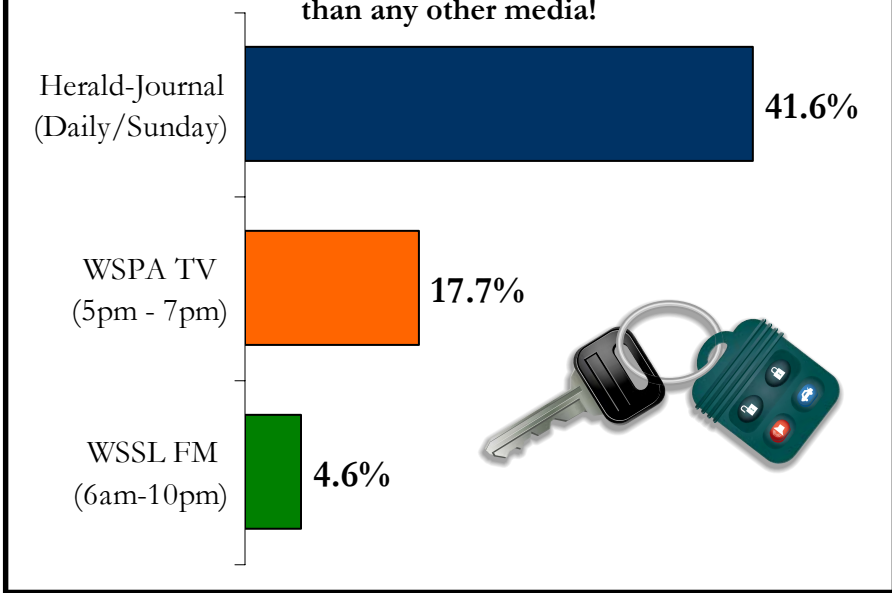


The Herald-Journal Reaches New Car Buyers:

21,833 adults in the tri-county area plan to purchase a new vehicle in the next 12 months. The Herald-Journal reaches 23.9% more of these adults in an average week than any other media!



- 88,885 adults in the tri-county area have traveled 20 or more miles one-way to buy or lease a new vehicle.

- More adults plan to purchase new **Midsize Cars** (7,590) and **Pickup Trucks** (5,696) in the next 12 months than any other type of automobile.

- 12,186 adults in the tri-county area have shopped for a vehicle on the Internet in the past 12 months.

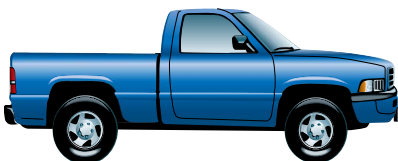
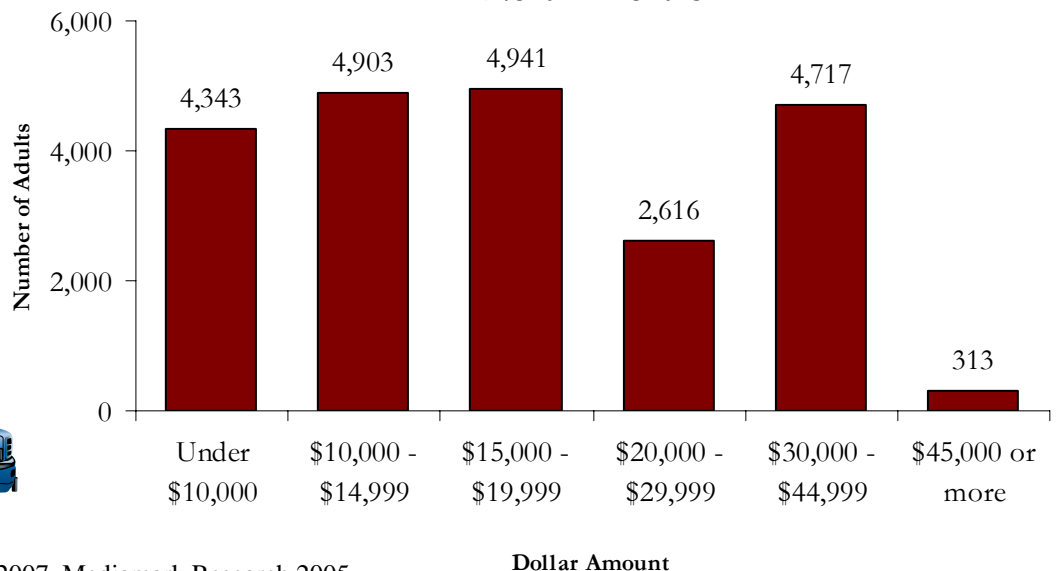


Newspapers reach more vehicle owners than any other media.

Vehicle Owners	Read a Daily Newspaper	Read a Sunday Newspaper	Watch Primetime Television	Read an Automotive Magazine
New or Used Vehicle Bought Last 12 Months	48%	60%	43%	16%
Domestic Vehicle Bought Last 12 Months	48%	60%	44%	17%
Imported Vehicle Bought Last 12 Months	49%	60%	40%	16%

Amount Adults Plan to Pay for New Vehicle in Next 12 Months

Tri-county residents are not restricted by location when purchasing a new car. 55,390 residents say they have traveled 30 or more miles to purchase a new vehicle.



* Sources: Scarborough Research 2007, Mediamark Research 2005.

Dollar Amount