



READERSHIP AND CIRCULATION

The *East Bay Express* works with two companies to provide demographic information about our readership: The Media Audit and Mediemark Research Inc. (MRI). Using these tools, your account executive will work with you to determine how an advertising campaign in the *East Bay Express* can help you achieve your marketing goals and reach your target audience.

THE MEDIA AUDIT

The Media Audit provides audience measurements for each of the following media: radio, local news programs viewed, broadcast television channels viewed, cable TV networks viewed, daily newspapers, newspaper section readership, local/regional print publications, outdoor billboards, direct mail and Yellow Pages. Comparisons can be made between the *East Bay Express*' reach to target audiences, and various other local media options.

The Media Audit is a multimedia, qualitative audience survey that covers more than 450 target items for each rated medium's audience. These qualitative data points cover socioeconomic characteristics, lifestyles, product purchasing plans, retail shopping habits, travel history, supermarket shopping, stores shopped, products purchased, fast-food restaurants visited, soft-drink consumption, health insurance coverage, leisure activities, banks used, credit cards used and other selected consumer characteristics important to local media and advertisers.


MRI

Mediemark Research Inc. conducts surveys of *East Bay Express* readers. The purpose of the MRI study is to provide a profile of the paper's primary readership and its demographic characteristics, as well as readership habits, purchasing behavior, and consumer product and services usage. Questionnaire packets, including a signed publisher's letter and four-page survey, are inserted into an issue of the *East Bay Express*. Readers who fill out the survey receive their choice of a free gift from the paper. Unlike the Media Audit, the MRI study offers customized demographic information specific to *East Bay Express* readers.

READER USAGE: A GROWING RELATIONSHIP

The *East Bay Express* has cultivated and maintained a loyal and active readership by adapting and relating to the reader. For more than 28 years they've come back to the *East Bay Express* week after week. Expose them to your business each and every week.

- > The average *East Bay Express* reader has been reading the paper for 6 years
- > Every 4 weeks the average reader reads 3.2 issues
- > The *East Bay Express* reader refers to the same issue an average of 3 times

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