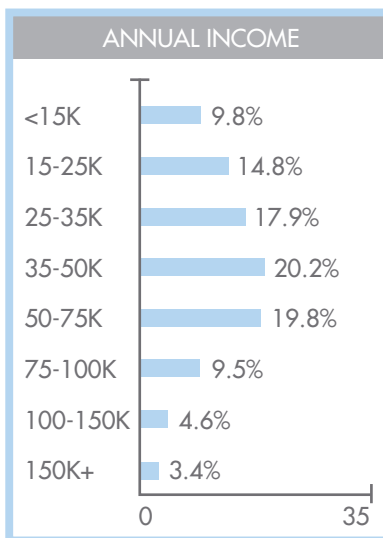
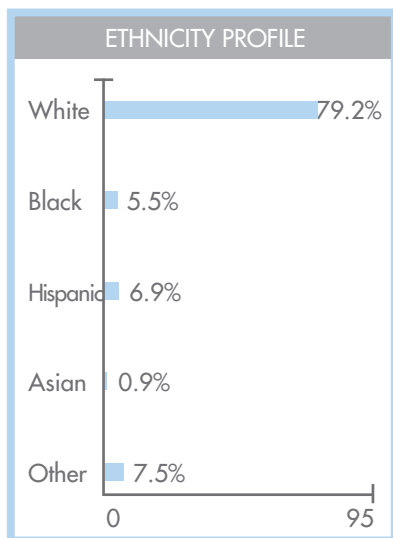
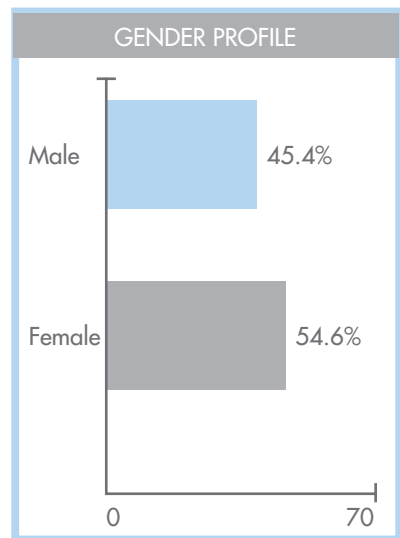
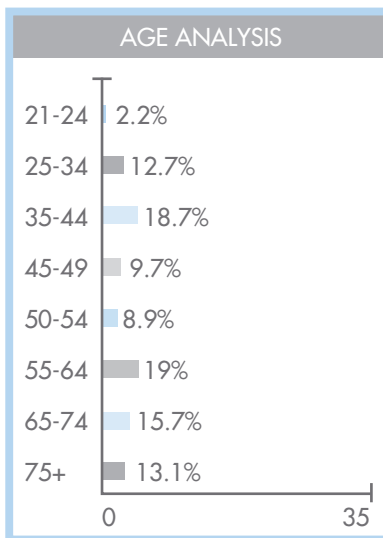
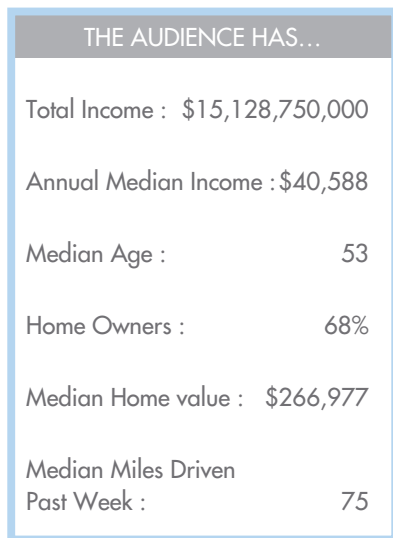
Market: Portland, OR for Sept. - Nov. 2007

Bases: Adults Age 18+

Base Population: 1,804,400

% in Media: 16.8

Media Persons: 302,400





pdx market: lifestyles

Local Media Comparison

Source: The Media Audit

MEDIA : HEAVY NEWSPAPER

Report: Media Quick Profile

Market: Portland, OR for Sept. - Nov. 2007

Bases: Adults Age 18+

Base Population: 1,804,400

% in Media: 15.0

Media Persons: 271,100

