

CITYBEAT READERS

High-Profile Achievers - Acquisitive Consumers..

WHAT THEY BUY

& are Planning to Buy

Our readers are in their primary years of acquisition. When you advertise in CityBeat, you can be assured you're targeting a premium audience of readers who are often difficult (and expensive) to reach through traditional media.



PLAN TO PURCHASE

IN THE NEXT 12 MONTHS	CityBeat Readers	Cincinnati Market	Cume Index*
New Furniture	.37.3%	.24.3%	.153
Bed/Mattress/Futon	.26.5%	.15.7%	.169
Major Household Appliance	.11.8%	.10.3%	.115
New/Used Car/Van/Truck/SUV	.26.5%	.18.2%	.146
Audio Equipment	.24.0%	.12.6%	.190
Video Equipment	.30.7%	.20.0%	.154
Personal Computer/Equipment	.30.7%	.21.5%	.143
Computer Software	.37.8%	.28.2%	.134
Cellular Phone	.17.6%	.15.6%	.113
Glasses/Contact Lenses	.40.6%	.34.6%	.117

FREQUENT USERS / BUYERS

IN THE LAST 12 MONTHS	CityBeat Readers	Cincinnati Market	Cume Index*
Purchased CDs/Tapes/Albums	.52.2%	.33.8%	.142
Rented Videos	.70.3%	.33.8%	.118
Purchased Books (5+ past yr)	.58.9%	.45.1%	.130
Shopped at Jewelry Store	.15.8%	.12.6%	.125
Purchased Clothing	.59.7%	.52.6%	.113
Shopped at Sporting Goods Store	.29.7%	.25.7%	.115
Purchased Bottled Water	.54.7%	.48.1%	.113
Shopped Frequently at Tri-County Mall	.43.7%	.29.5%	.147
Shopped Frequently at Kenwood Towne Centre	.54.7%	.28.6%	.191

Source: The Media Audit Summer 2002 4 Week Cume

CityBeat

*A target rating index of 100 represents the market average. Above 100 is more likely. Under 100 is less likely. Example: CityBeat readers are 53% more likely than the average Cincinnati adult to purchase new furniture.