USA – Local DMA P18+ past 6mos Readers of 5 CITY & Regional MAGAZINES!

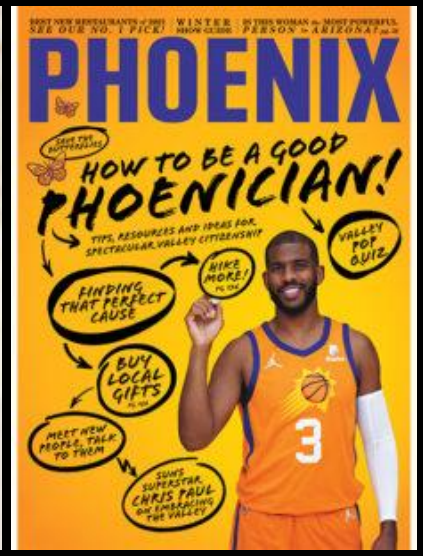
Complete Demographic & Media Use Profiles

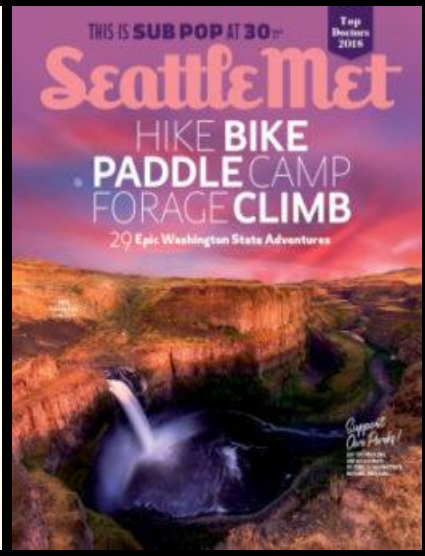


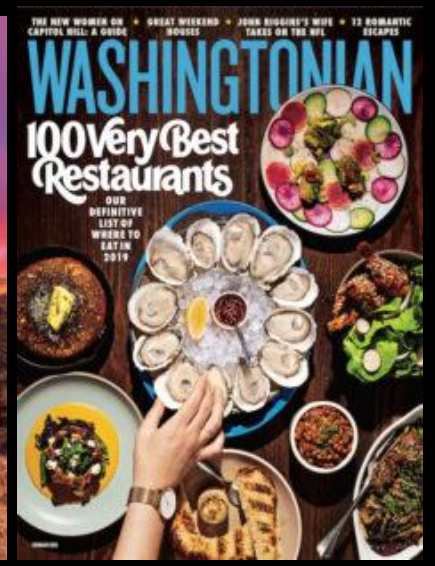
Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Local DMA past 6 months readers of CHICAGO MAGAZINE, MPLS-ST. PAUL MAGAZINE, PHOENIX MAGAZINE, SEATTLE MET, and WASHINGTONIAN as of April 2024!

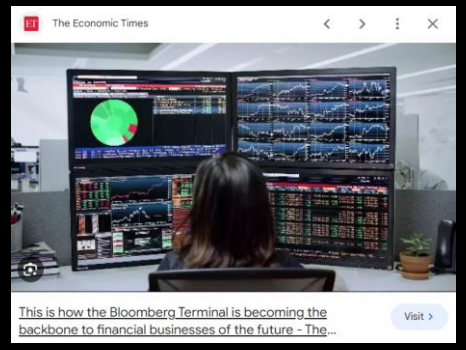












CRMA

Magazines read past 6 months: Chicago Magazine
Magazines read past 6 months: Mpls.St.Paul Magazine
Magazines read past 6 months: PHOENIX Magazine
Magazines read past 6 months: Seattle Met Magazine
Magazines read past 6 months: Washingtonian

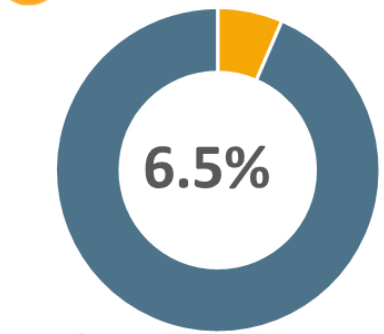
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

CHICAGO MAGAZINE

6.5% or 489,130 of CHICAGO DMA Adults 18 or older are past 6mo readers of CHICAGO MAGAZINE. Typical Adults 18 or older past 6mo readers of CHICAGO MAGAZINE are 52.9 years old (9.2% older than average) and have a $111,305 (8.6% higher than average) annual household income.

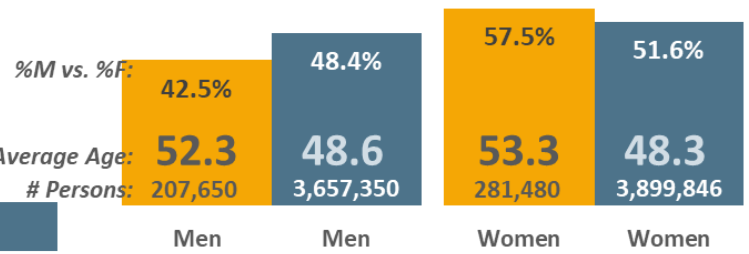
Percent of Market: Adults 18 or older



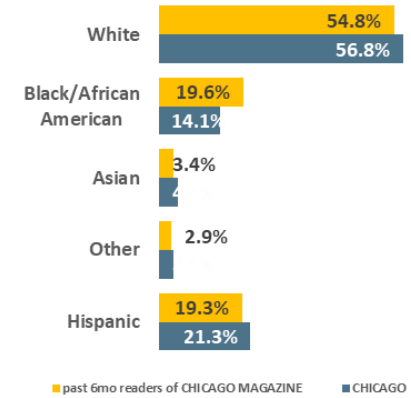
Total Persons:



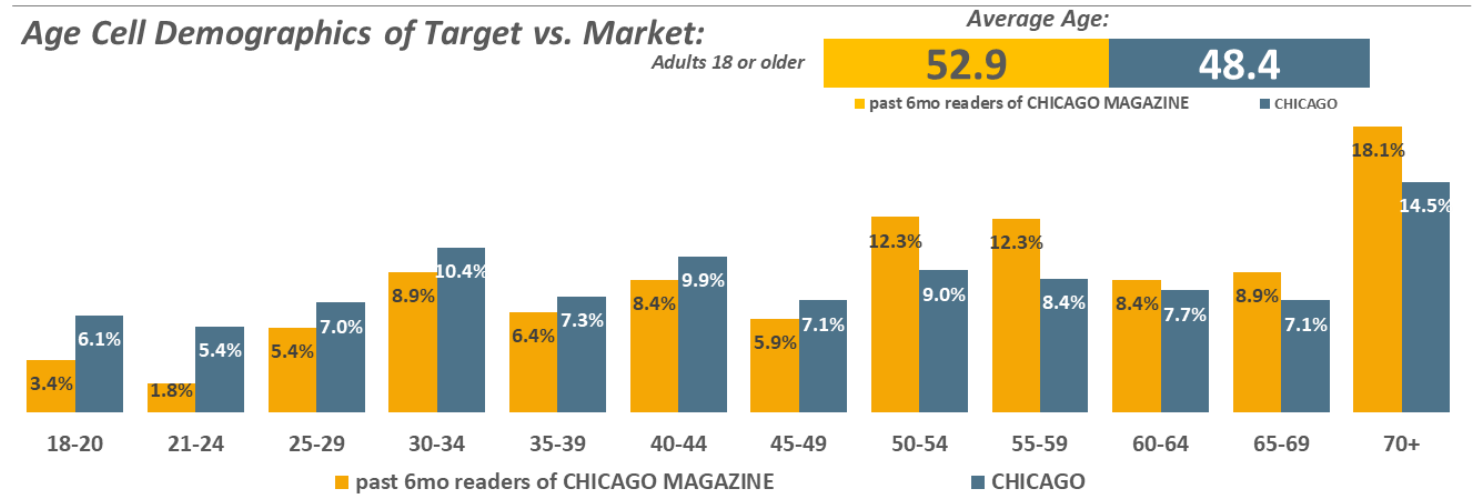
Gender of Target vs. Market: Adults 18 or older



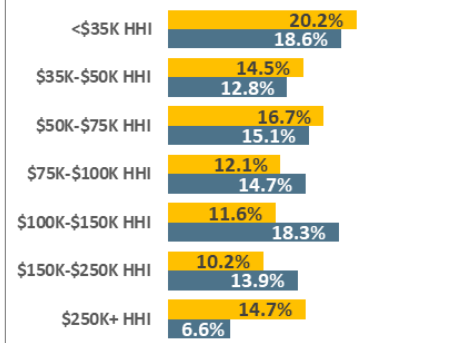
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $111,305 | $102,448

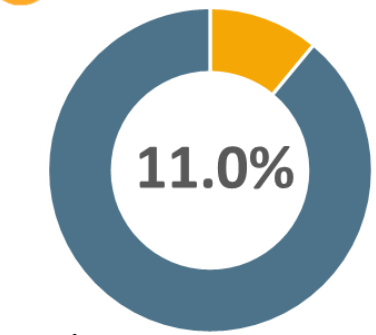
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

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Mpls St Paul MAGAZINE MSPMAG.COM

11.% or 423,123 of TWIN CITIES DMA Adults 18 or older are past 6mos readers of MPLS-ST.PAUL MAGAZINE. Typical Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE are 52.7 years old (8.1% older than average) and have a $134,069 (25.8% higher than average) annual household income.

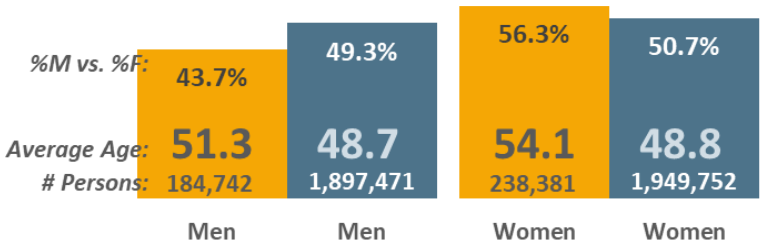
Percent of Market: Adults 18 or older



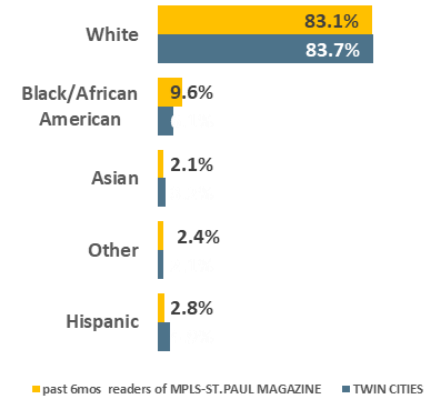
Total Persons:



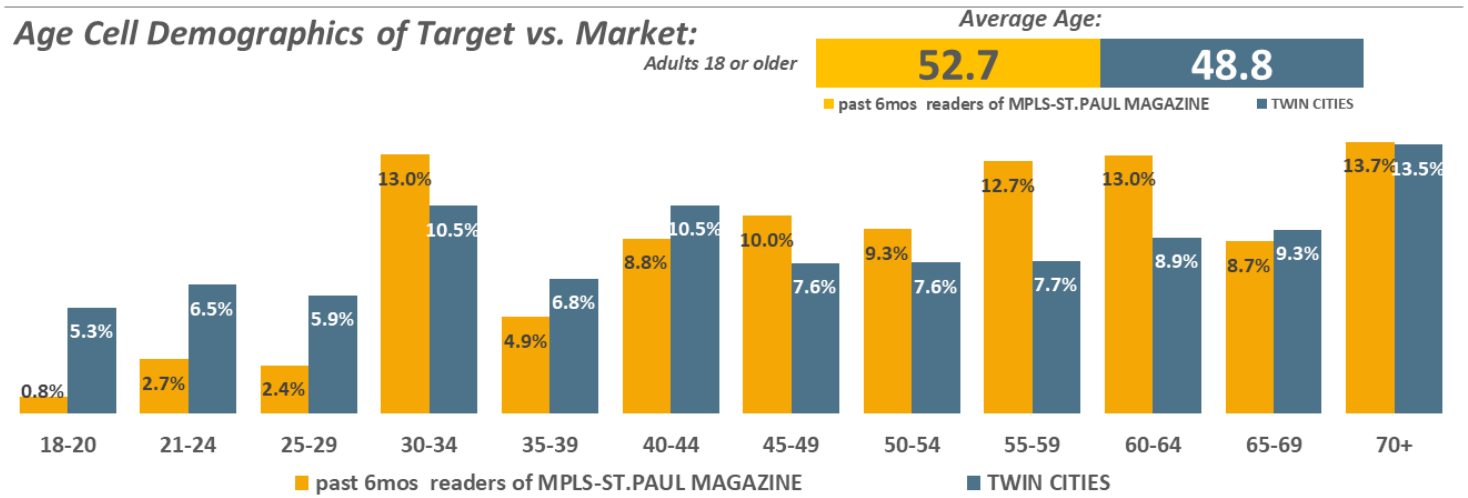
Gender of Target vs. Market: Adults 18 or older



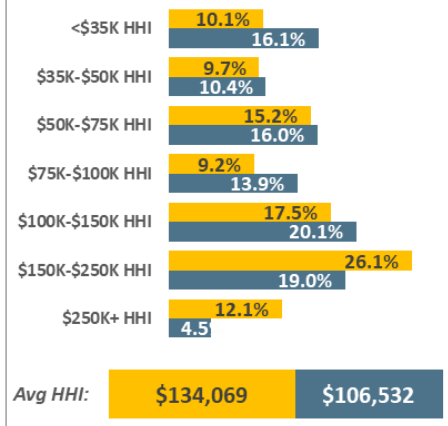
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



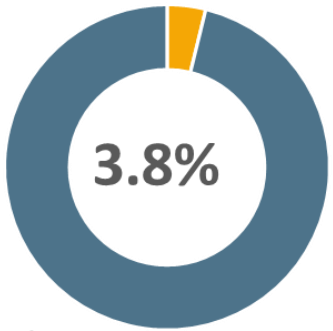
TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

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PHOENIX MAGAZINE

3.8% or 176,794 of PHOENIX DMA Adults 18 or older are past 6mos readers of PHOENIX MAGAZINE. Typical Adults 18 or older past 6mos readers of PHOENIX MAGAZINE are 57.2 years old (16.5% older than average) and have a $116,025 (24.8% higher than average) annual household income.

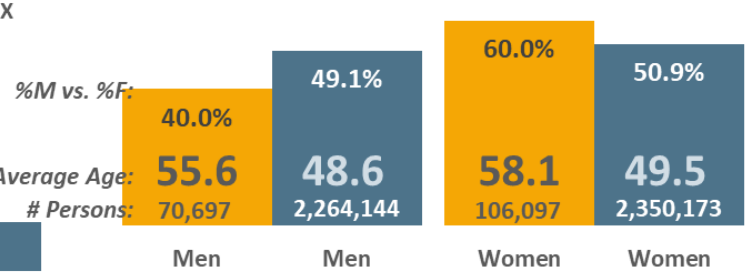
Percent of Market: Adults 18 or older



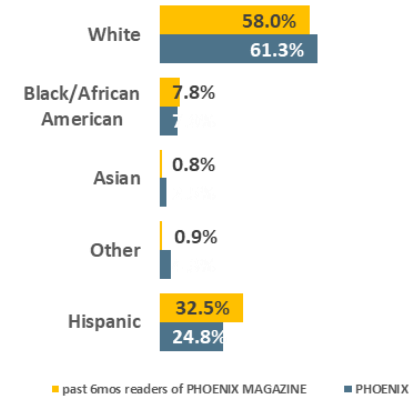
Total Persons:



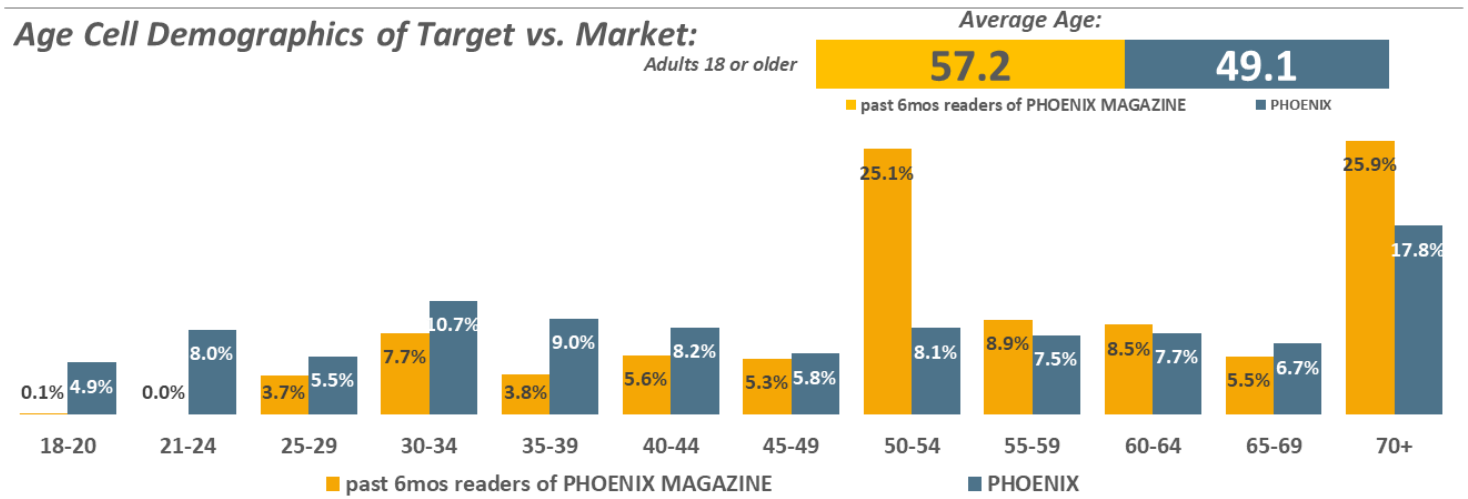
Gender of Target vs. Market: Adults 18 or older



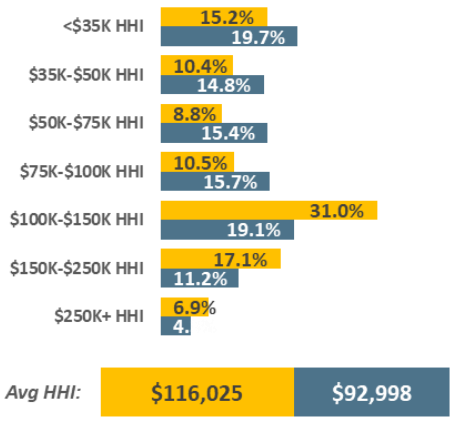
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

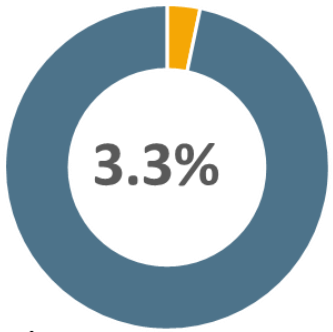


PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

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3.3% or 147,095 of SEATTLE-TACOMA DMA Adults 18 or older are past 6mos readers of SEATTLE MET Magazine. Typical Adults 18 or older past 6mos readers of SEATTLE MET Magazine are 48. years old (.4% younger than average) and have a $181,939 (53.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

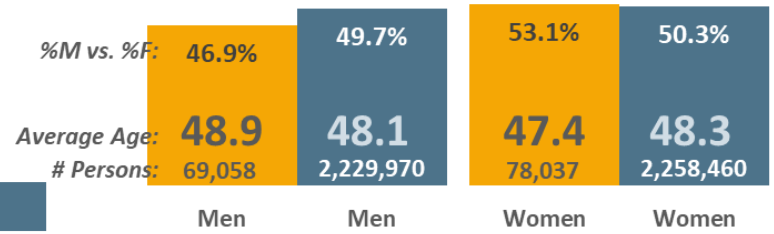


- past 6mos readers of SEATTLE MET Magazine
- Remainder of SEATTLE-TACOMA DMA

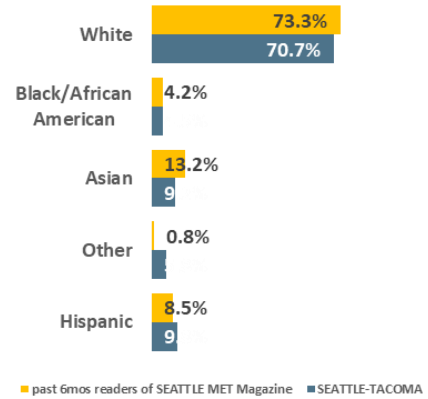
Total Persons:



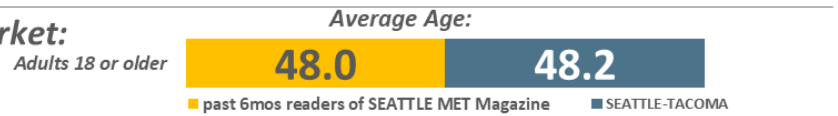
Gender of Target vs. Market: Adults 18 or older

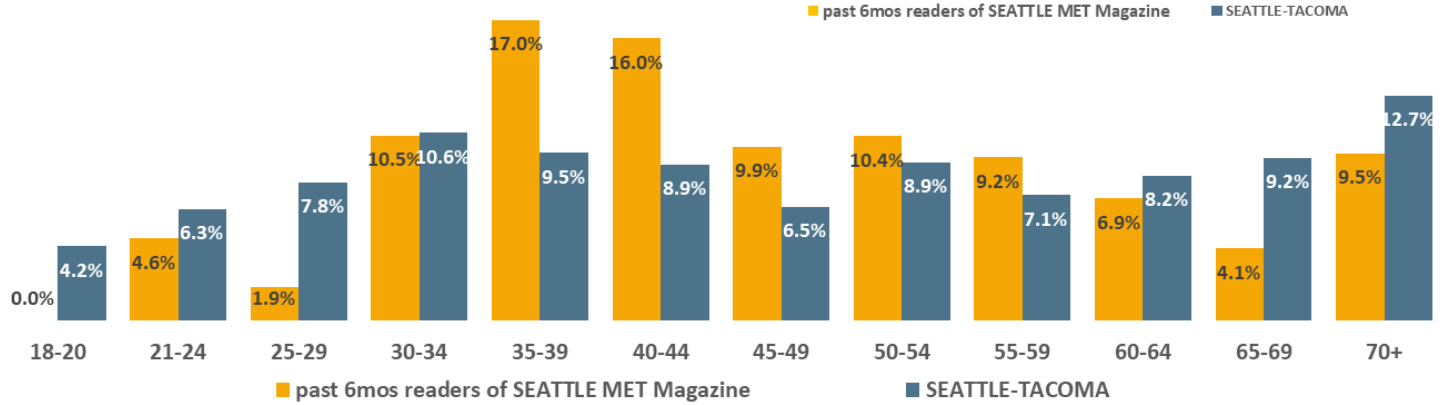


Ethnicity of Target vs. Market:

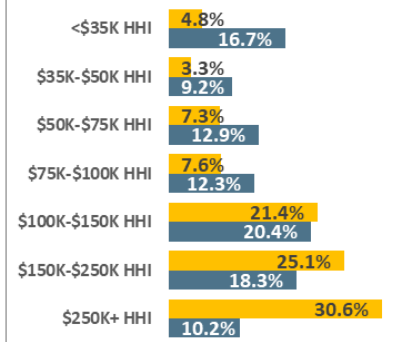


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI: $181,939 | $118,542

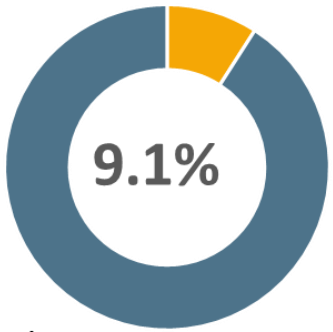
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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WASHINGTONIAN MAGAZINE

9.1% or 513,085 of WASHINGTON, DC DMA Adults 18 or older are past 6mos readers of WASHINGTONIAN… Typical Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine are 50.3 years old (5.1% older than average) and have a $160,828 (25.3% higher than average) annual household income.

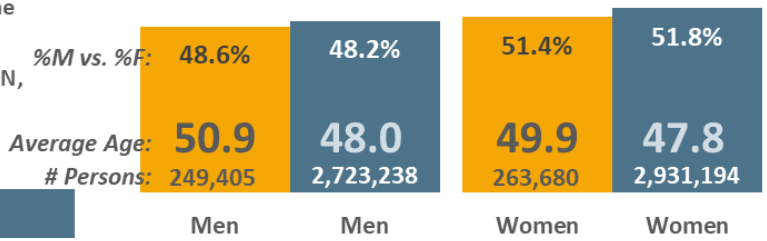
Percent of Market: Adults 18 or older



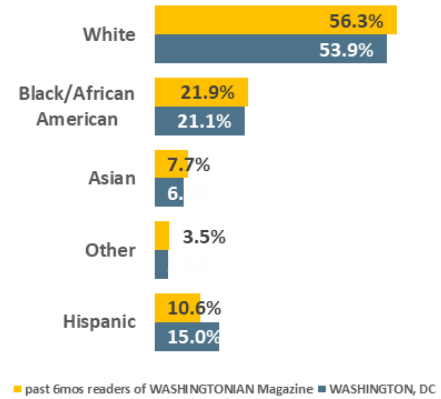
Total Persons:

513,085 | 5,141,347

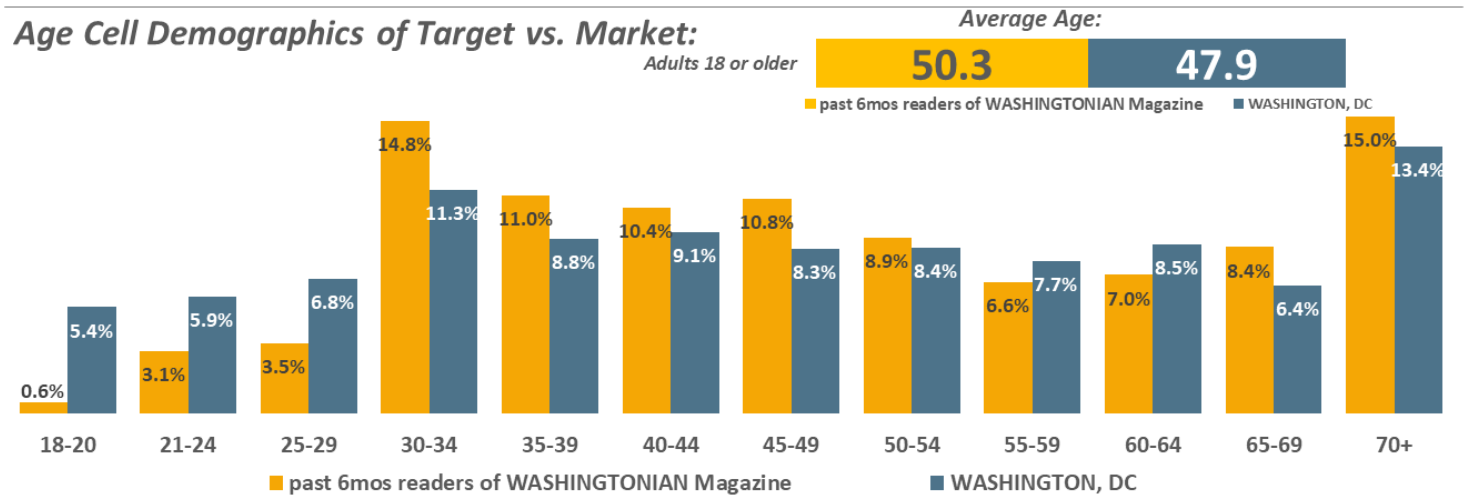
Gender of Target vs. Market: Adults 18 or older



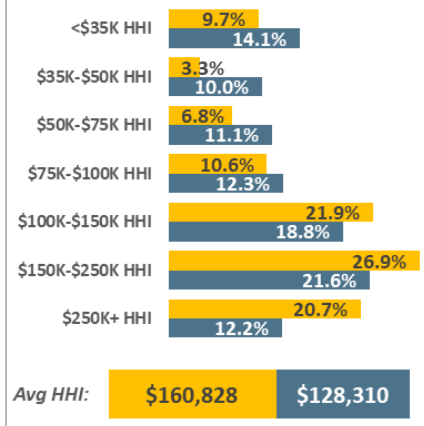
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



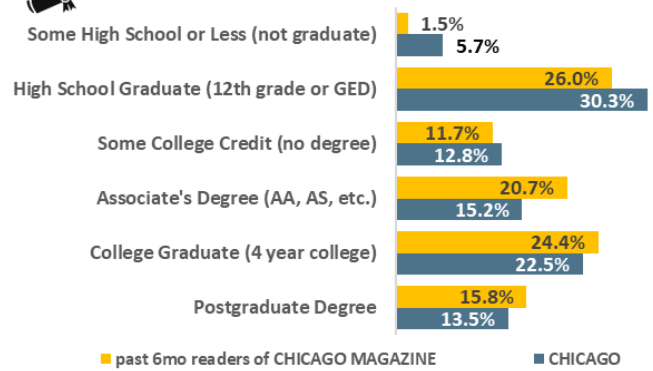
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

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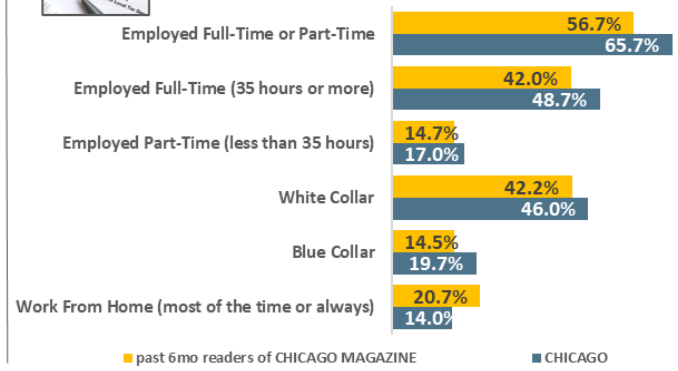
CHICAGO MAGAZINE

6.5% or 489,130 of CHICAGO DMA Adults 18 or older are past 6mo readers of CHICAGO MAGAZINE. Adults 18 or older past 6mo readers of CHICAGO MAGAZINE are 11.4% more likely to be a college graduate, 13.8% less likely to work full-time, 19.9% more likely to be married, .8% less likely to be a parent of 1 or more children under 18.

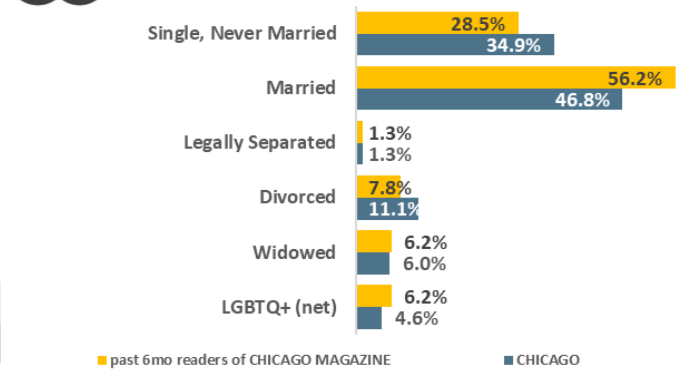
Education Levels: Adults 18 or older



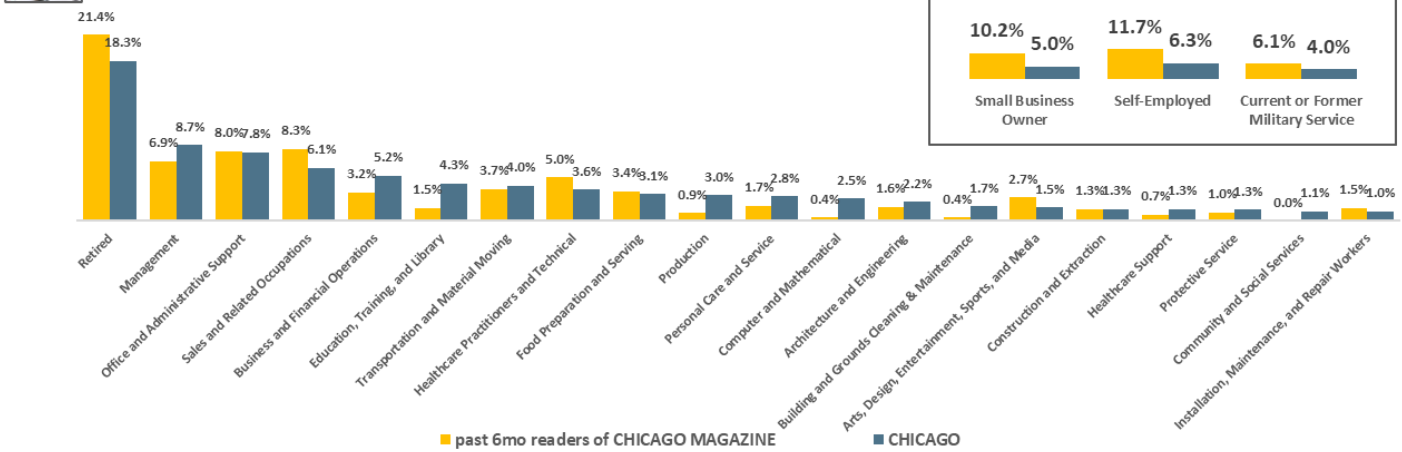
Employment: Adults 18 or older



Marital Status: Adults 18 or older

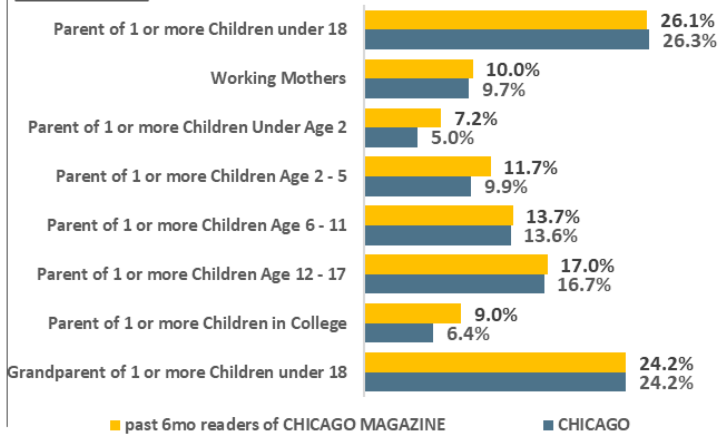


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



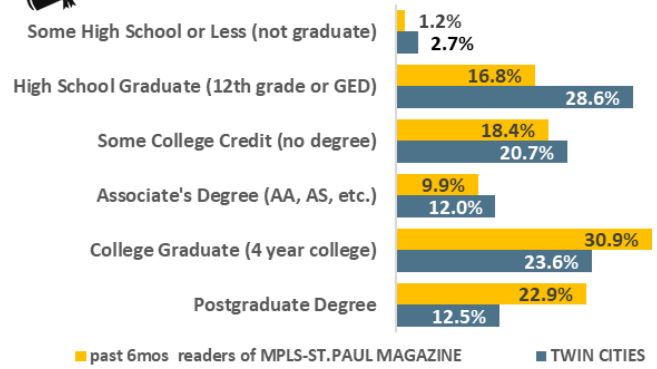
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

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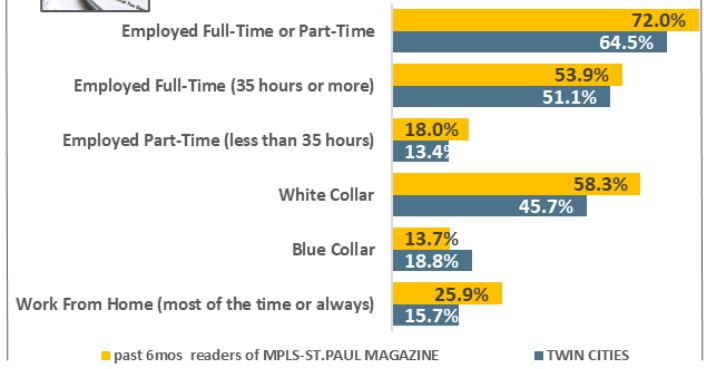
Mpls St Paul MAGAZINE MSPMAG.COM

11.% or 423,123 of TWIN CITIES DMA Adults 18 or older are past 6mos readers of MPLS-ST.PAUL MAGAZINE. Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE are 49.2% more likely to be a college graduate, 5.6% more likely to work full-time, 6.% more likely to be married, .4% less likely to be a parent of 1 or more children under 18.

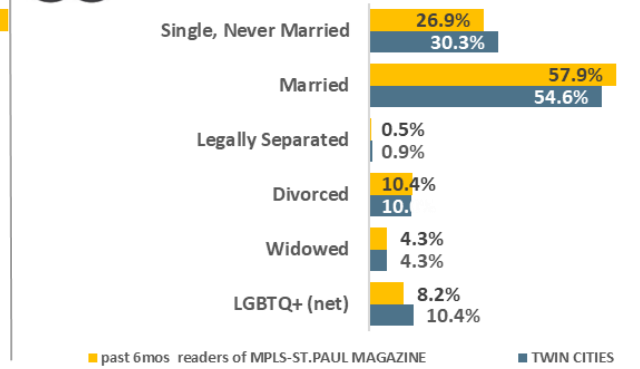
Education Levels: Adults 18 or older



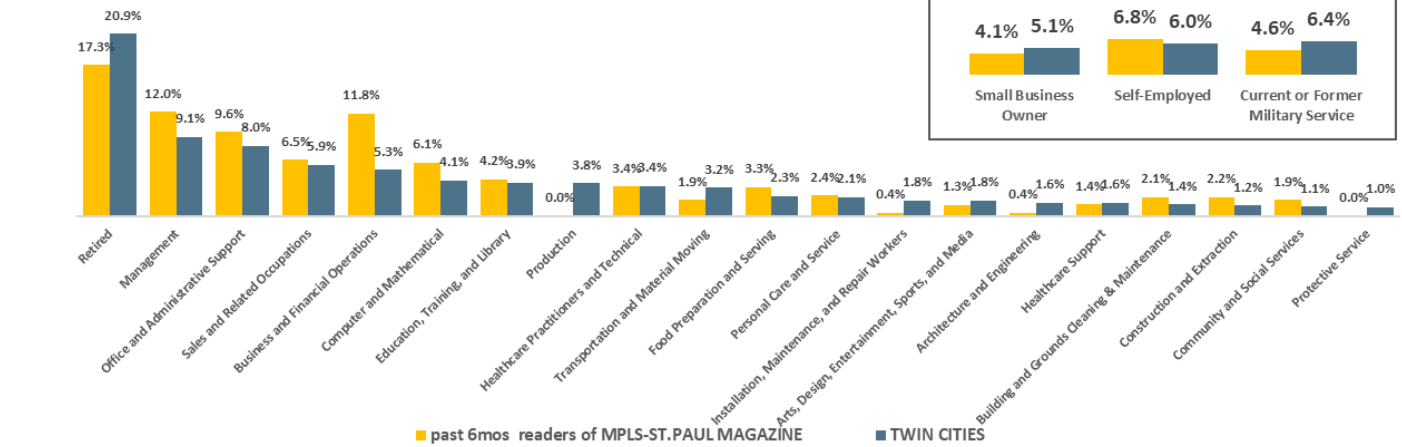
Employment: Adults 18 or older



Marital Status: Adults 18 or older

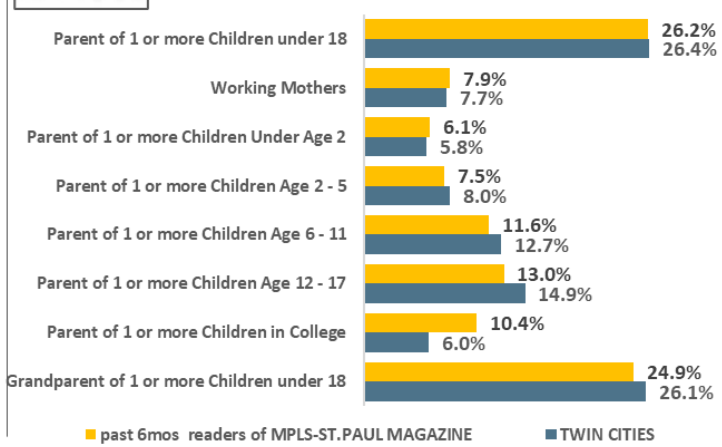


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



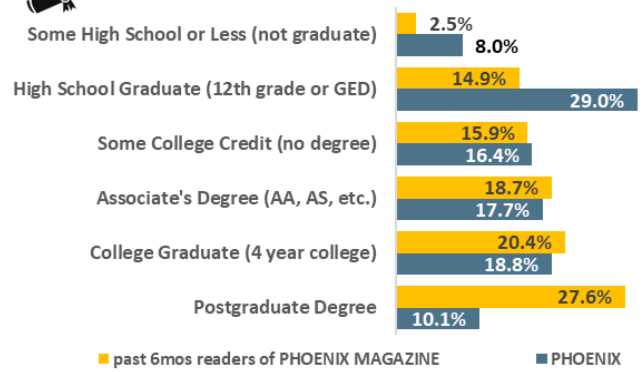
TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

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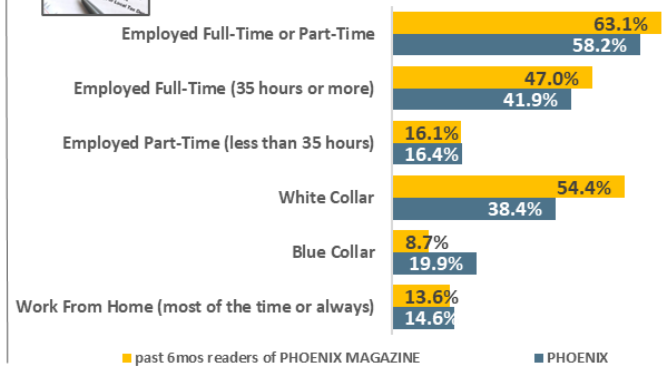
PHOENIX MAGAZINE

3.8% or 176,794 of PHOENIX DMA Adults 18 or older are past 6mos readers of PHOENIX MAGAZINE. Adults 18 or older past 6mos readers of PHOENIX MAGAZINE are 66.6% more likely to be a college graduate, 12.2% more likely to work full-time, 2.5% less likely to be married, 28.5% less likely to be a parent of 1 or more children under 18.

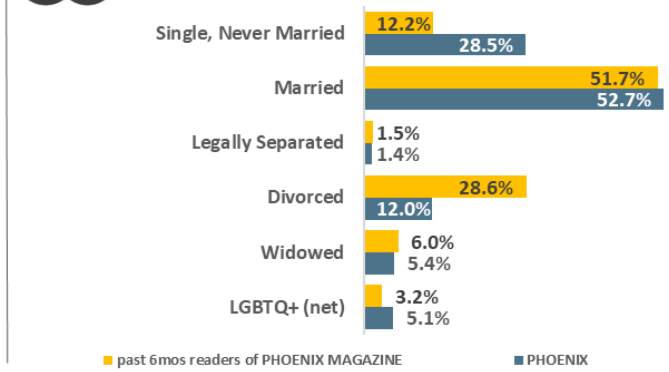
Education Levels: Adults 18 or older



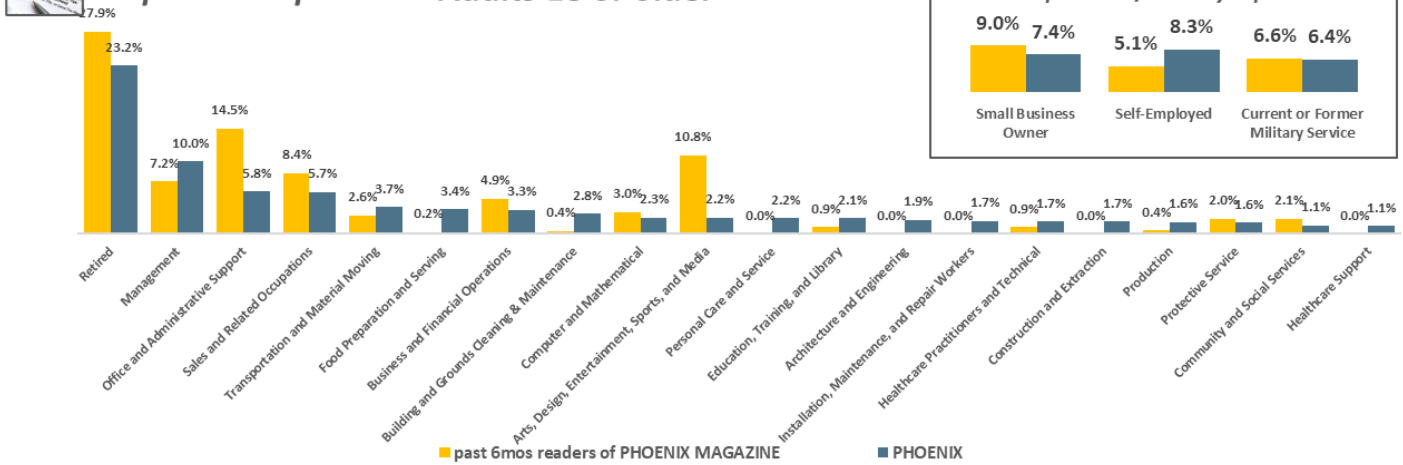
Employment: Adults 18 or older



Marital Status: Adults 18 or older

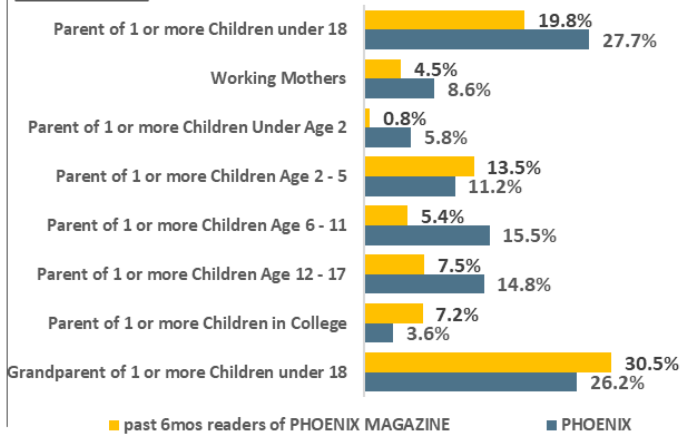


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

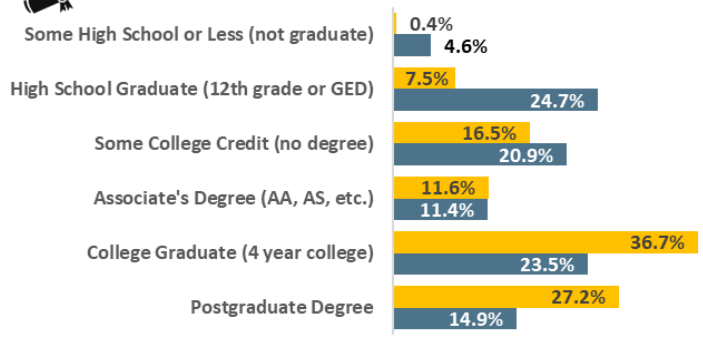
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Magazines read past 6 months: PHOENIX Magazine

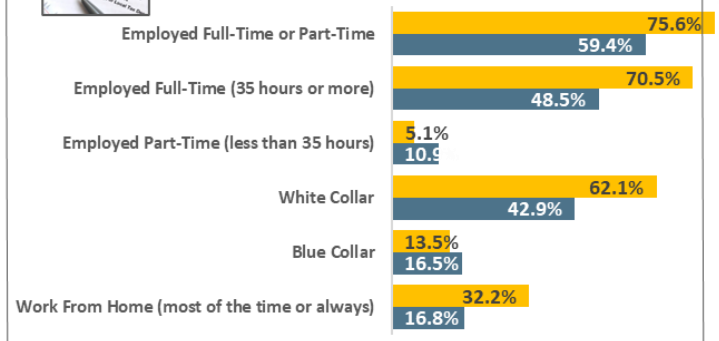
SeattleMet

3.3% or 147,095 of SEATTLE-TACOMA DMA Adults 18 or older are past 6mos readers of SEATTLE MET Magazine. Adults 18 or older past 6mos readers of SEATTLE MET Magazine are 66.7% more likely to be a college graduate, 45.5% more likely to work full-time, 26.3% more likely to be married, 6.2% less likely to be a parent of 1 or more children under 18.

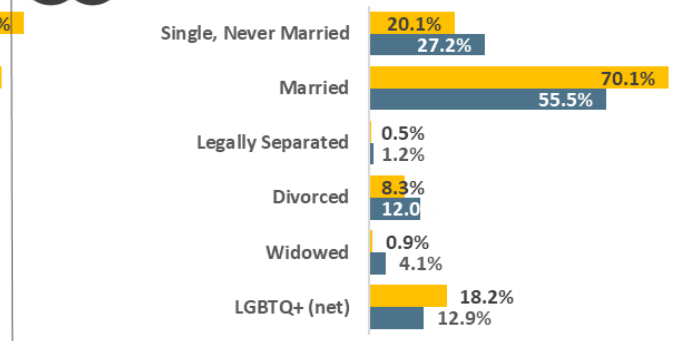
Education Levels: Adults 18 or older



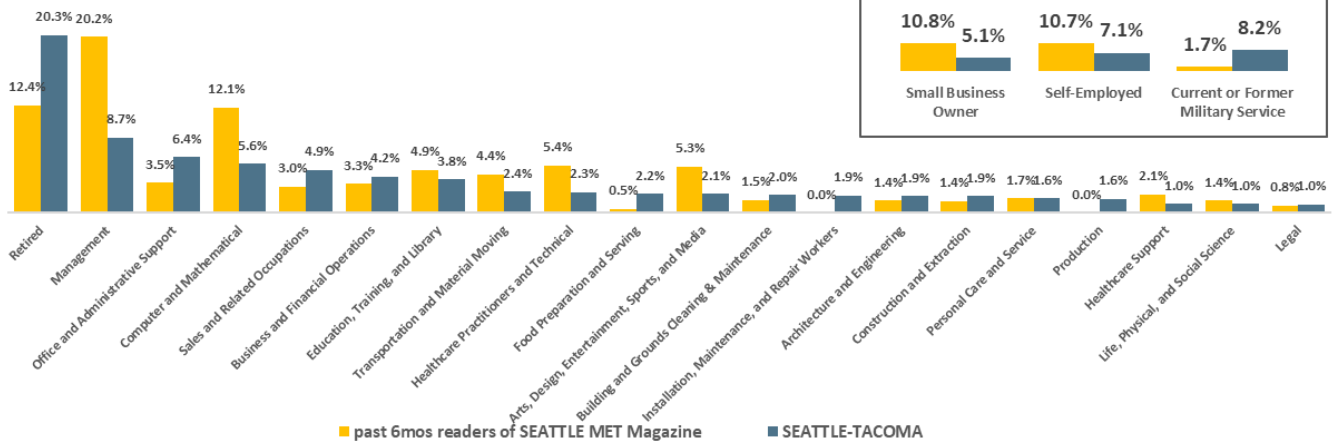
Employment: Adults 18 or older



Marital Status: Adults 18 or older

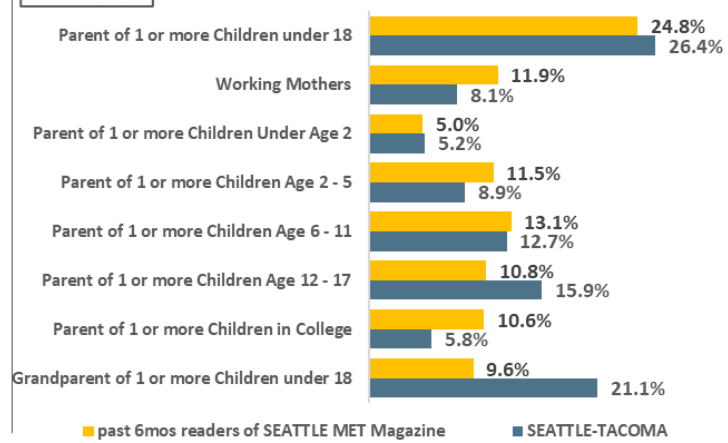


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



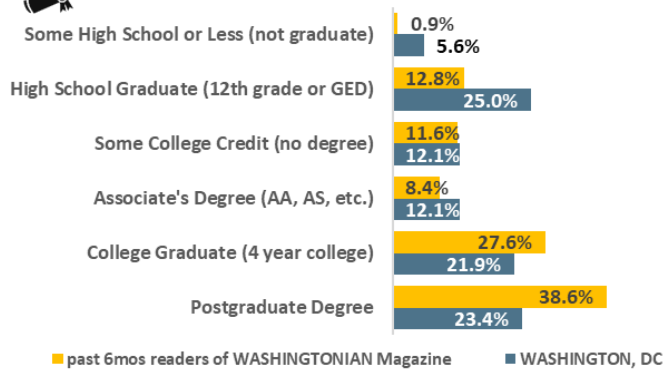
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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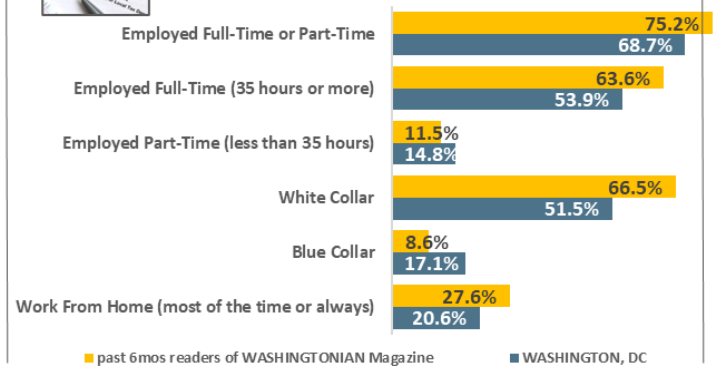
WASHINGTONIAN MAGAZINE

9.1% or 513,085 of WASHINGTON, DC DMA Adults 18 or older are past 6mos readers of WASHINGTONIAN… Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine are 46.4% more likely to be a college graduate, 18.% more likely to work full-time, 20.3% more likely to be married, 5.8% less likely to be a parent of 1 or more children under 18.

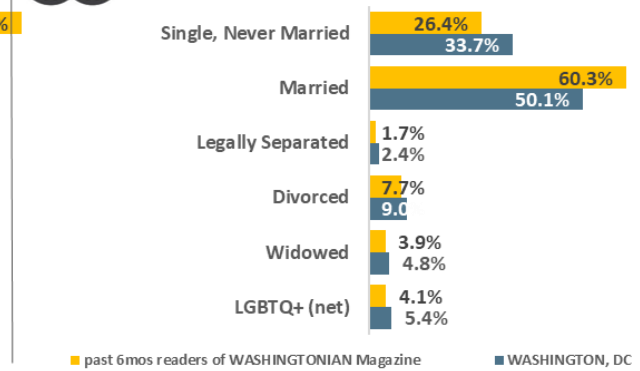
Education Levels: Adults 18 or older



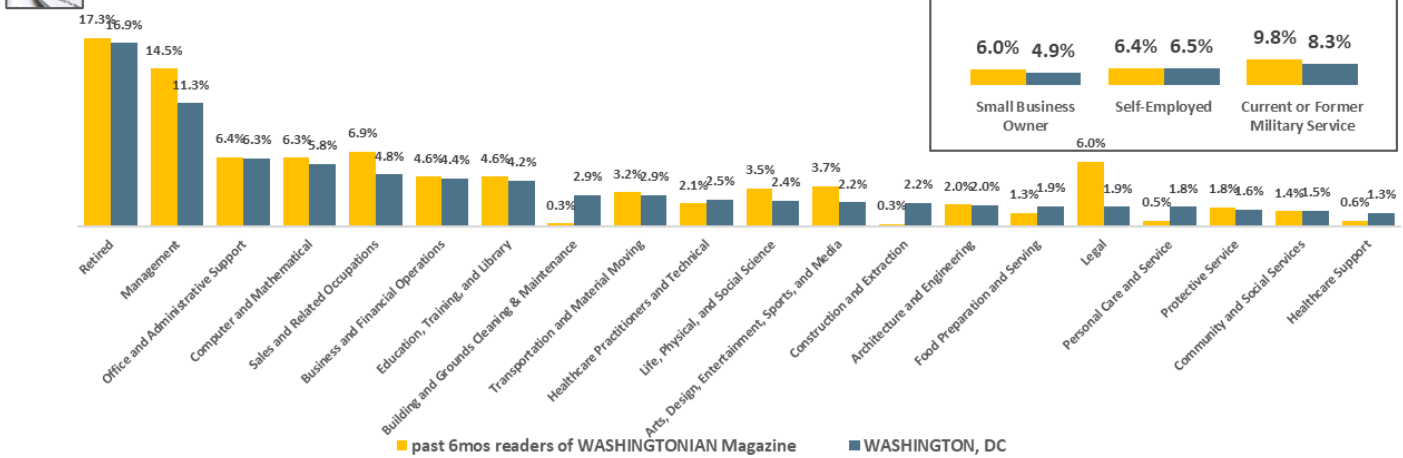
Employment: Adults 18 or older



Marital Status: Adults 18 or older

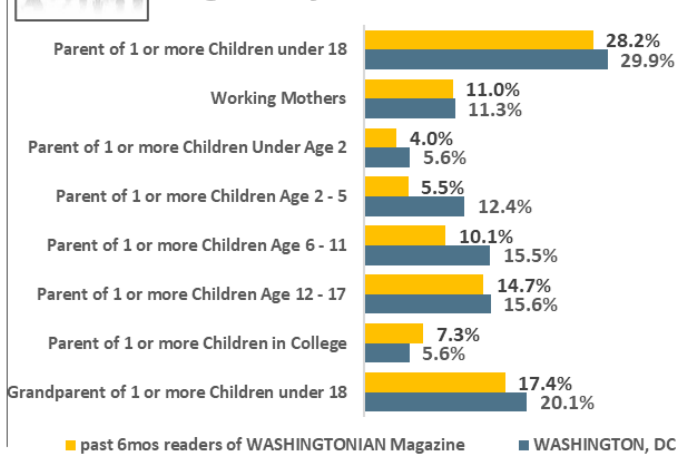


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



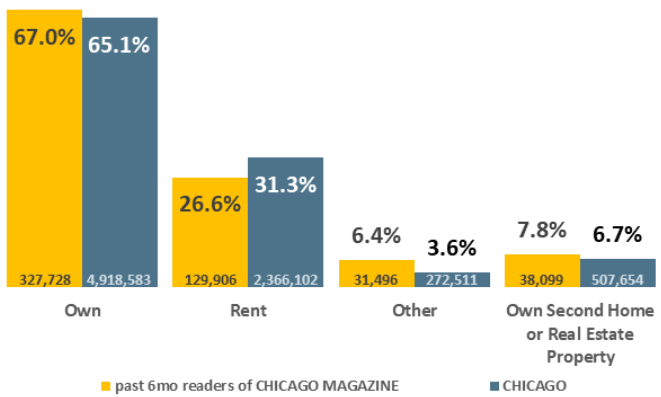
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

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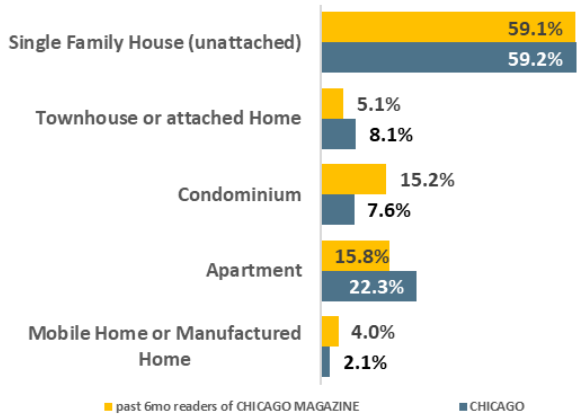
CHICAGO MAGAZINE

6.5% or 489,130 of CHICAGO DMA Adults 18 or older are past 6mo readers of CHICAGO MAGAZINE. Adults 18 or older past 6mo readers of CHICAGO MAGAZINE are 2.9% more likely to own their home, 20.7% more likely to own a higher valued home, .1% less likely to have a single-family home, 5.% more likely to have a dog.

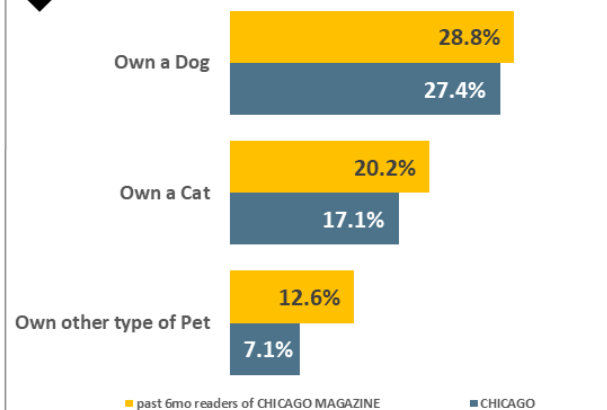
Own/Rent/Other: Adults 18 or older



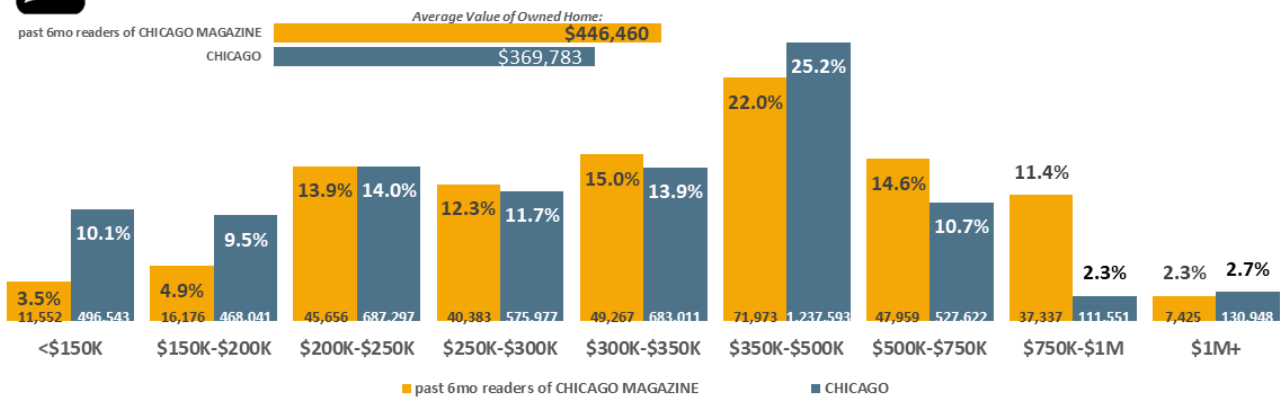
Type of Home: Adults 18 or older



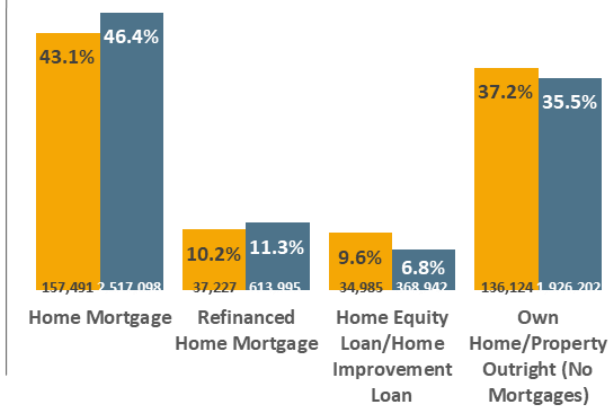
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



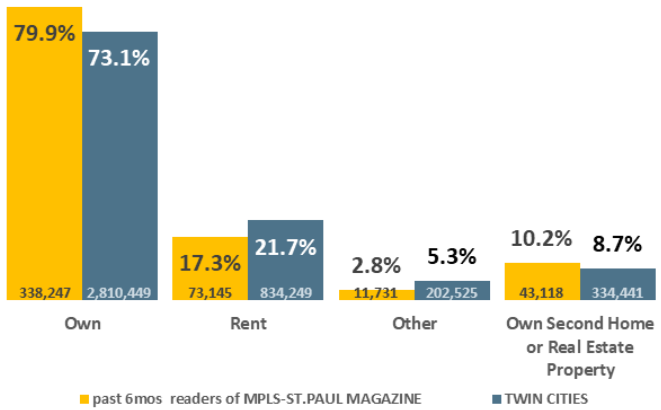
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

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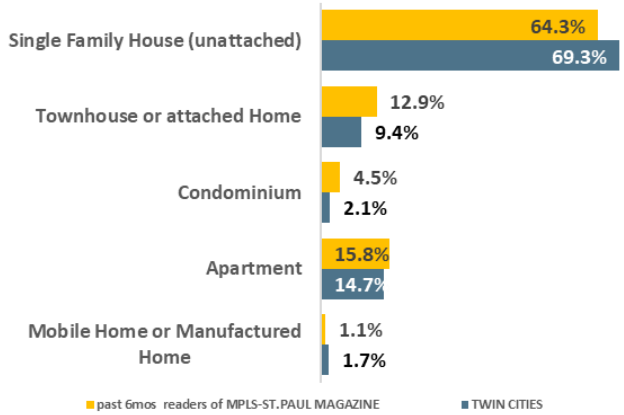
Mpls St Paul MAGAZINE MSPMAG.COM

11.% or 423,123 of TWIN CITIES DMA Adults 18 or older are past 6mos readers of MPLS-ST.PAUL MAGAZINE. Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE are 9.4% more likely to own their home, 27.3% more likely to own a higher valued home, 7.2% less likely to have a single-family home, 6.5% more likely to have a dog.

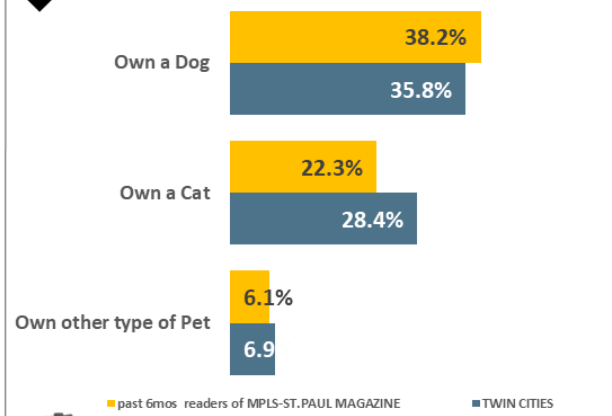
Own/Rent/Other: Adults 18 or older



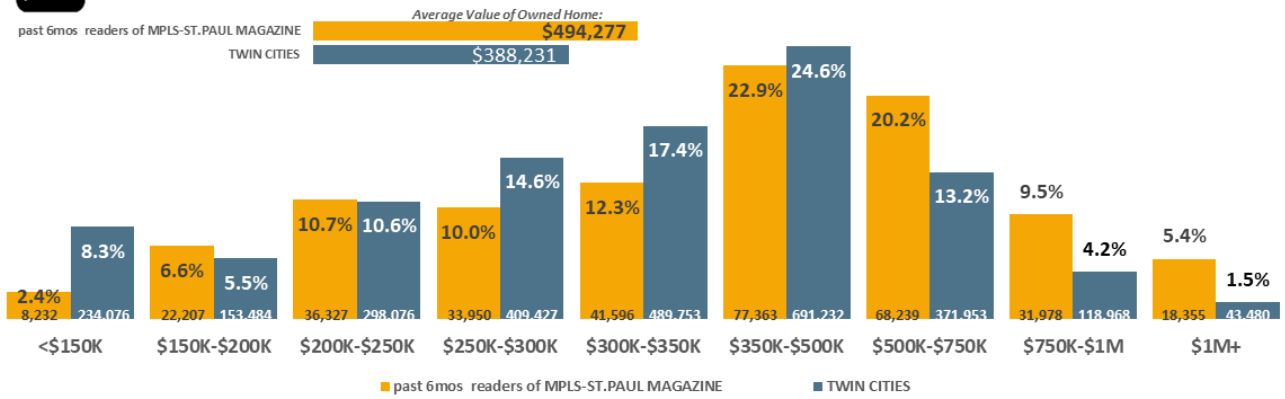
Type of Home: Adults 18 or older



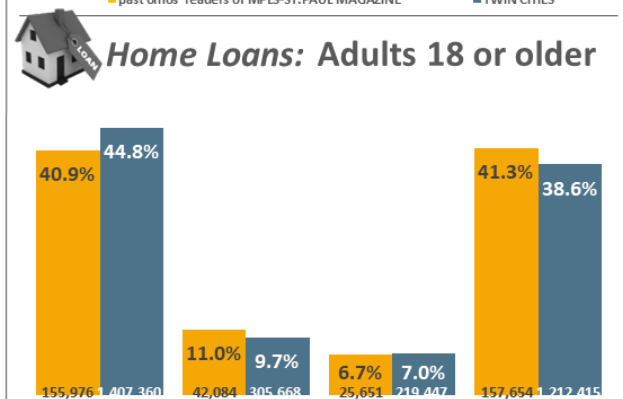
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



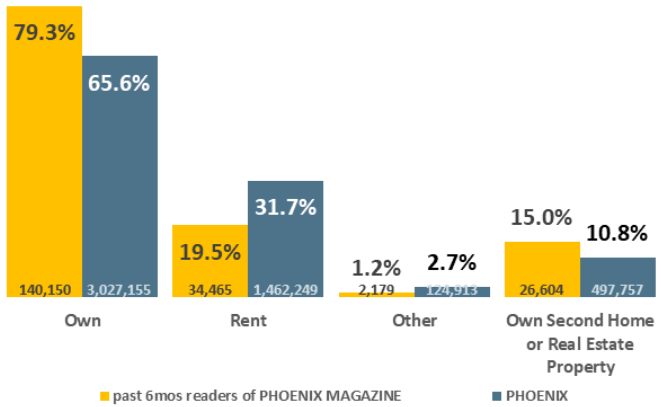
TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

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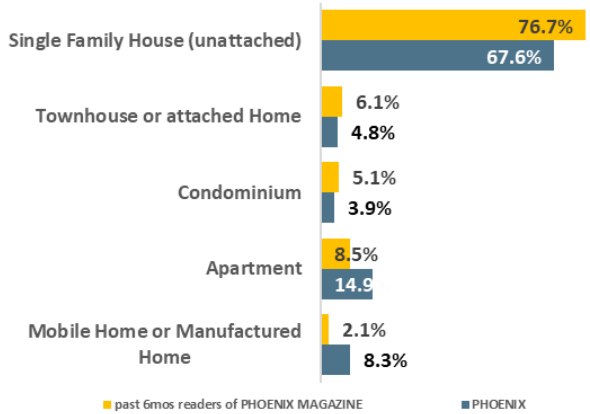
PHOENIX MAGAZINE

3.8% or 176,794 of PHOENIX DMA Adults 18 or older are past 6mos readers of PHOENIX MAGAZINE. Adults 18 or older past 6mos readers of PHOENIX MAGAZINE are 20.8% more likely to own their home, 9.2% more likely to own a higher valued home, 13.4% more likely to have a single-family home, 18.9% more likely to have a dog.

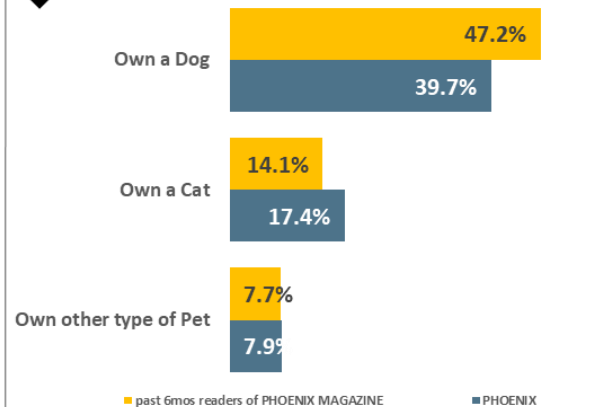
Own/Rent/Other: Adults 18 or older



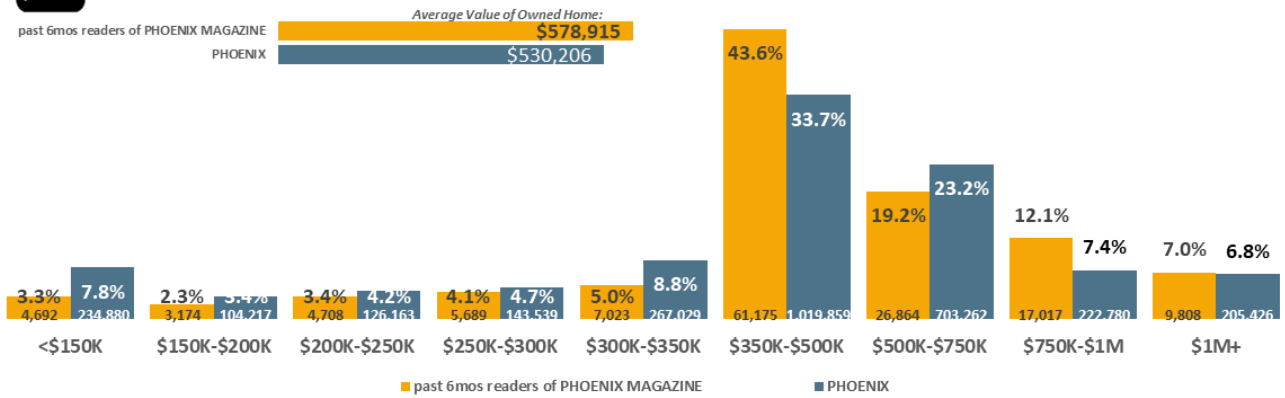
Type of Home: Adults 18 or older



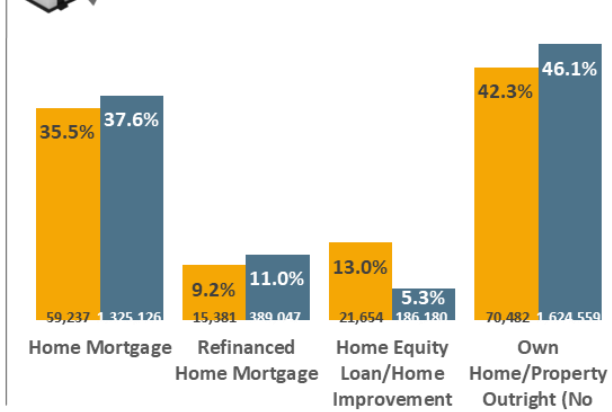
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

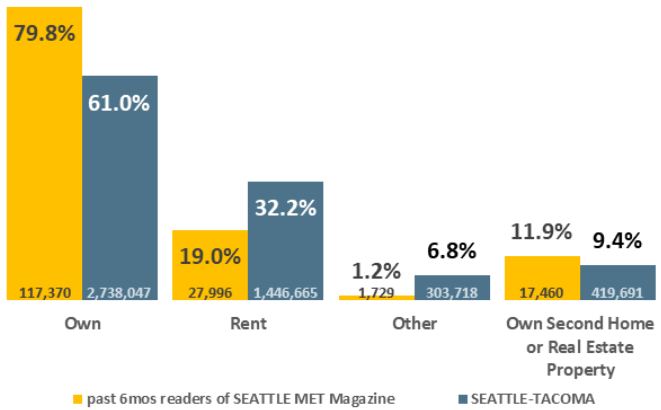
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Magazines read past 6 months: PHOENIX Magazine

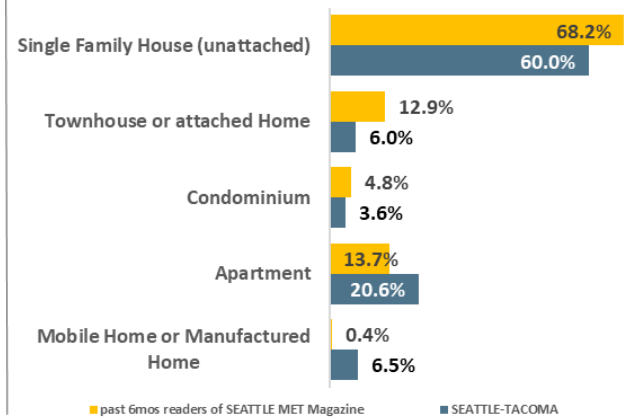
Seattle Met

3.3% or 147,095 of SEATTLE-TACOMA DMA Adults 18 or older are past 6mos readers of SEATTLE MET Magazine. Adults 18 or older past 6mos readers of SEATTLE MET Magazine are 30.8% more likely to own their home, 22.9% more likely to own a higher valued home, 13.6% more likely to have a single-family home, 17.3% more likely to have a dog.

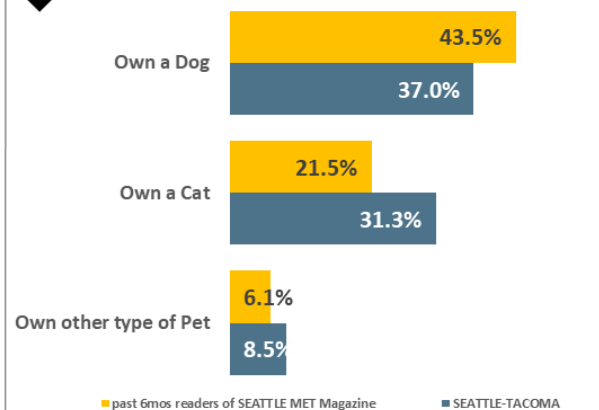
Own/Rent/Other: Adults 18 or older



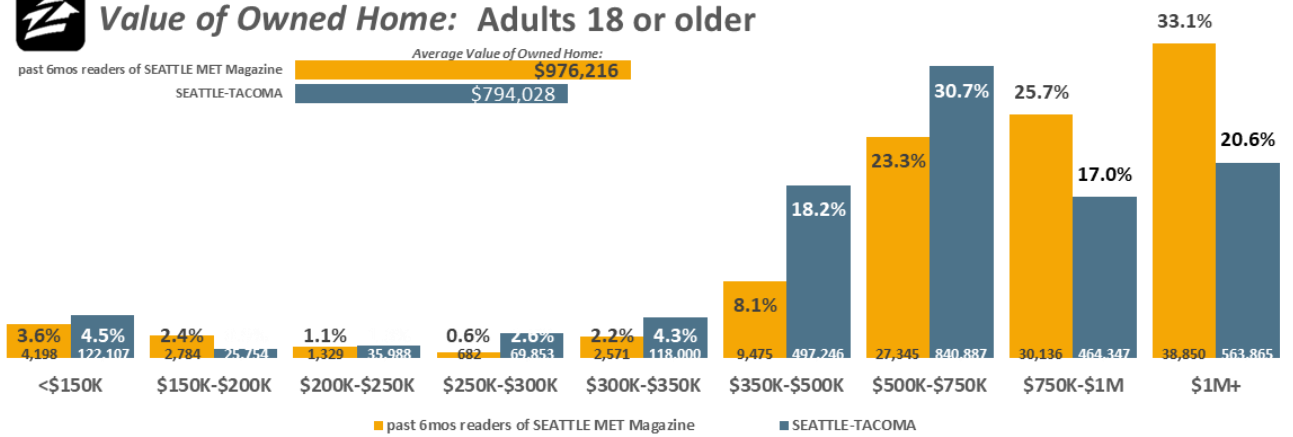
Type of Home: Adults 18 or older



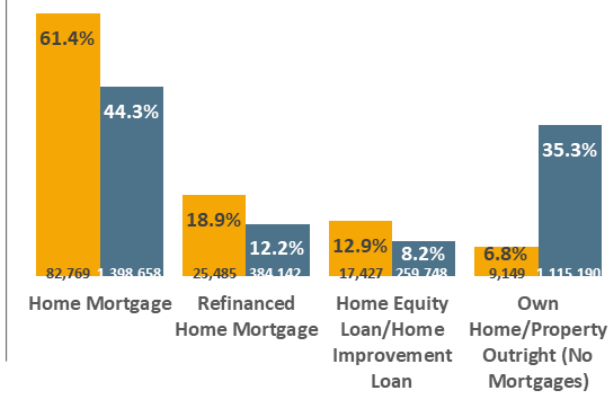
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



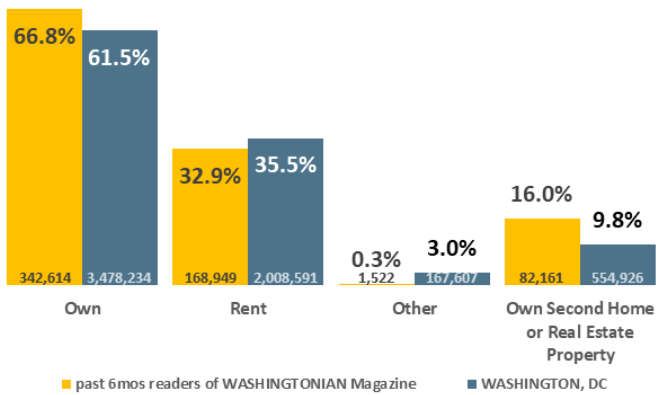
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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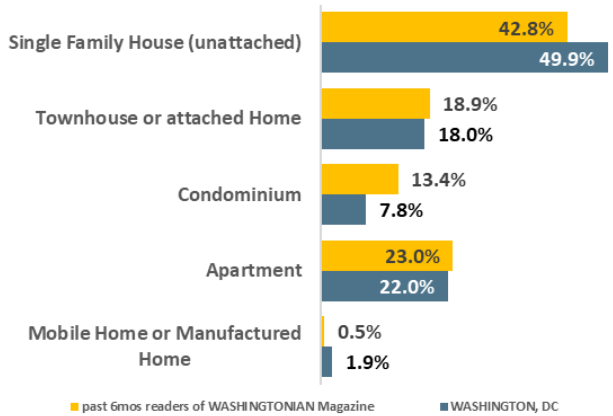
WASHINGTONIAN MAGAZINE

9.1% or 513,085 of WASHINGTON, DC DMA Adults 18 or older are past 6mos readers of WASHINGTONIAN… Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine are 8.6% more likely to own their home, 24.1% more likely to own a higher valued home, 14.2% less likely to have a single-family home, 20.4% less likely to have a dog.

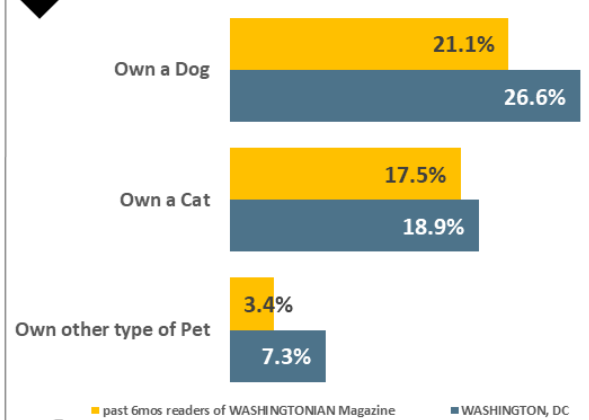
Own/Rent/Other: Adults 18 or older



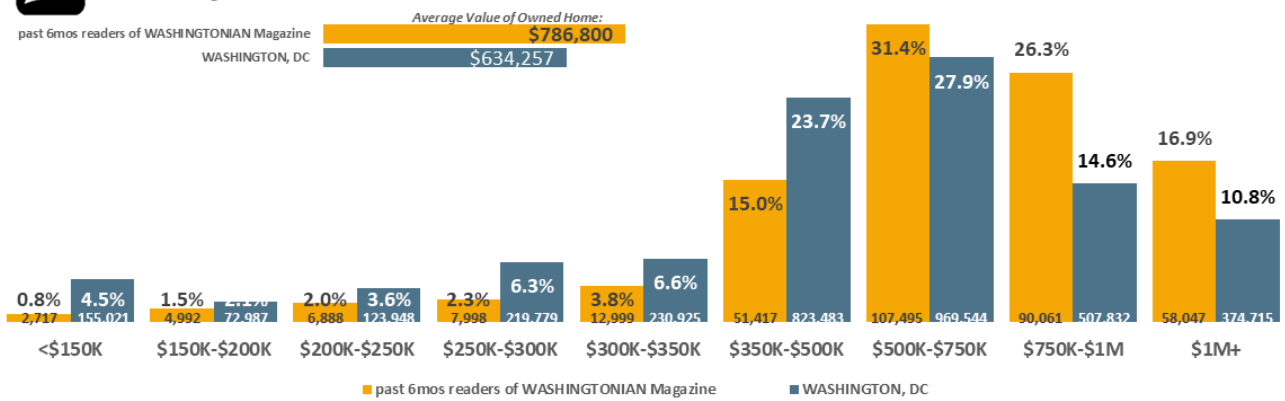
Type of Home: Adults 18 or older



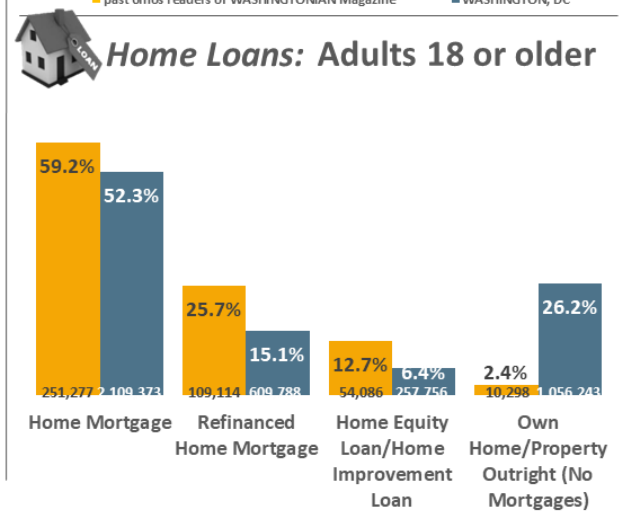
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



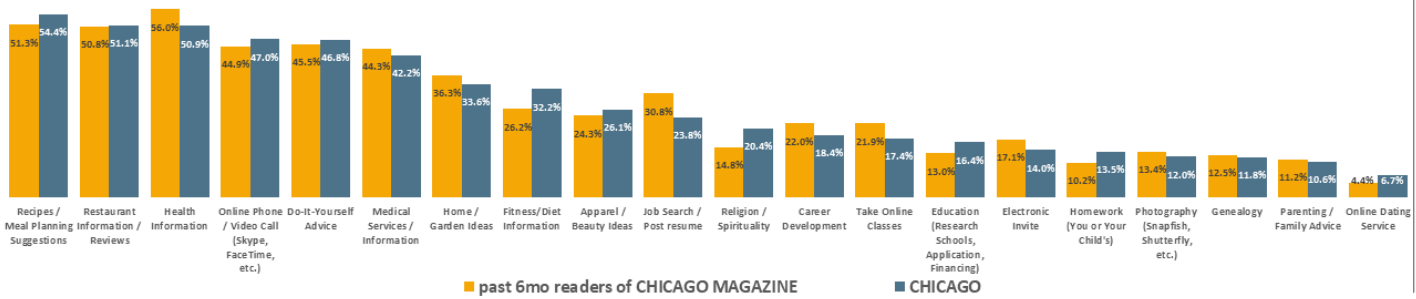
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

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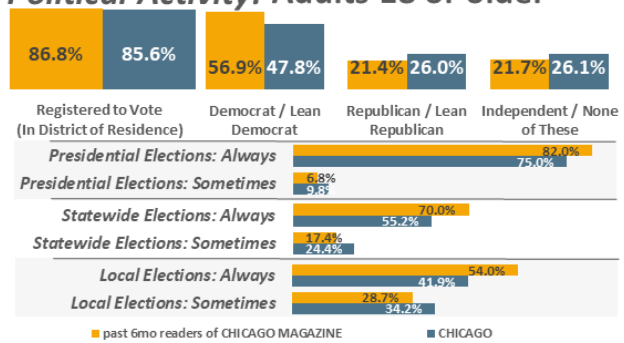
CHICAGO MAGAZINE

6.5% or 489,130 of CHICAGO DMA Adults 18 or older are past 6mo readers of CHICAGO MAGAZINE. Adults 18 or older past 6mo readers of CHICAGO MAGAZINE are 2.8% less likely to look up D-I-Y advice online, 28.7% more likely to always vote in local elections, 6.6% less likely to belong to a gym, 30.2% more likely to fly domestic past yr.

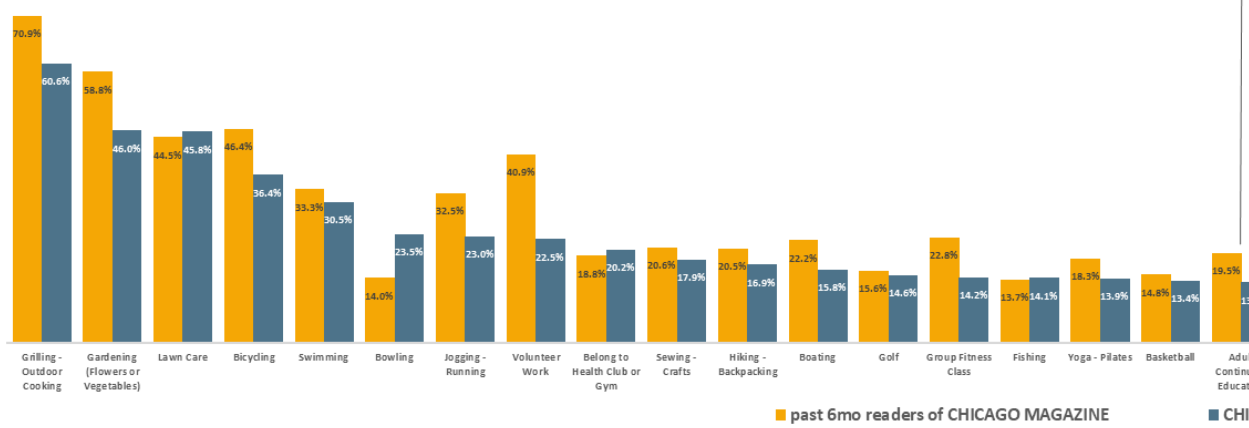
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



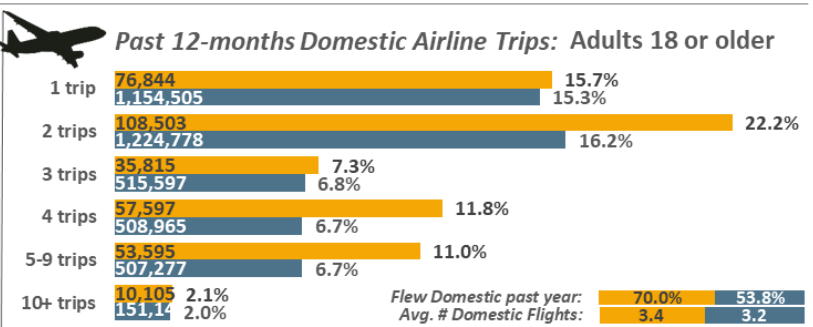
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



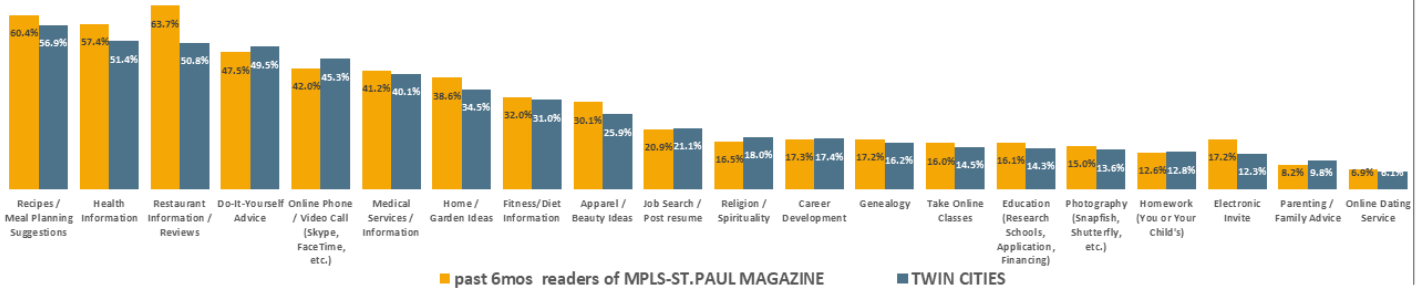
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

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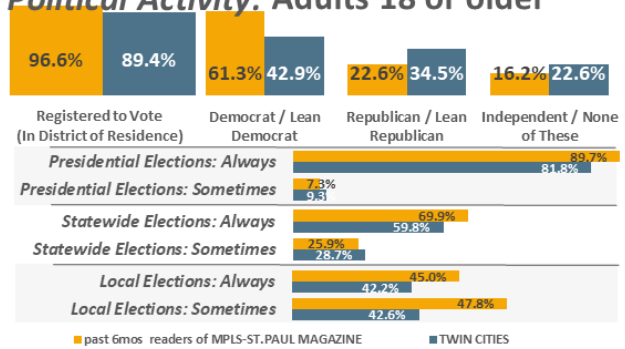
Mpls St Paul MAGAZINE MSPMAG.COM

11.% or 423,123 of TWIN CITIES DMA Adults 18 or older are past 6mos readers of MPLS-ST.PAUL MAGAZINE. Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE are 4.% less likely to look up D-I-Y advice online, 6.7% more likely to always vote in local elections, 52.5% more likely to belong to a gym, 30.9% more likely to fly domestic past yr.

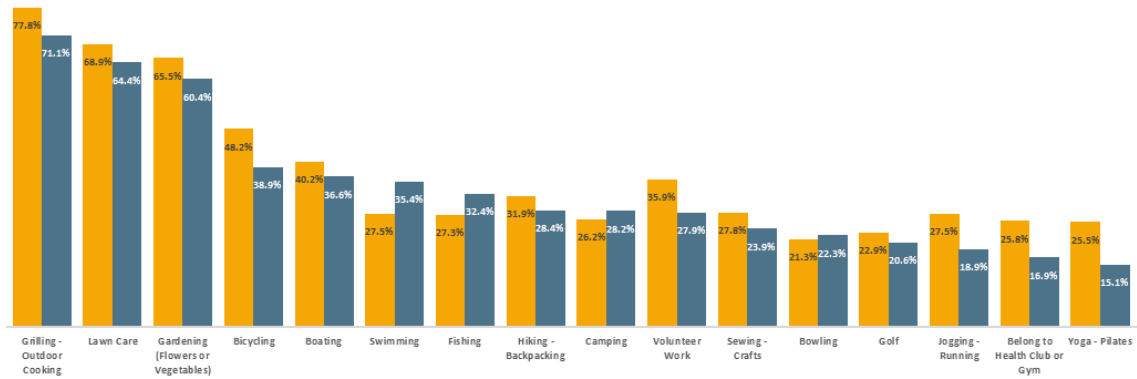
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



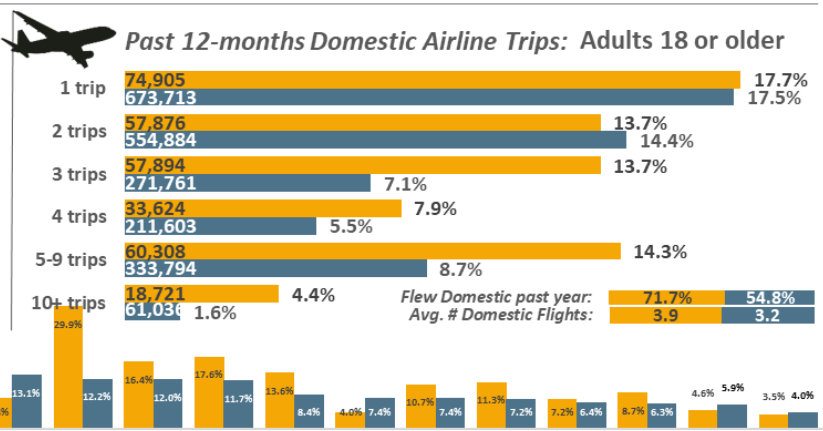
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



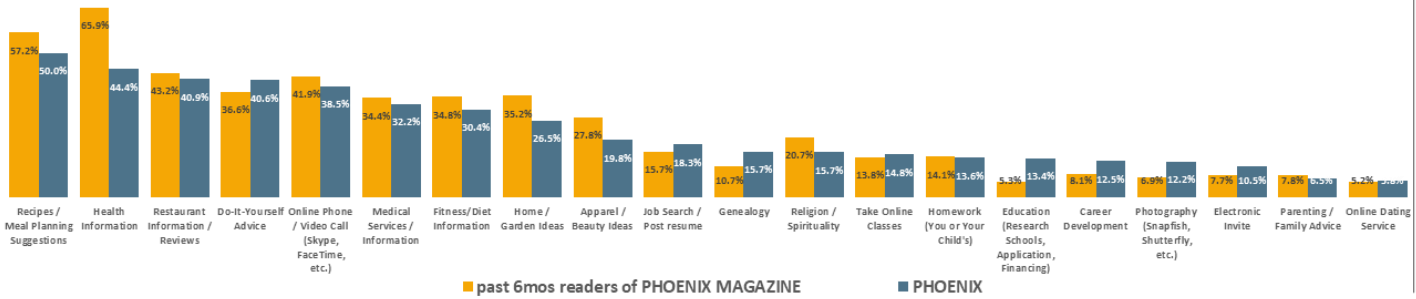
TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

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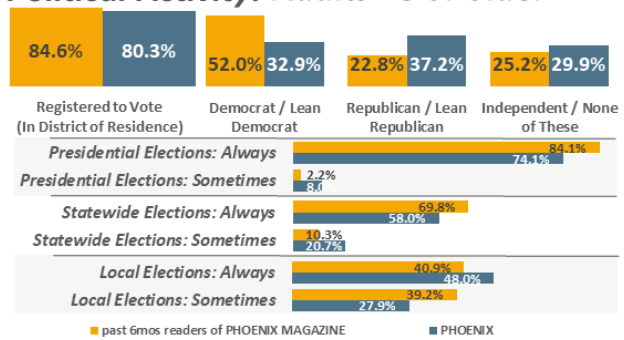
PHOENIX MAGAZINE

3.8% or 176,794 of PHOENIX DMA Adults 18 or older are past 6mos readers of PHOENIX MAGAZINE. Adults 18 or older past 6mos readers of PHOENIX MAGAZINE are 9.9% less likely to look up D-I-Y advice online, 14.9% less likely to always vote in local elections, 25.2% less likely to belong to a gym, 41.5% more likely to fly domestic past yr.

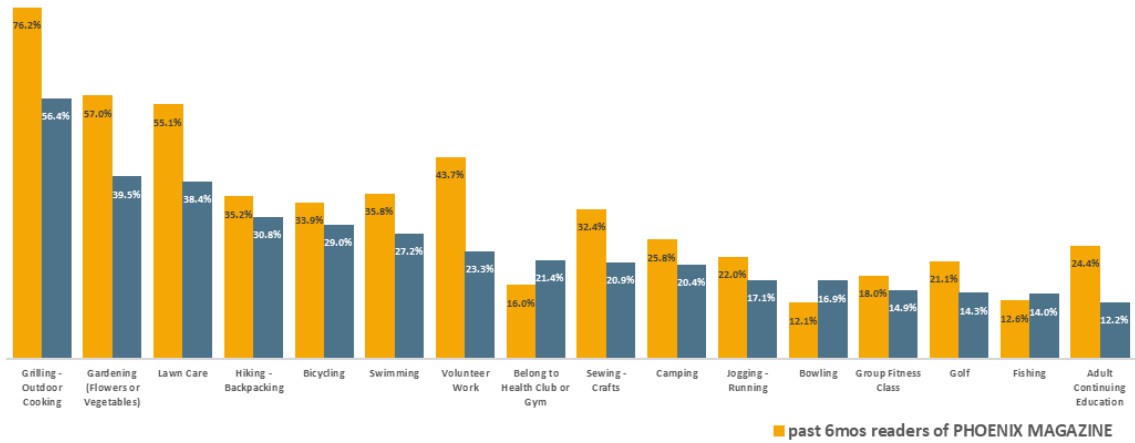
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



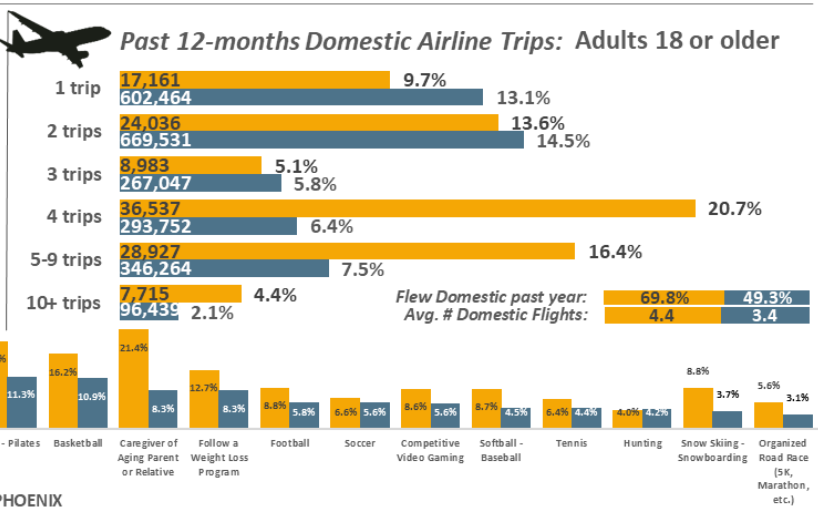
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



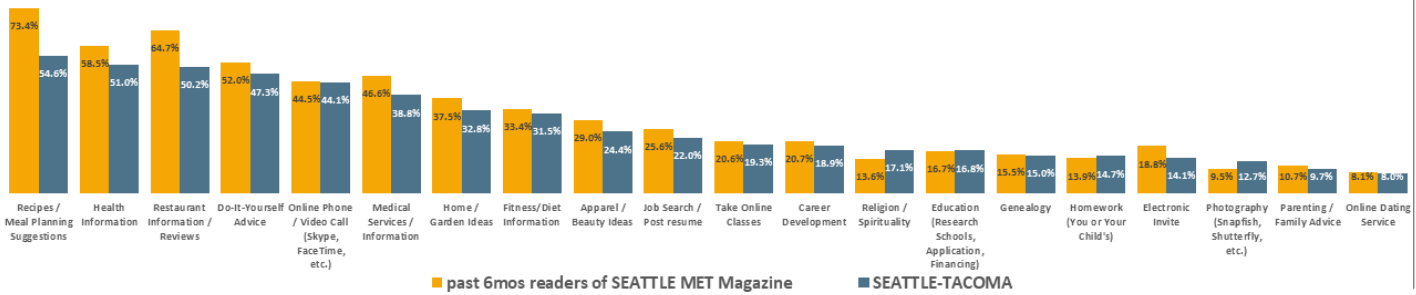
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

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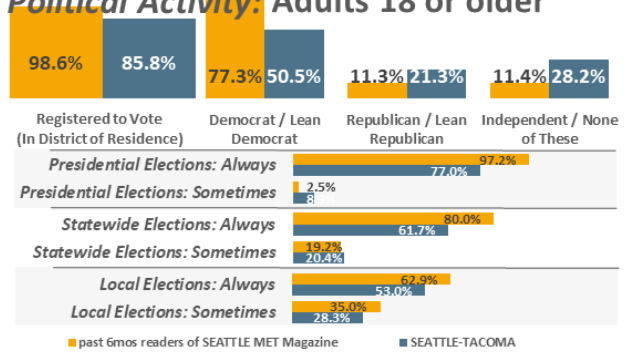
Seattle Met

3.3% or 147,095 of SEATTLE-TACOMA DMA Adults 18 or older are past 6mos readers of SEATTLE MET… Adults 18 or older past 6mos readers of SEATTLE MET Magazine are 10.% more likely to look up D-I-Y advice online, 18.8% more likely to always vote in local elections, 59.4% more likely to belong to a gym, 32.7% more likely to fly domestic past yr.

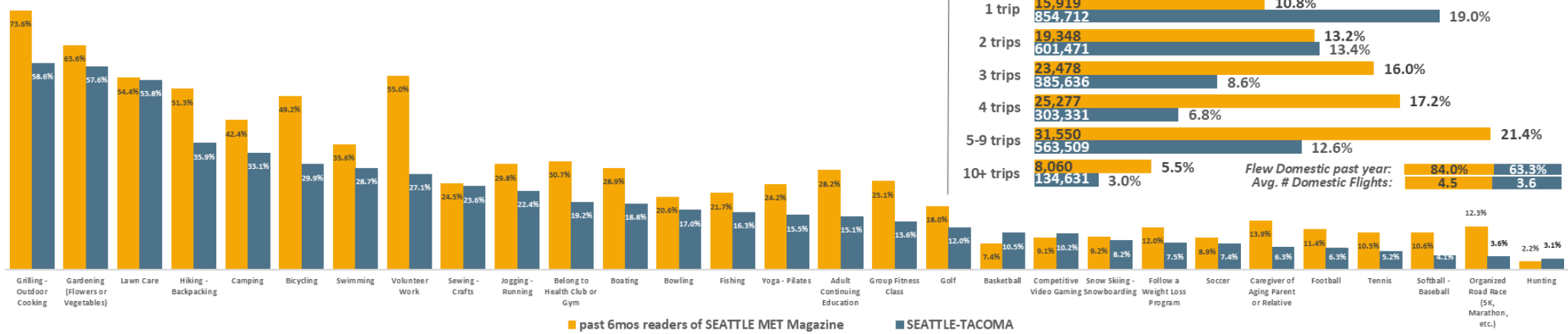
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

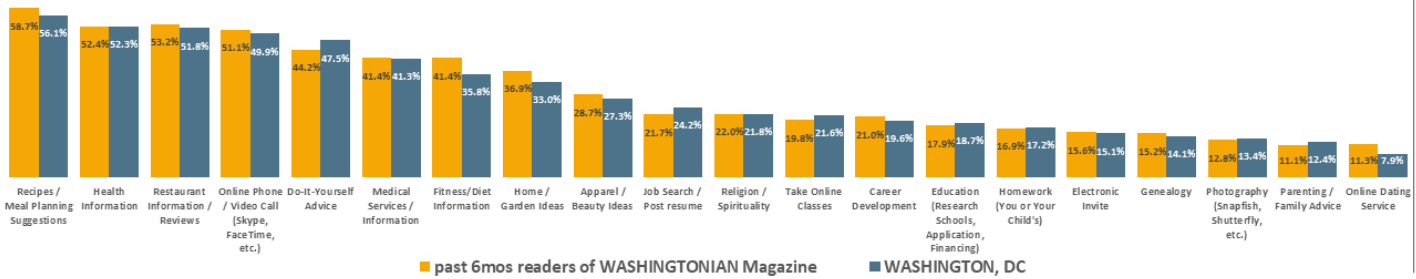
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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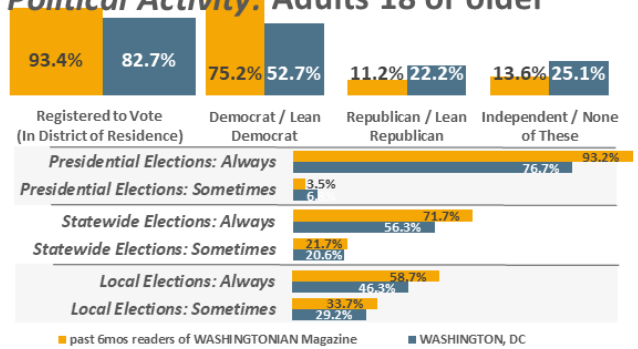
WASHINGTONIAN MAGAZINE

9.1% or 513,085 of WASHINGTON, DC DMA Adults 18 or older are past 6mos readers of WASHINGTONIAN… Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine are 7.1% less likely to look up D-I-Y advice online, 26.6% more likely to always vote in local elections, 62.2% more likely to belong to a gym, 44.3% more likely to fly domestic past yr.

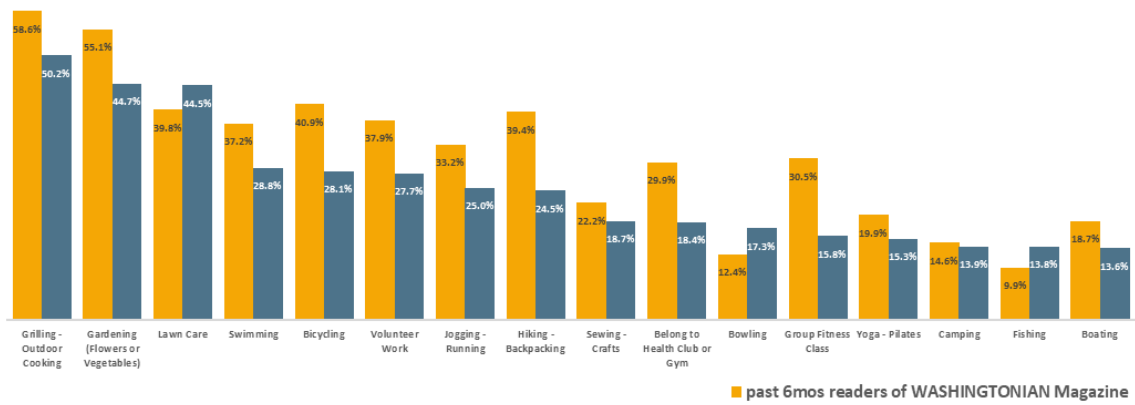
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



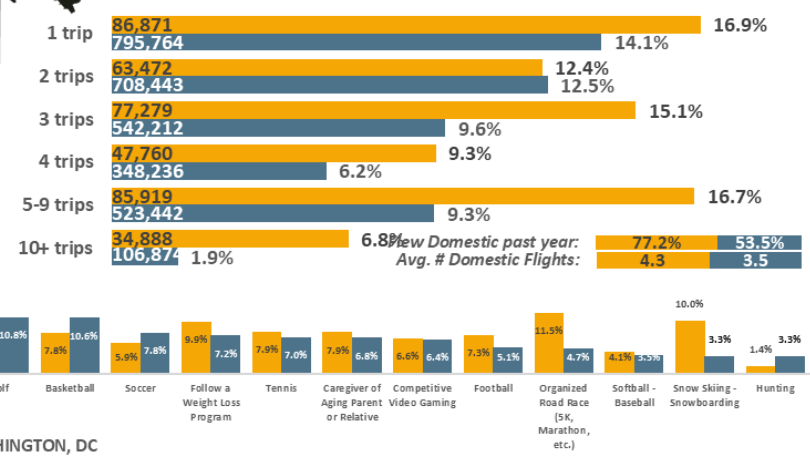
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

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CHICAGO MAGAZINE

6.5% or 489,130 of CHICAGO DMA Adults 18 or older are past 6mo readers of CHICAGO MAGAZINE. Adults 18 or older past 6mo readers of CHICAGO MAGAZINE are 4.4% more likely to use QSRs past mo., 9.% more likely to use Sit-Down Restaurants past mo., 31.6% more likely to use Casinos past yr., 6.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

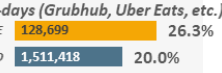


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

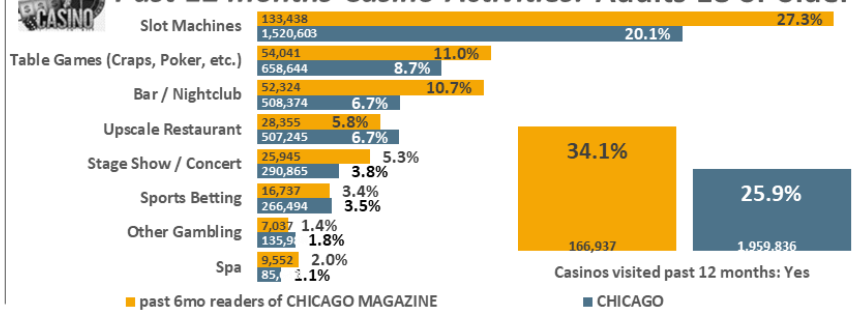


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

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Magazines read past 6 months: Chicago Magazine

Mpls St Paul MAGAZINE MSPMAG.COM

11.% or 423,123 of TWIN CITIES DMA Adults 18 or older are past 6mos readers of MPLS-ST.PAUL MAGAZINE. Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE are 6.3% more likely to use QSRs past mo., 16.3% more likely to use Sit-Down Restaurants past mo., 18.% more likely to use Casinos past yr., 32.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

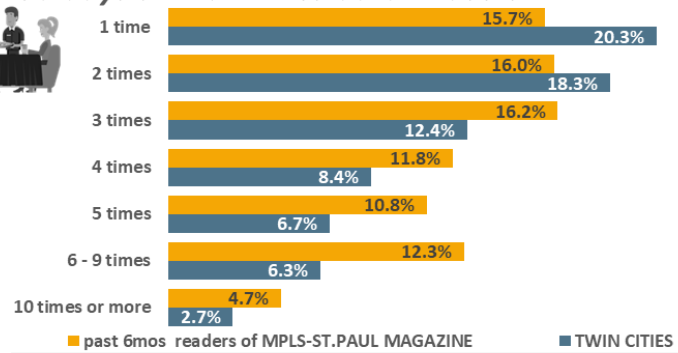


Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

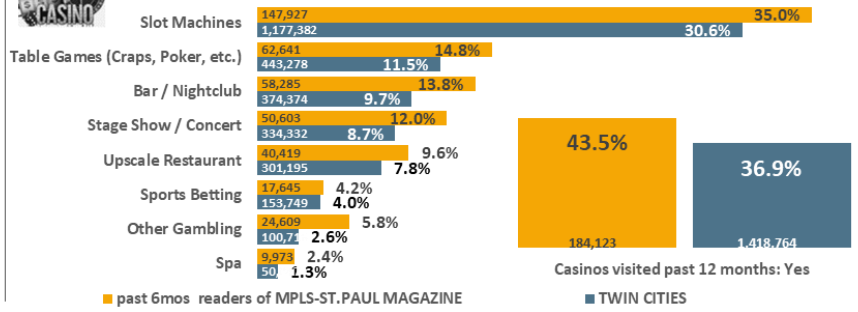


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

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Magazines read past 6 months: Mpls.St.Paul Magazine

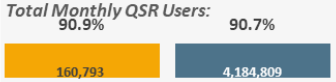
PHOENIX MAGAZINE

3.8% or 176,794 of PHOENIX DMA Adults 18 or older are past 6mos readers of PHOENIX MAGAZINE. Adults 18 or older past 6mos readers of PHOENIX MAGAZINE are .3% more likely to use QSRs past mo., 16.7% more likely to use Sit-Down Restaurants past mo., 42.2% more likely to use Casinos past yr., 23.3% more likely to smoke cigarettes.

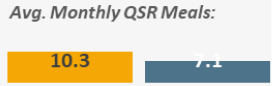
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

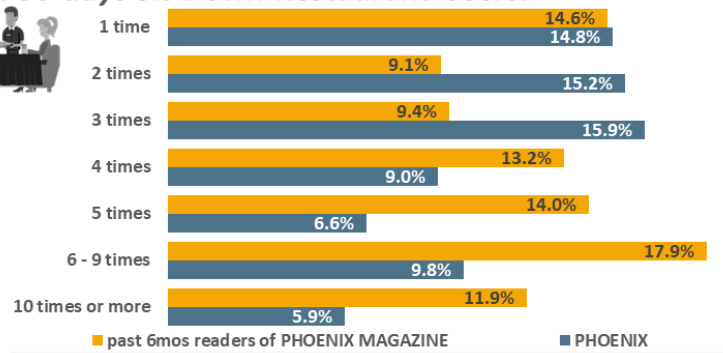


Avg. Monthly QSR Meals:

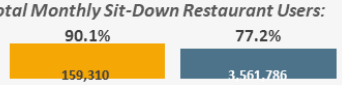


Past 30-days Sit-Down Restaurant Users: Adults 18 or older

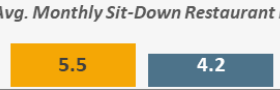




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

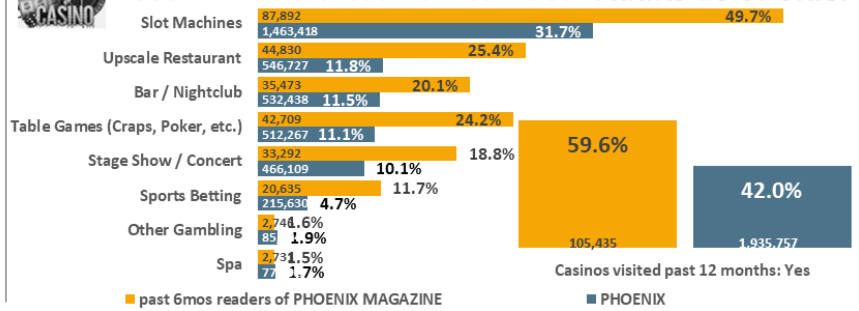


Drank Past 30-days: Adults 18 or older



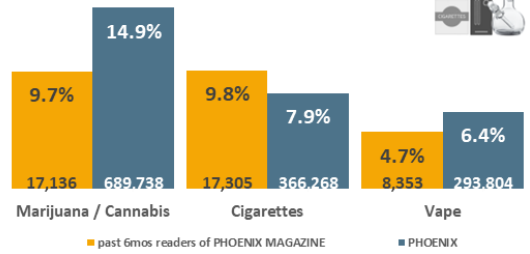
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

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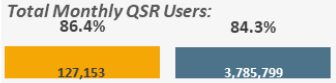
Magazines read past 6 months: PHOENIX Magazine

3.3% or 147,095 of SEATTLE-TACOMA DMA Adults 18 or older are past 6mos readers of SEATTLE MET Magazine. Adults 18 or older past 6mos readers of SEATTLE MET Magazine are 2.5% more likely to use QSRs past mo., 23.5% more likely to use Sit-Down Restaurants past mo., 6.5% more likely to use Casinos past yr., 16.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

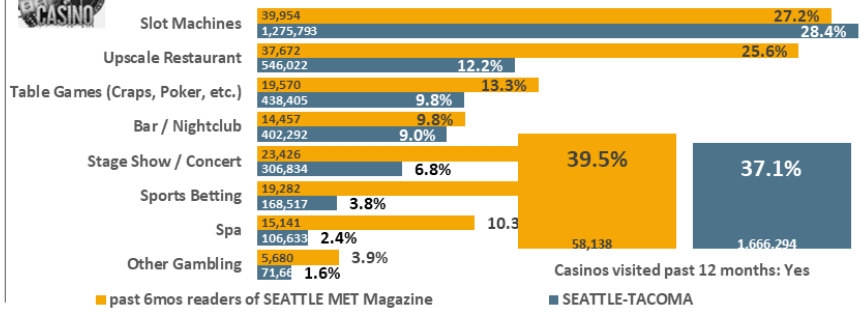


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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Magazines read past 6 months: Seattle Met Magazine

WASHINGTONIAN MAGAZINE

9.1% or 513,085 of WASHINGTON, DC DMA Adults 18 or older are past 6mos readers of WASHINGTONIAN Magazine. Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine are 8.% more likely to use QSRs past mo., 20.% more likely to use Sit-Down Restaurants past mo., 24.8% more likely to use Casinos past yr., 34.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	past 6mos readers of WASHINGTONIAN Magazine	WASHINGTON, DC
1 time	3.9%	7.6%
2 times	10.6%	11.4%
3 times	8.4%	9.8%
4 times	12.7%	10.2%
5 times	9.4%	9.1%
6 - 9 times	25.6%	21.1%
10 times or more	26.1%	20.4%

	past 6mos readers of WASHINGTONIAN Magazine	WASHINGTON, DC
Total Monthly QSR Users:	96.7%	89.5%
	495,897	5,059,794
Avg. Monthly QSR Meals:	7.6	6.8

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



	past 6mos readers of WASHINGTONIAN Magazine	WASHINGTON, DC
1 time	8.8%	12.7%
2 times	15.9%	15.9%
3 times	13.4%	13.2%
4 times	12.2%	9.4%
5 times	9.6%	9.0%
6 - 9 times	16.6%	10.4%
10 times or more	14.8%	5.6%

	past 6mos readers of WASHINGTONIAN Magazine	WASHINGTON, DC
Total Monthly Sit-Down Restaurant Users:	91.3%	76.1%
	468,466	4,303,414
Avg. Monthly Sit-Down Restaurant Meals:	5.7	4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	past 6mos readers of WASHINGTONIAN Magazine	WASHINGTON, DC
Chinese	47.4%	37.6%
Pizza	48.7%	32.1%
Mexican	40.0%	30.1%
Indian / Thai / Other Asian	48.0%	24.7%
Coffee House / Coffee Bar	51.8%	23.8%
Italian	38.9%	20.8%
Upscale	42.4%	18.4%
Bagel / Donut / Bakery	37.5%	17.1%
Steakhouse	20.5%	13.1%
Seafood	23.4%	12.0%

Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

past 6mos readers of WASHINGTONIAN Magazine	181,471	35.4%
WASHINGTON, DC	1,438,719	25.4%

Drank Past 30-days: Adults 18 or older

	past 6mos readers of WASHINGTONIAN Magazine	WASHINGTON, DC
Liquor	336,955 / 65.7%	2,387,235 / 42.2%
Wine	300,451 / 58.6%	2,136,027 / 37.8%
Any Type of Beer	268,106 / 52.3%	2,022,680 / 35.8%
Imported Beer	189,675 / 37.0%	1,156,740 / 20.5%
Domestic Regular Beer	169,888 / 33.1%	1,092,595 / 19.3%
Domestic Light Beer	120,005 / 23.4%	851,157 / 15.1%
Microbrew / Craft Beer	96,683 / 18.8%	479,925 / 8.5%

Past 12 months Casino Activities: Adults 18 or older

	past 6mos readers of WASHINGTONIAN Magazine	WASHINGTON, DC
Slot Machines	106,651 / 20.8%	946,661 / 16.7%
Table Games (Craps, Poker, etc.)	51,008 / 9.9%	388,633 / 6.9%
Bar / Nightclub	56,936 / 11.1%	371,084 / 6.6%
Upscale Restaurant	67,624 / 13.2%	358,996 / 6.3%
Stage Show / Concert	54,076 / 4.9%	275,549
Sports Betting	14,013 / 2.7%	138,465 / 2.4%
Spa	33,597 / 6.5%	121,388 / 2.1%
Other Gambling	6,867 / 1.3%	96,540 / 1.7%

Casinos visited past 12 months:	past 6mos readers of WASHINGTONIAN Magazine	WASHINGTON, DC
Yes	30.1% / 154,606	24.1% / 1,365,198

Used Past 30-days: Adults 18 or older



	past 6mos readers of WASHINGTONIAN Magazine	WASHINGTON, DC
Marijuana / Cannabis	11.7% / 60,156	8.7% / 494,136
Cigarettes	5.0% / 25,819	7.7% / 433,848
Vape	3.9% / 19,764	3.1% / 177,672

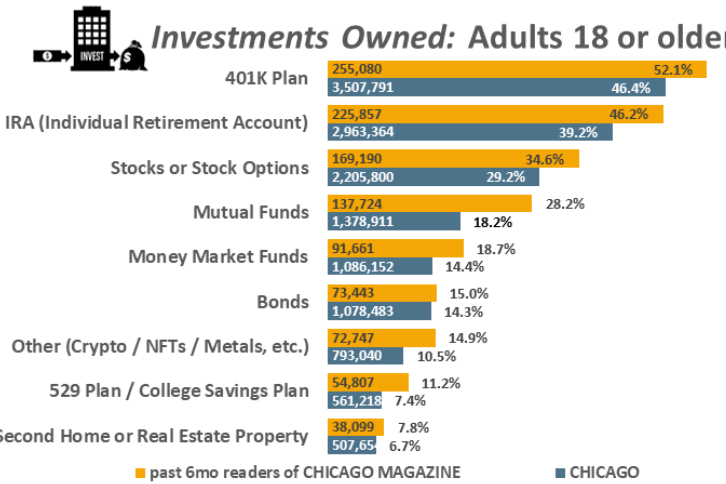
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

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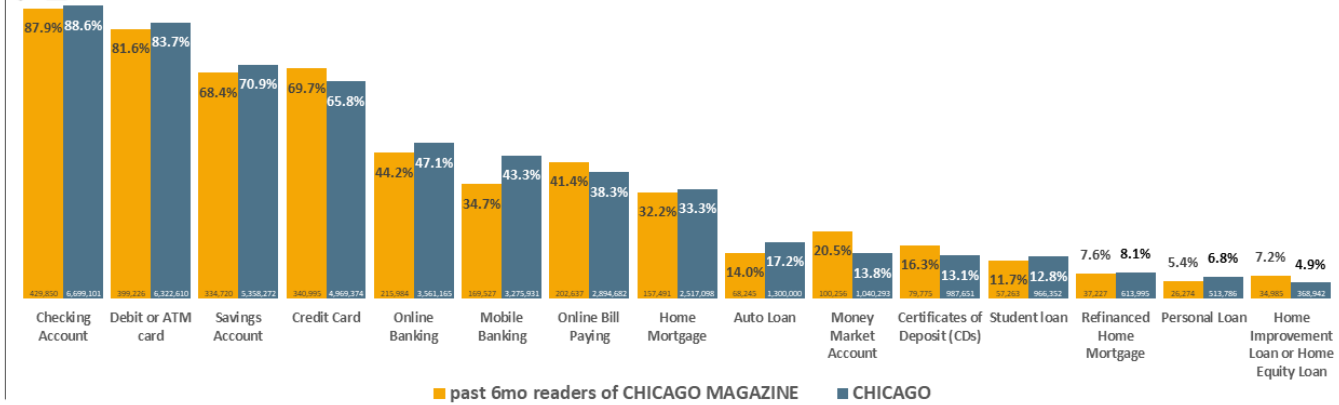
CHICAGO MAGAZINE

6.5% or 489,130 of CHICAGO DMA Adults 18 or older are past 6mo readers of CHICAGO MAGAZINE. Adults 18 or older past 6mo readers of CHICAGO MAGAZINE are 12.4% more likely to have a 401K, 18.9% less likely to have an Auto Loan, 4.4% more likely to Invest/Trade Stocks Online, 7.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



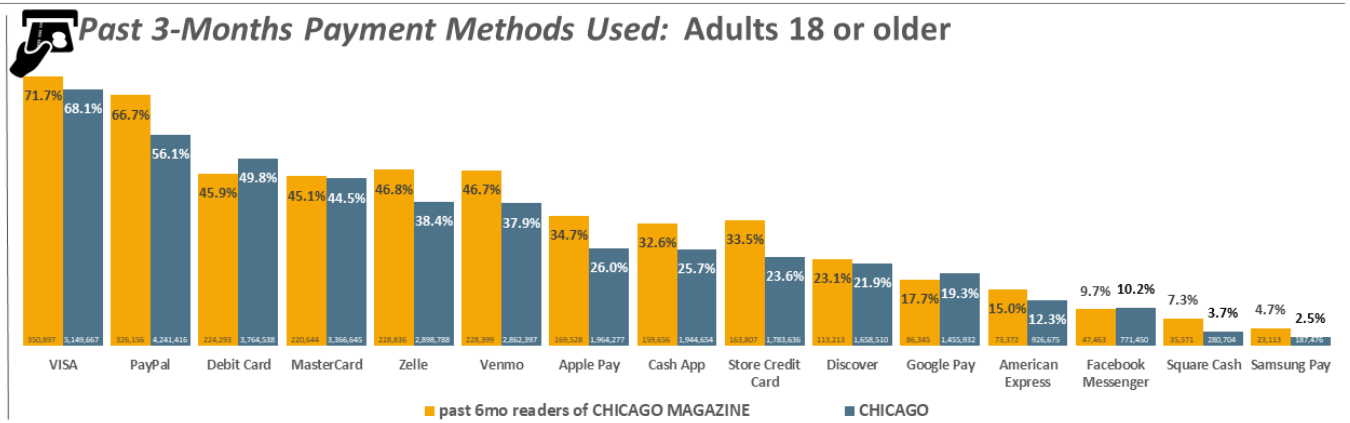
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



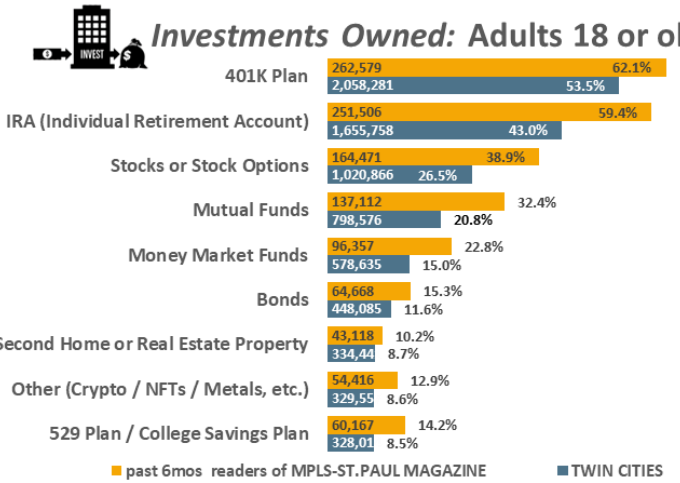
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

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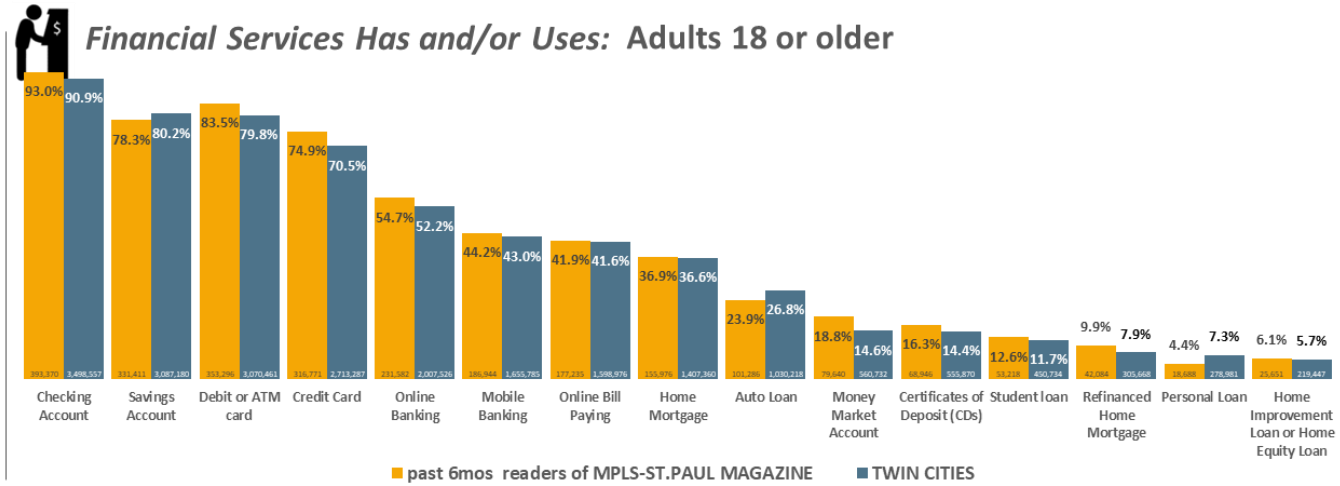
Mpls St Paul MAGAZINE MSPMAG.COM

11.% or 423,123 of TWIN CITIES DMA Adults 18 or older are past 6mos readers of MPLS-ST.PAUL MAGAZINE. Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE are 16.% more likely to have a 401K, 10.6% less likely to have an Auto Loan, 11.6% more likely to Invest/Trade Stocks Online, 3.6% more likely to pay with their Debit Card.

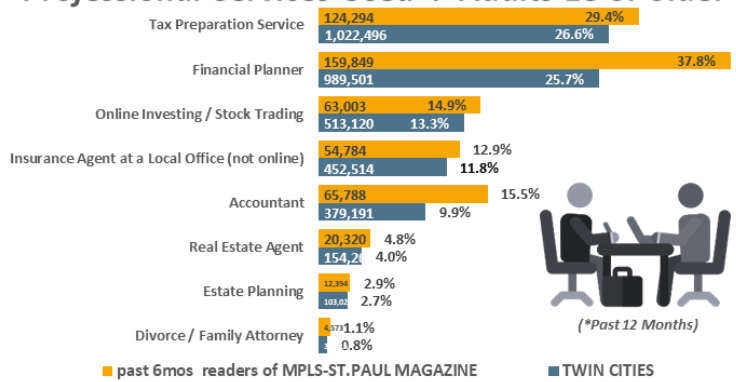
Investments Owned: Adults 18 or older



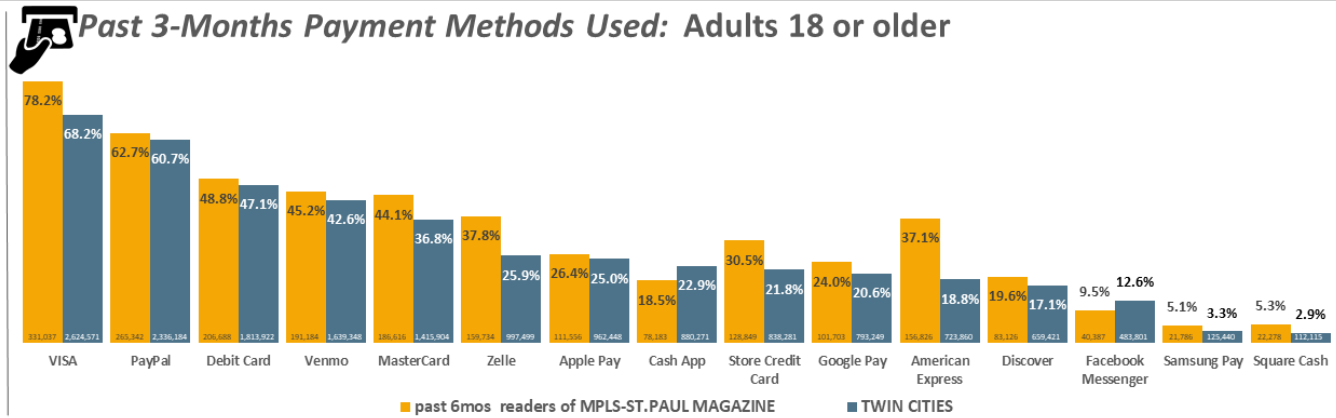
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

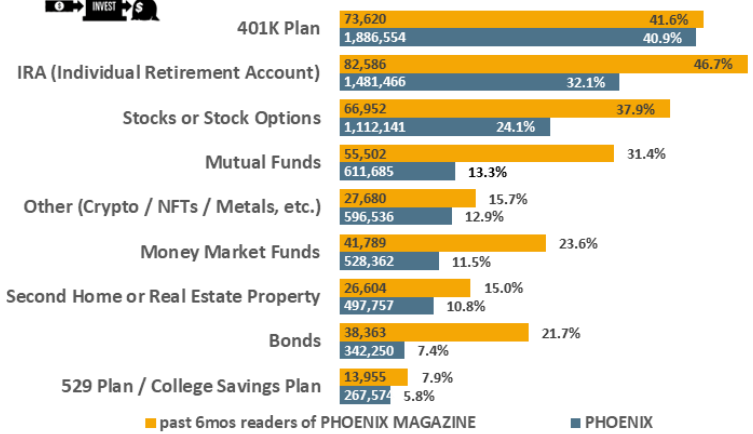
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PHOENIX MAGAZINE

3.8% or 176,794 of PHOENIX DMA Adults 18 or older are past 6mos readers of PHOENIX MAGAZINE. Adults 18 or older past 6mos readers of PHOENIX MAGAZINE are 1.9% more likely to have a 401K, 59.9% more likely to have an Auto Loan, 36.% more likely to Invest/Trade Stocks Online, 25.% more likely to pay with their Debit Card.

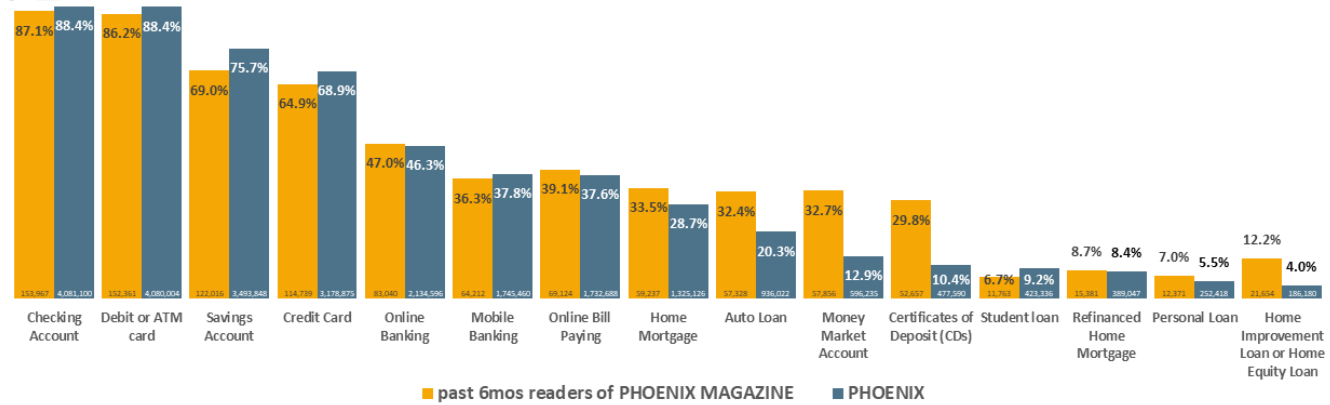
Investments Owned: Adults 18 or older





Financial Services Has and/or Uses: Adults 18 or older



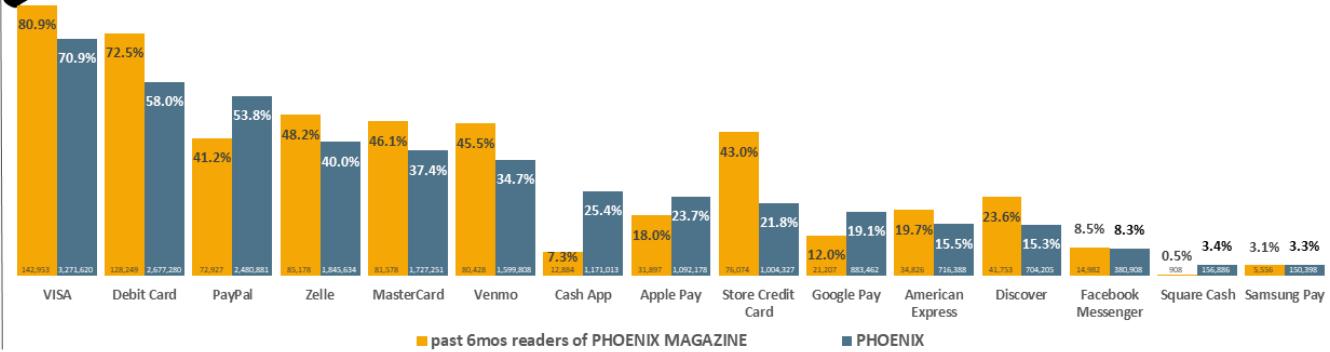


Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older





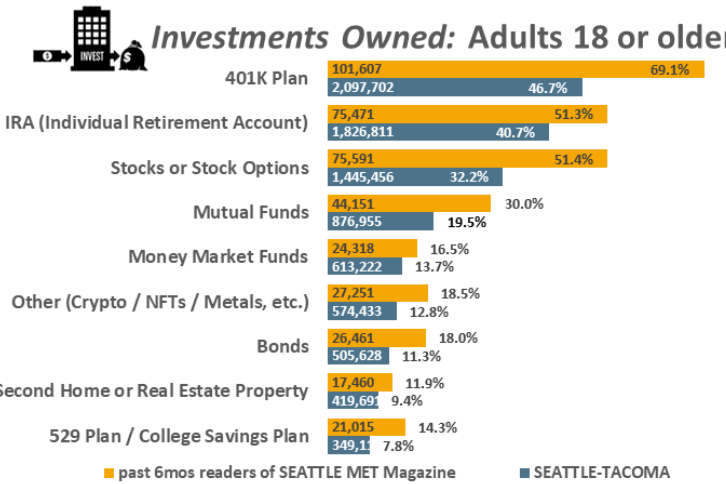
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

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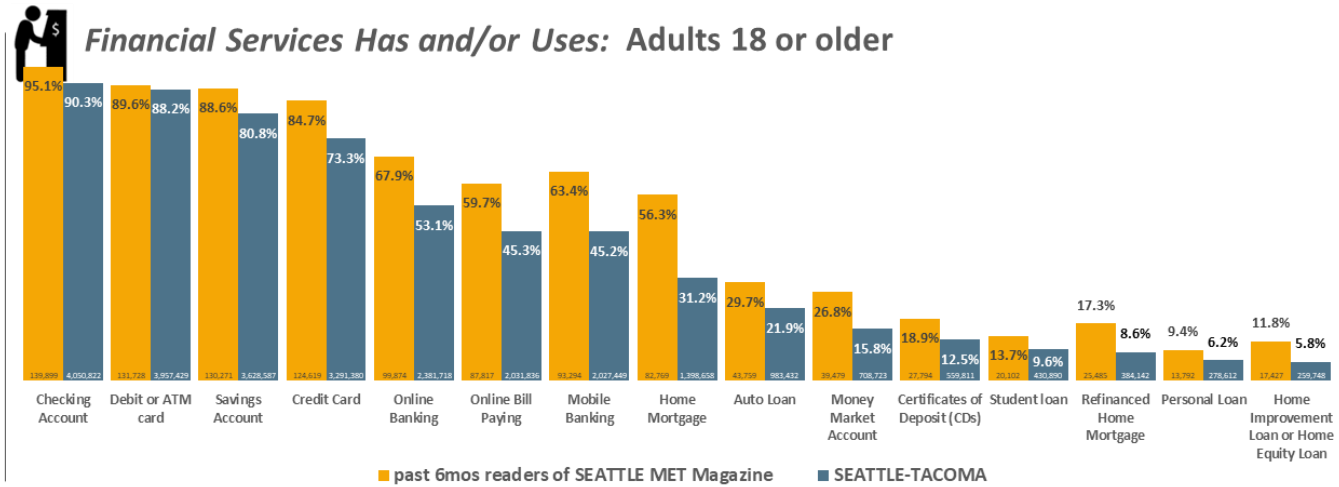
Seattle Met

3.3% or 147,095 of SEATTLE-TACOMA DMA Adults 18 or older are past 6mos readers of SEATTLE MET Magazine. Adults 18 or older past 6mos readers of SEATTLE MET Magazine are 47.8% more likely to have a 401K, 35.8% more likely to have an Auto Loan, 73.7% more likely to Invest/Trade Stocks Online, 8.3% more likely to pay with their Debit Card.

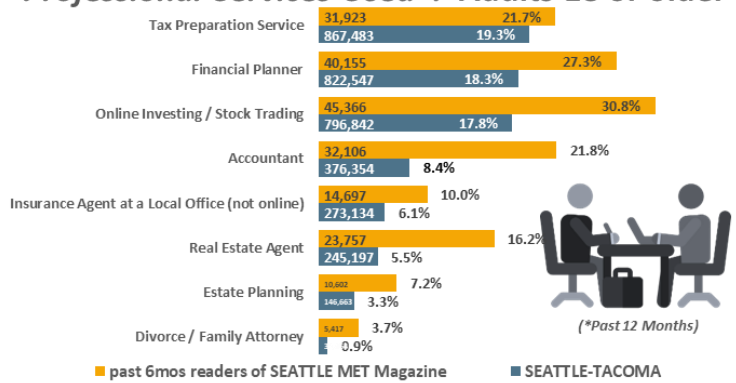
Investments Owned: Adults 18 or older



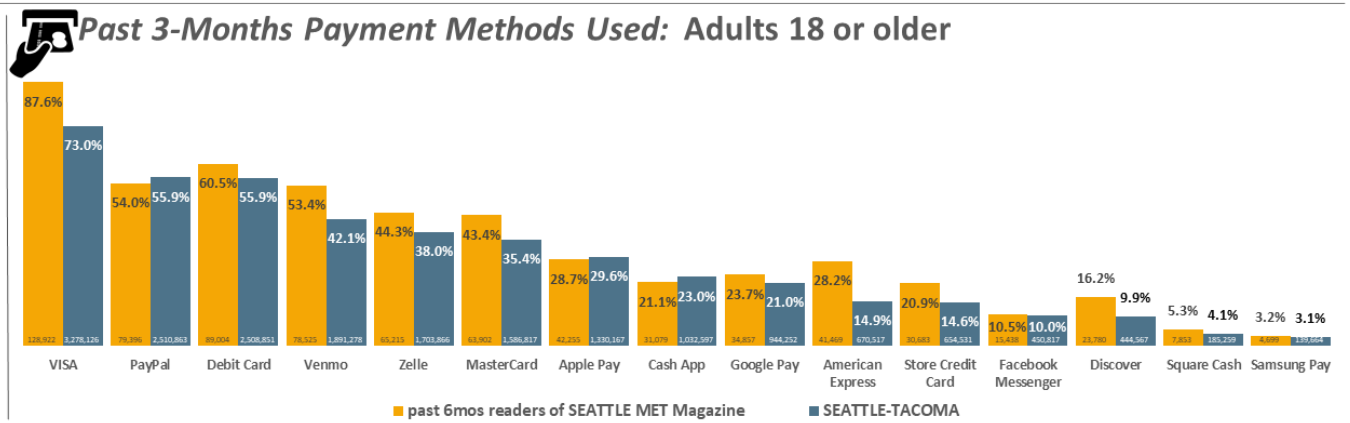
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



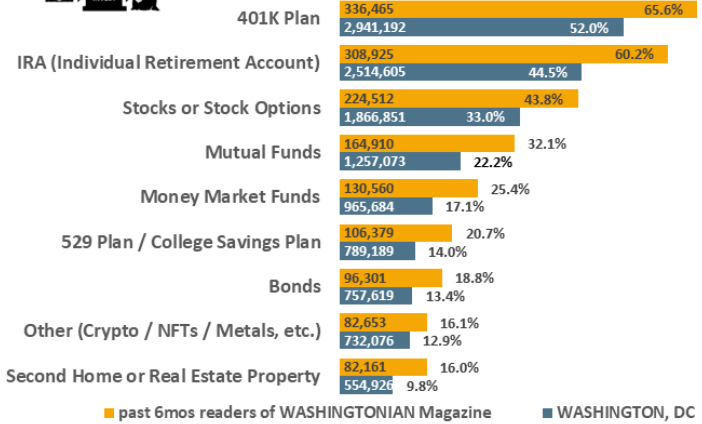
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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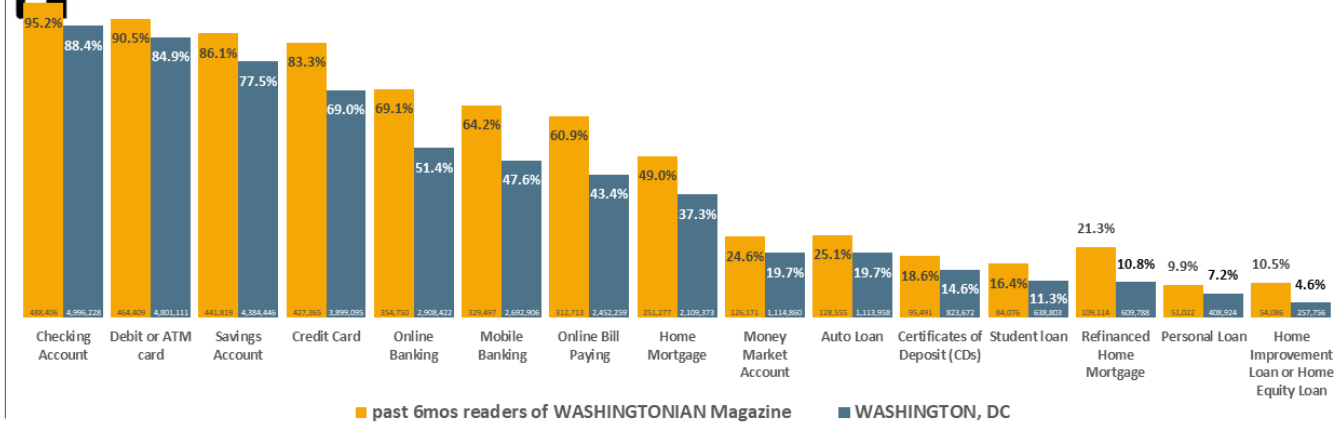
WASHINGTONIAN MAGAZINE

9.1% or 513,085 of WASHINGTON, DC DMA Adults 18 or older are past 6mos readers of WASHINGTONIAN… Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine are 26.1% more likely to have a 401K, 27.2% more likely to have an Auto Loan, 59.1% more likely to Invest/Trade Stocks Online, 6.2% more likely to pay with their Debit Card.

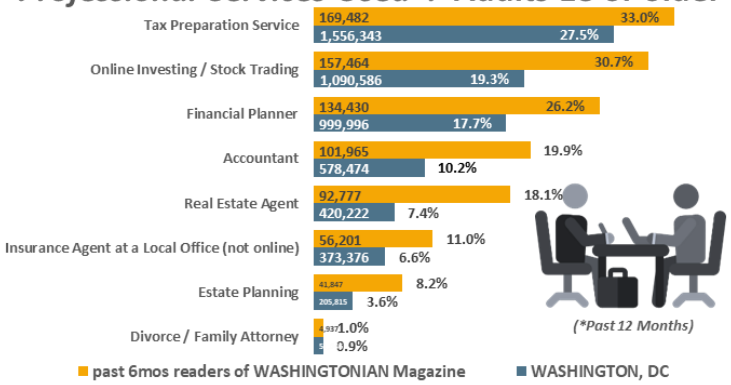
Investments Owned: Adults 18 or older



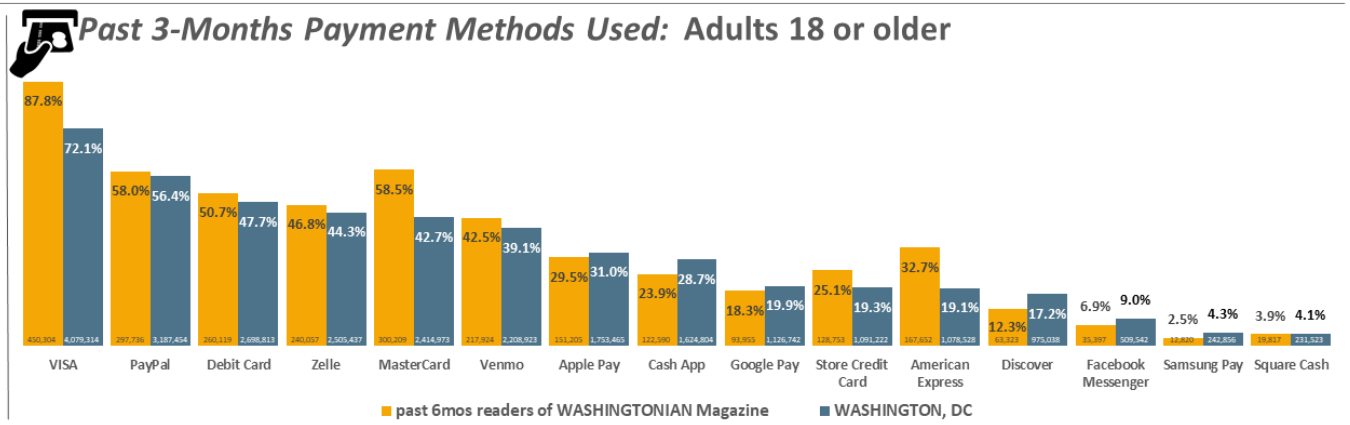
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



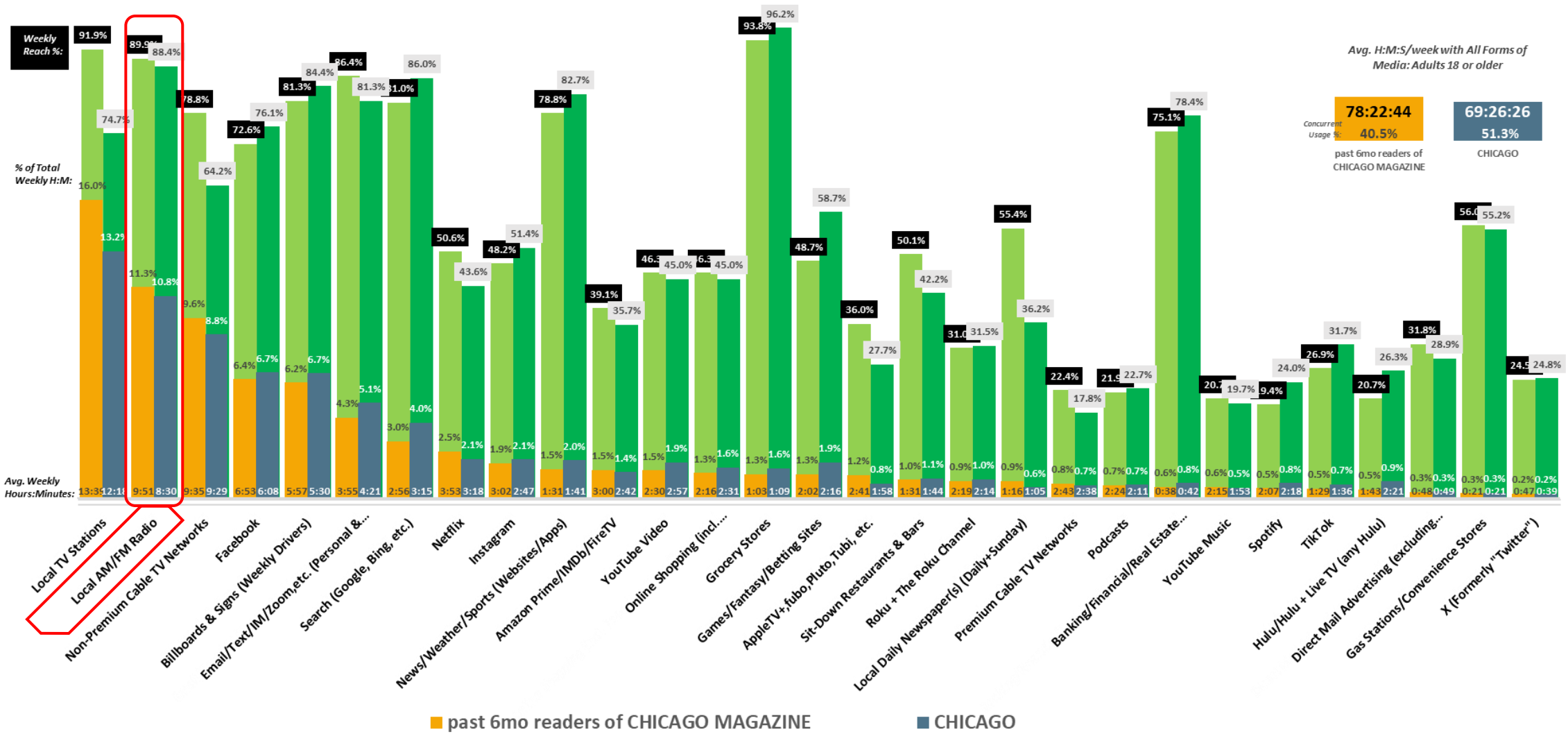
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

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CHICAGO MAGAZINE

Adults 18 or older past 6mo readers of CHICAGO MAGAZINE spend an average of 3 days, 6 hours, 22 minutes and 44 seconds each week with All Forms of Media.

89.9% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE spend an avg. of 9 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

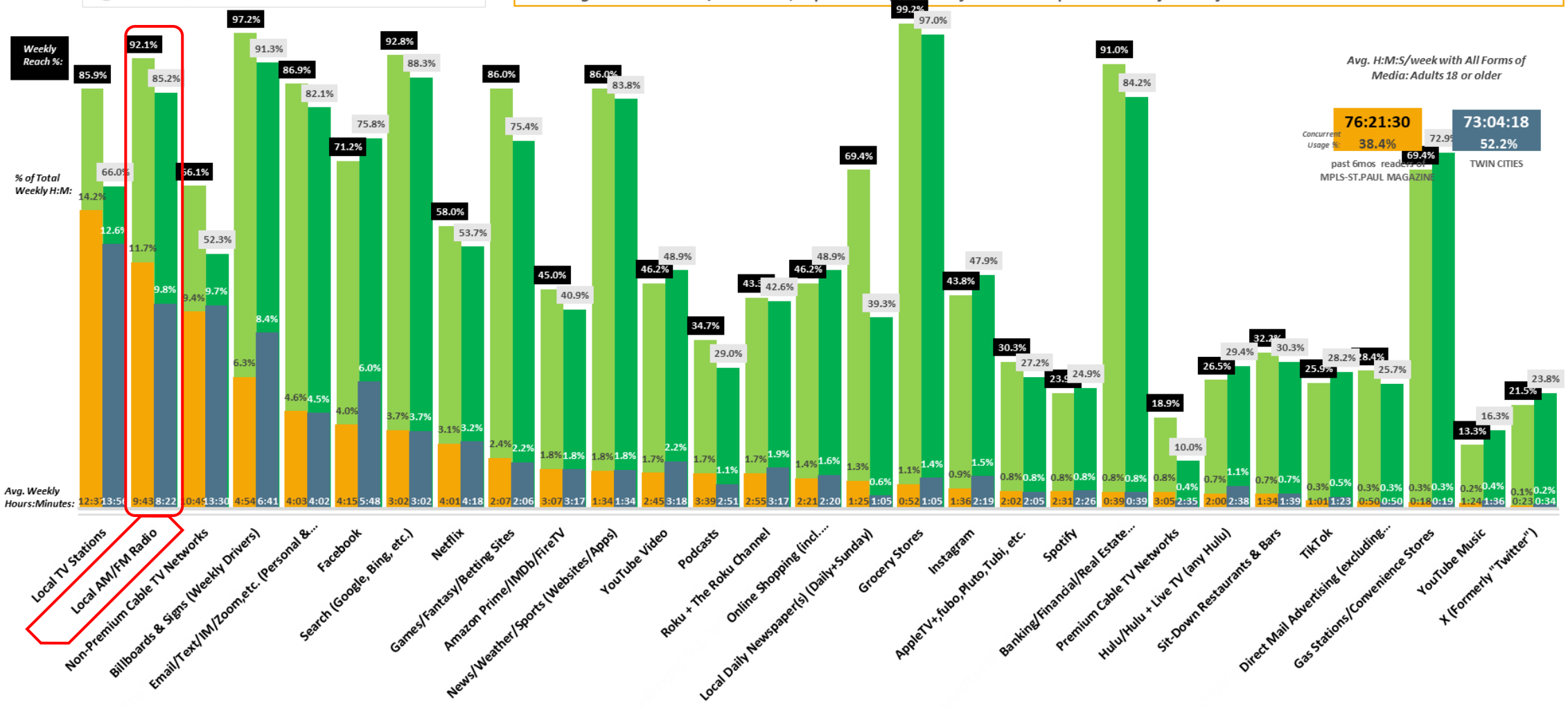
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Mpls St Paul MAGAZINE MSPMAG.COM

Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE spend an average of 3 days, 4 hours, 21 minutes and 30 seconds each week with All Forms of Media.

92.1% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE spend an avg. of 9 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.



TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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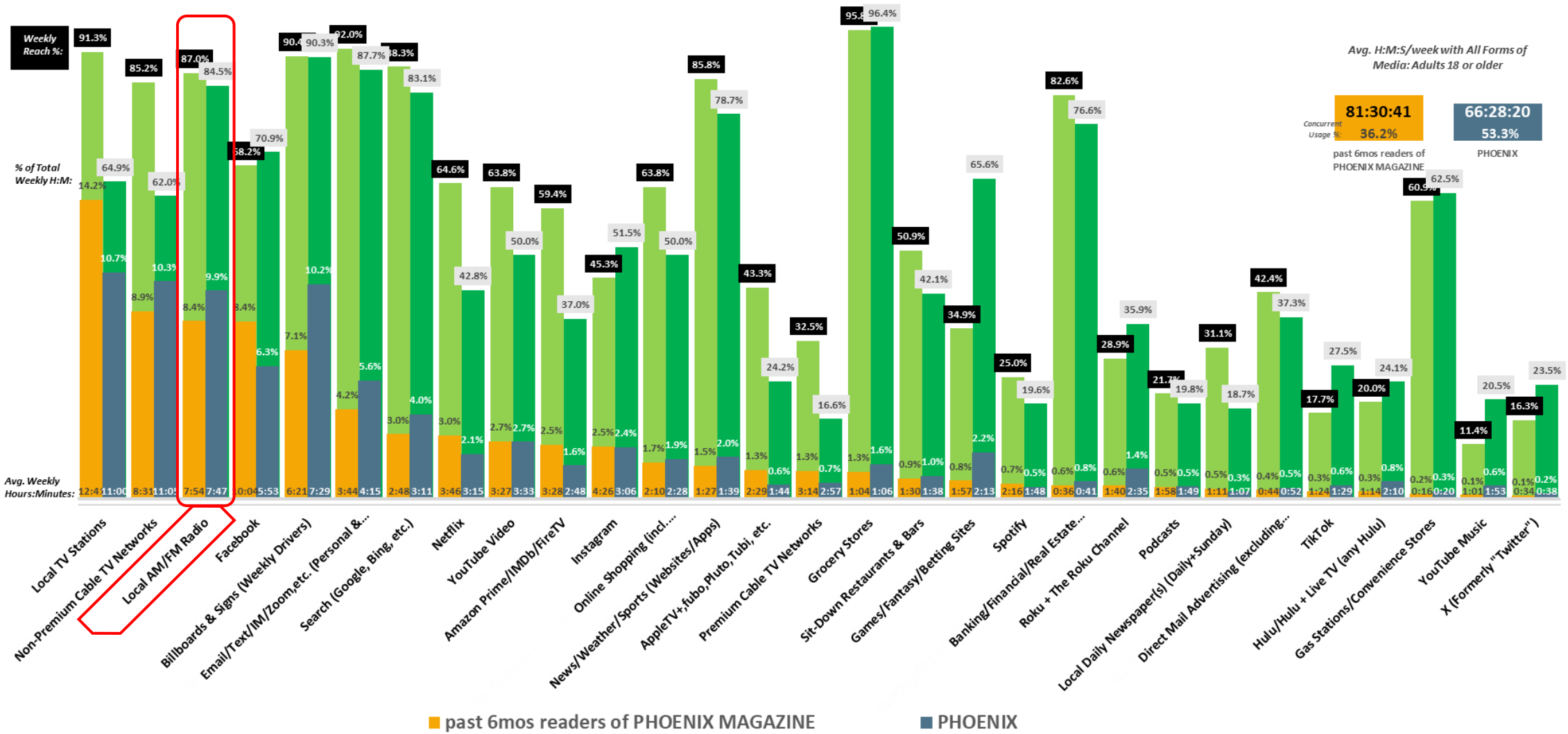
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Magazines read past 6 months: Mpls.St.Paul Magazine

PHOENIX MAGAZINE

Adults 18 or older past 6mos readers of PHOENIX MAGAZINE spend an average of 3 days, 9 hours, 30 minutes and 41 seconds each week with All Forms of Media.

87.% of Adults 18 or older past 6mos readers of PHOENIX MAGAZINE spend an avg. of 7 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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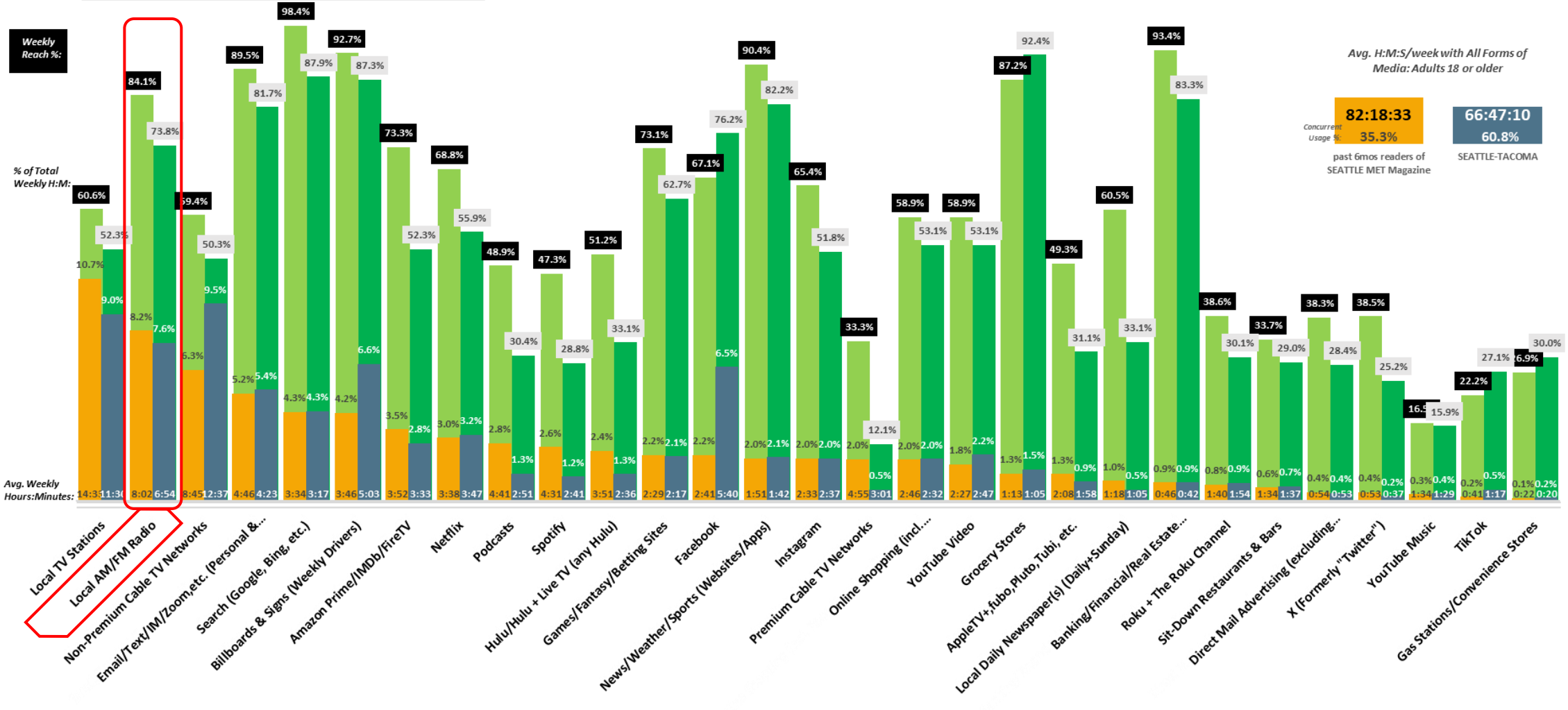
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Magazines read past 6 months: PHOENIX Magazine

Seattle Met

Adults 18 or older past 6mos readers of SEATTLE MET Magazine spend an average of 3 days, 10 hours, 18 minutes and 33 seconds each week with All Forms of Media.

84.1% of Adults 18 or older past 6mos readers of SEATTLE MET Magazine spend an avg. of 8 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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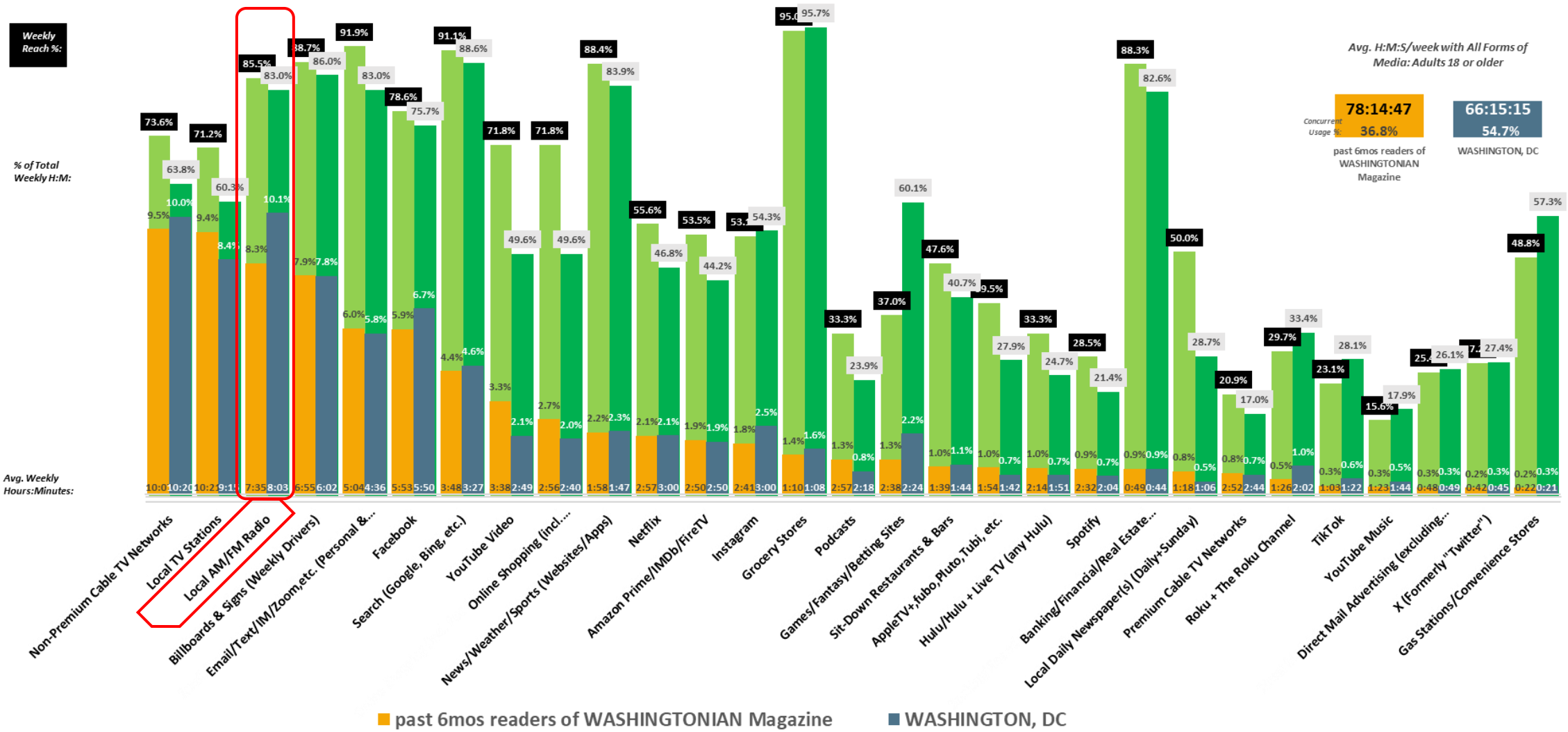
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Magazines read past 6 months: Seattle Met Magazine

WASHINGTONIAN MAGAZINE

Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine spend an average of 3 days, 6 hours, 14 minutes and 47 seconds each week with All Forms of Media.

85.5% of Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine spend an avg. of 7 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

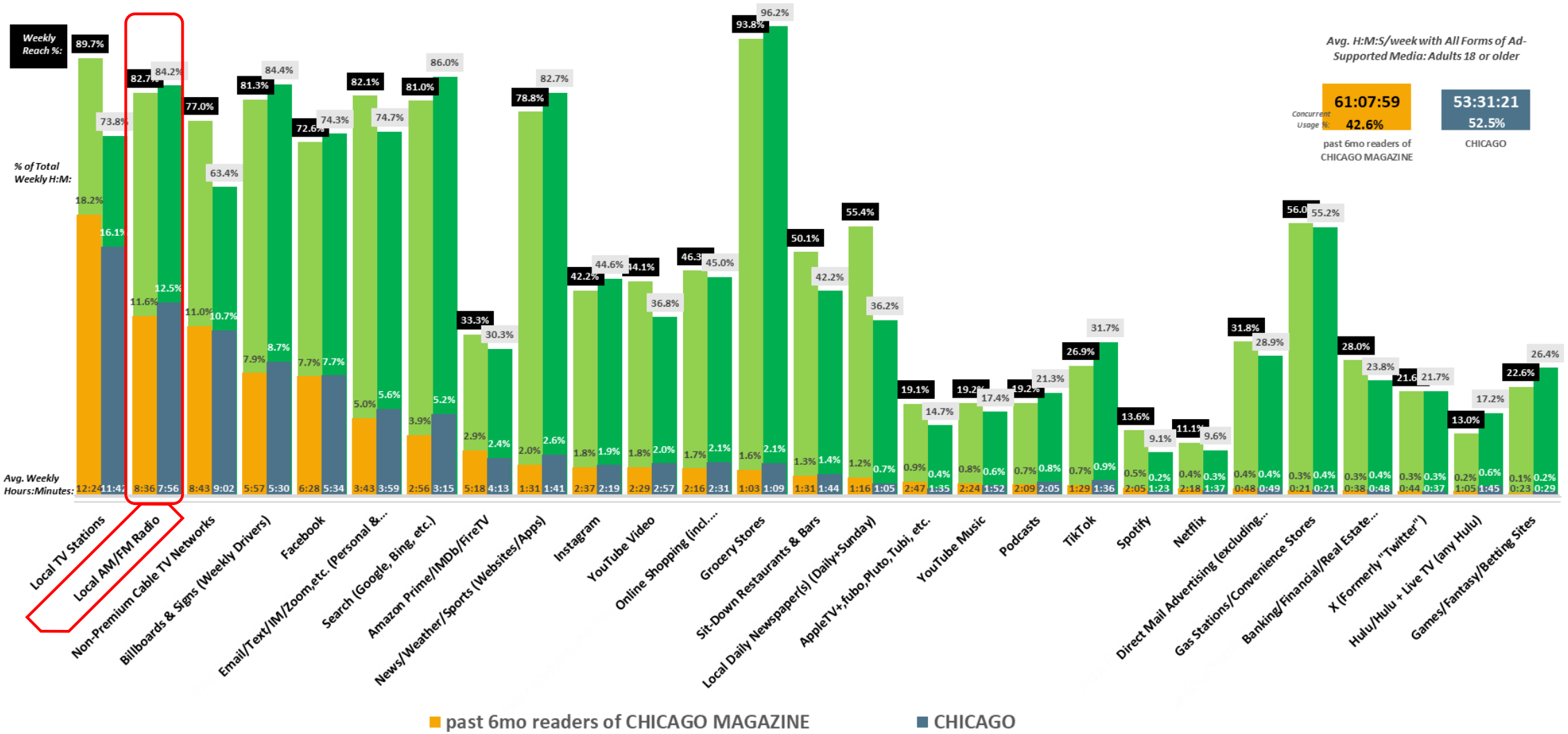
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CHICAGO MAGAZINE

Adults 18 or older past 6mo readers of CHICAGO MAGAZINE spend an average of 2 days, 13 hours, 7 minutes and 59 seconds each week with All Forms of Ad-Supported Media.

82.7% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE spend an avg. of 8 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

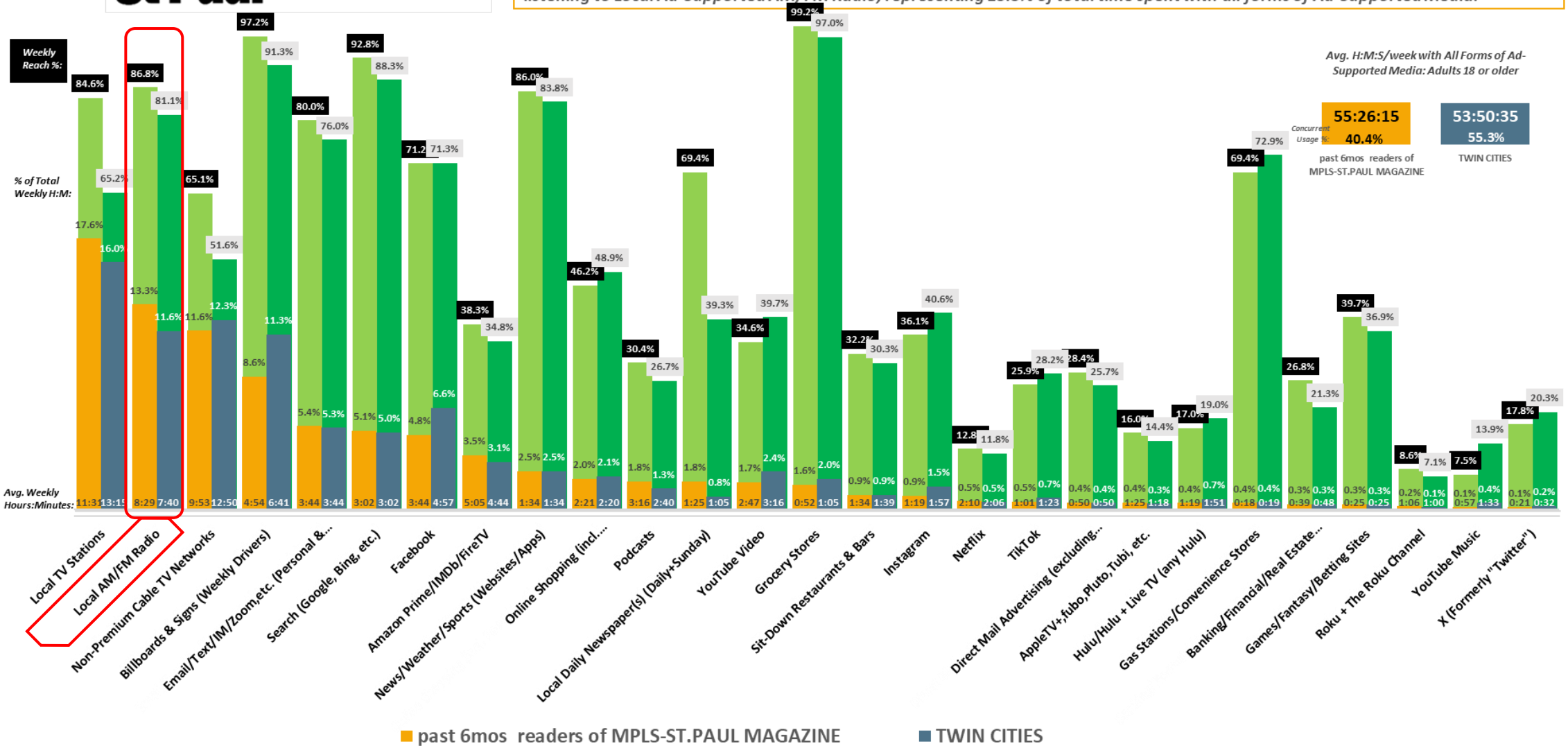
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Mpls St Paul MAGAZINE MSPMAG.COM

Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE spend an average of 2 days, 7 hours, 26 minutes and 15 seconds each week with All Forms of Ad-Supported Media.

86.8% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE spend an avg. of 8 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported Media.



past 6mos readers of MPLS-ST.PAUL MAGAZINE ■ TWIN CITIES

TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

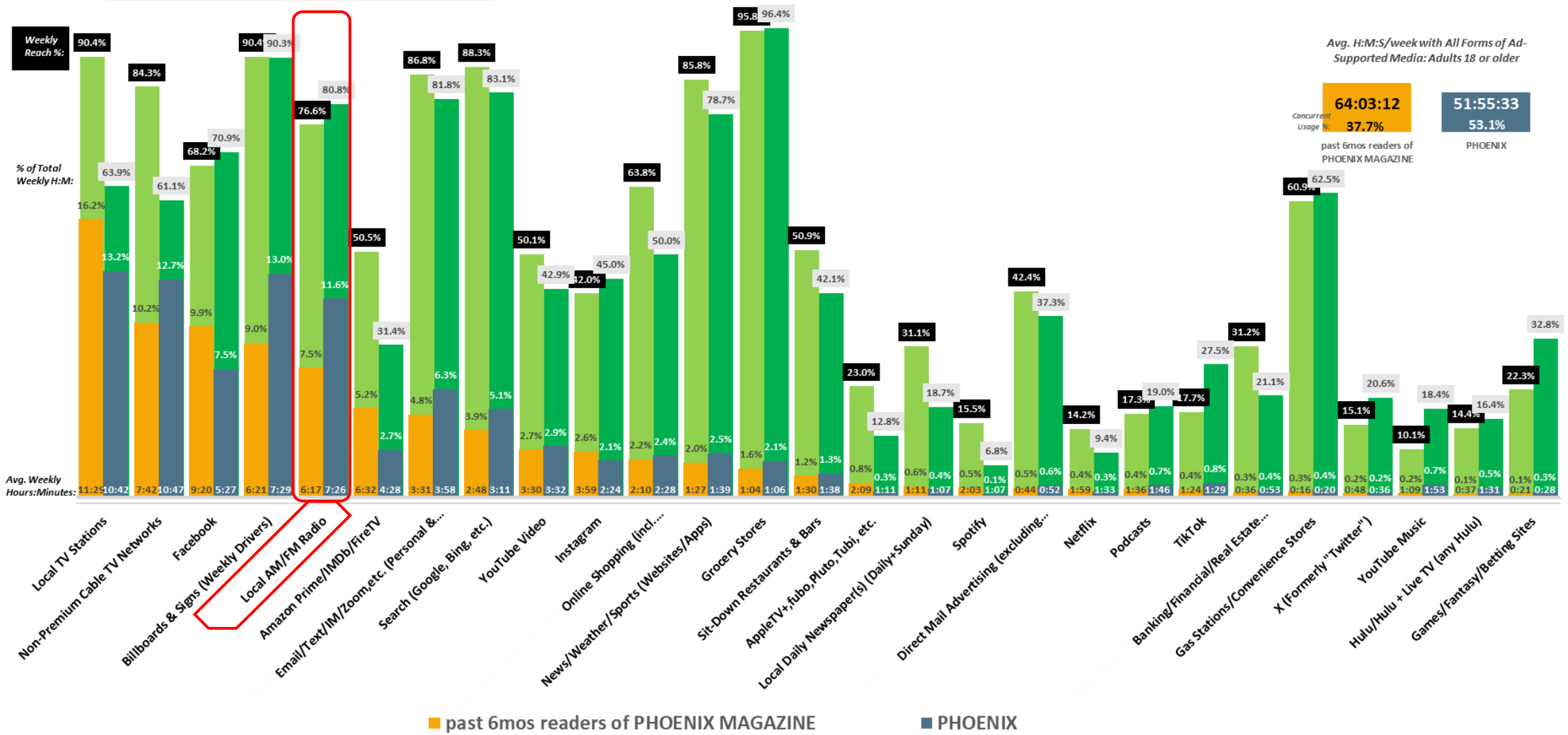
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PHOENIX MAGAZINE

Adults 18 or older past 6mos readers of PHOENIX MAGAZINE spend an average of 2 days, 16 hours, 3 minutes and 12 seconds each week with All Forms of Ad-Supported Media.

76.6% of Adults 18 or older past 6mos readers of PHOENIX MAGAZINE spend an avg. of 6 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.5% of total time spent with all forms of Ad-Supported Media.



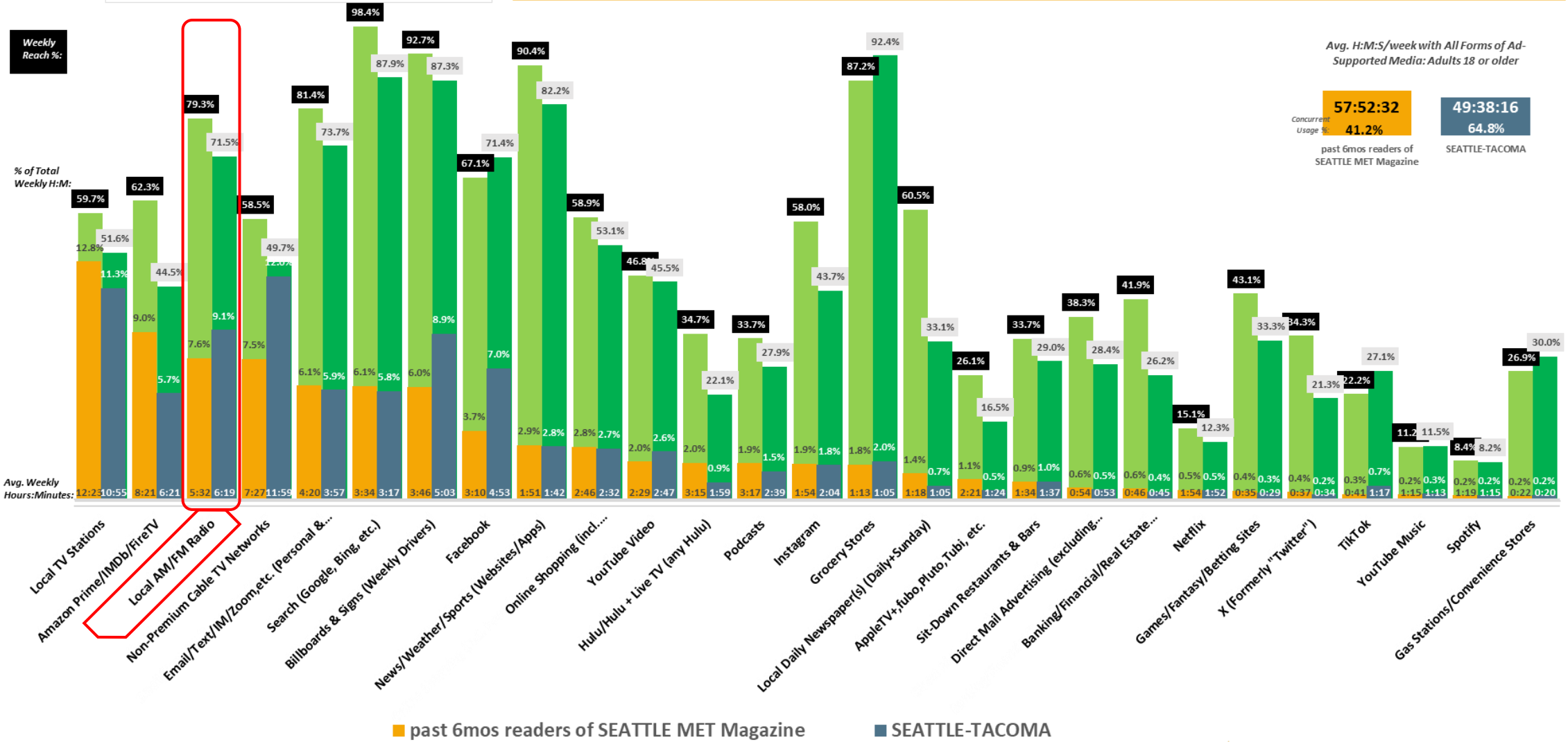
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Seattle Met

Adults 18 or older past 6mos readers of SEATTLE MET Magazine spend an average of 2 days, 9 hours, 52 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

79.3% of Adults 18 or older past 6mos readers of SEATTLE MET Magazine spend an avg. of 5 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.6% of total time spent with all forms of Ad-Supported Media.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951
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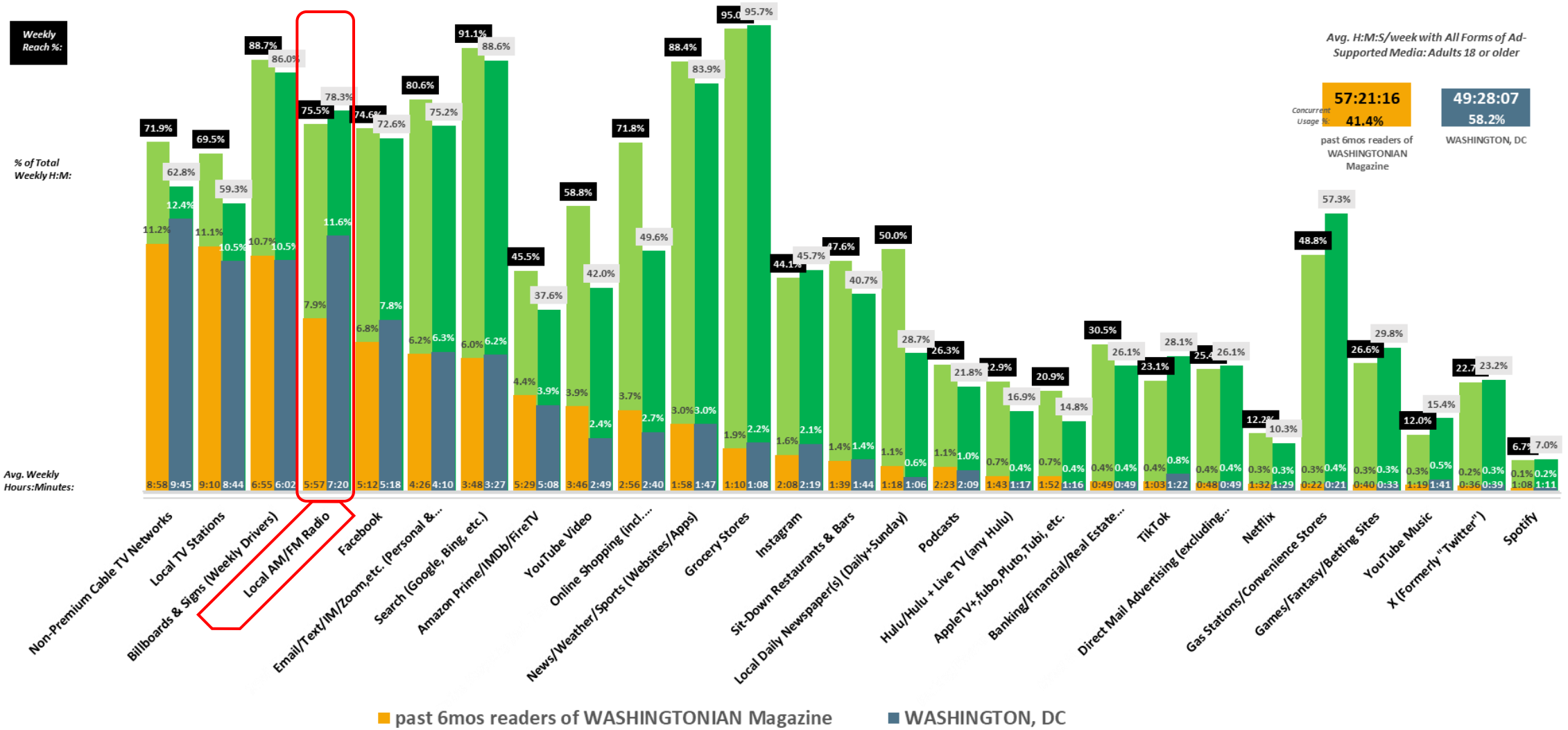
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Magazines read past 6 months: Seattle Met Magazine

WASHINGTONIAN MAGAZINE

Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine spend an average of 2 days, 9 hours, 21 minutes and 16 seconds each week with All Forms of Ad-Supported Media.

75.5% of Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine spend an avg. of 5 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.9% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

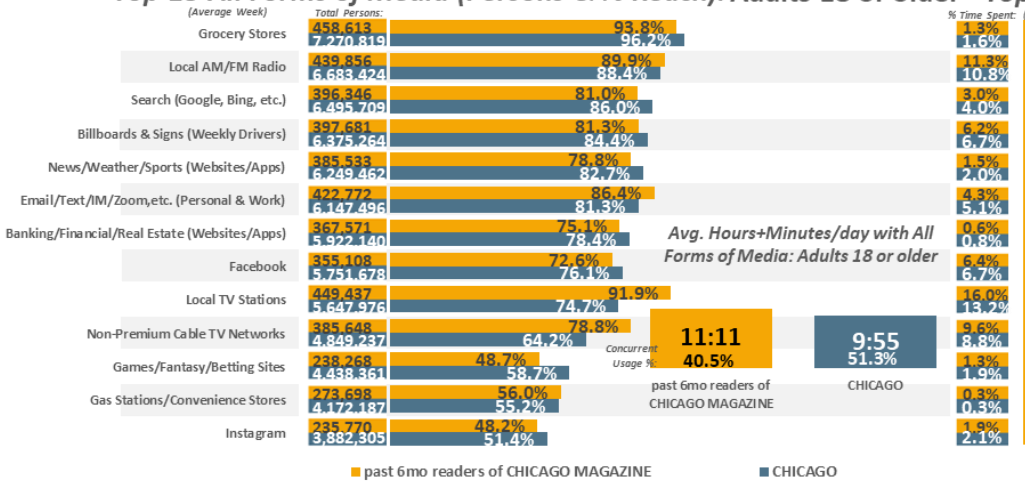
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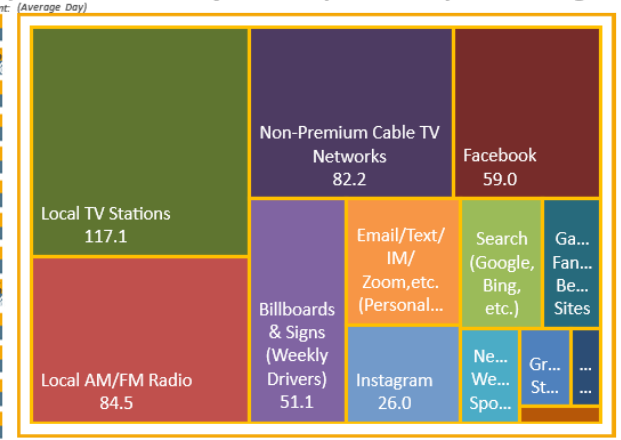
CHICAGO MAGAZINE

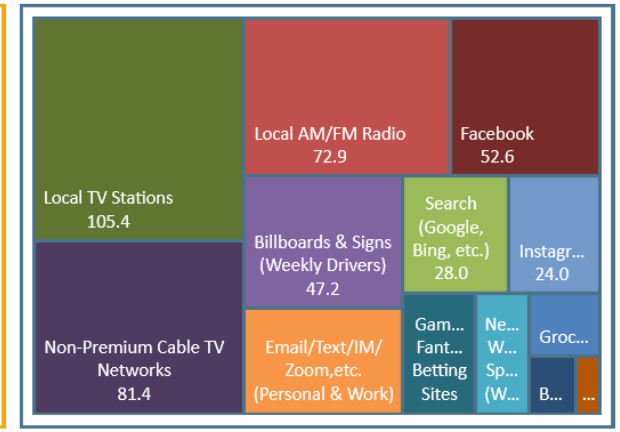
Adults 18 or older past 6mo readers of CHICAGO MAGAZINE spend an average of 8 hours and 44 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 73.8 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

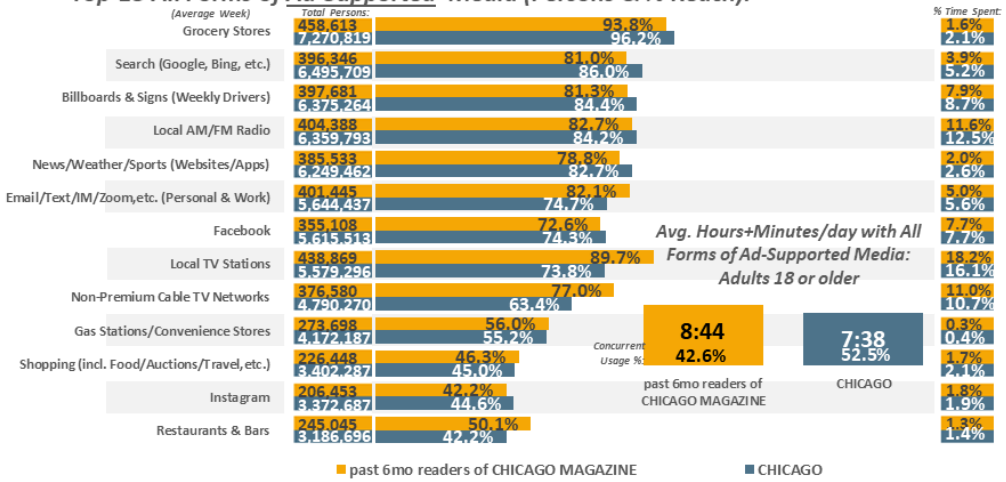


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

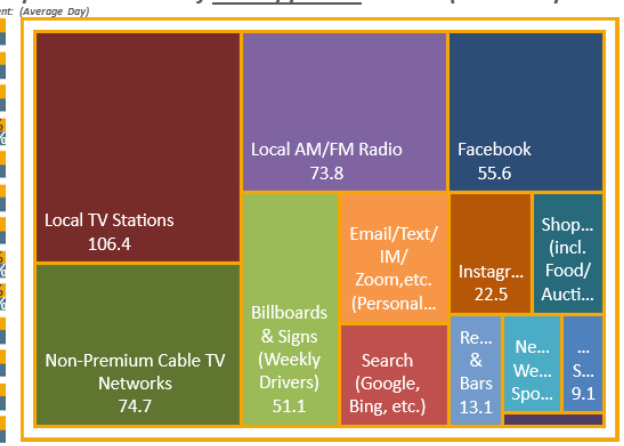


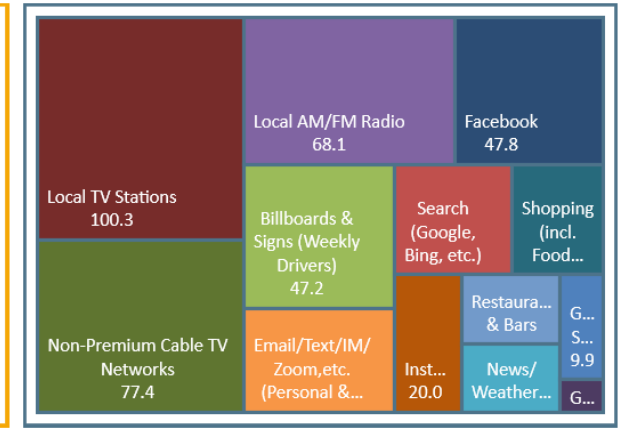


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

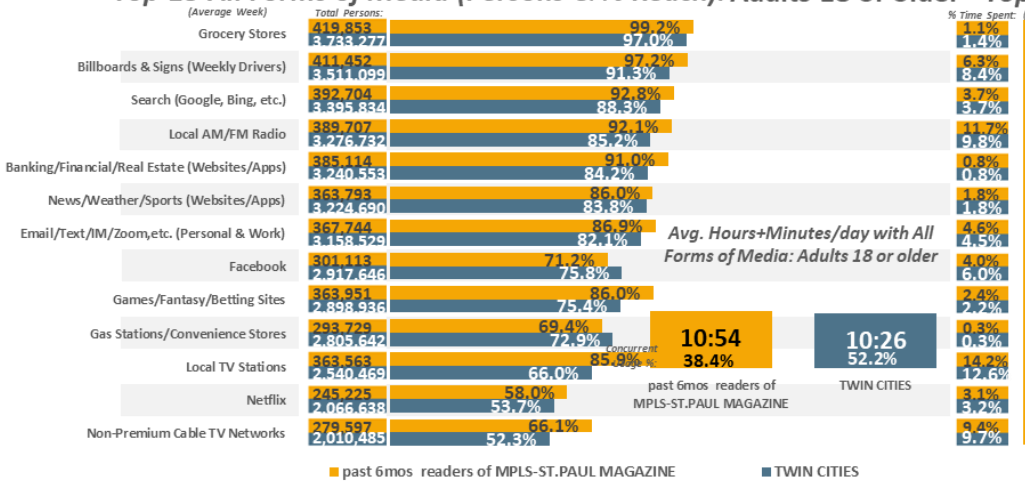
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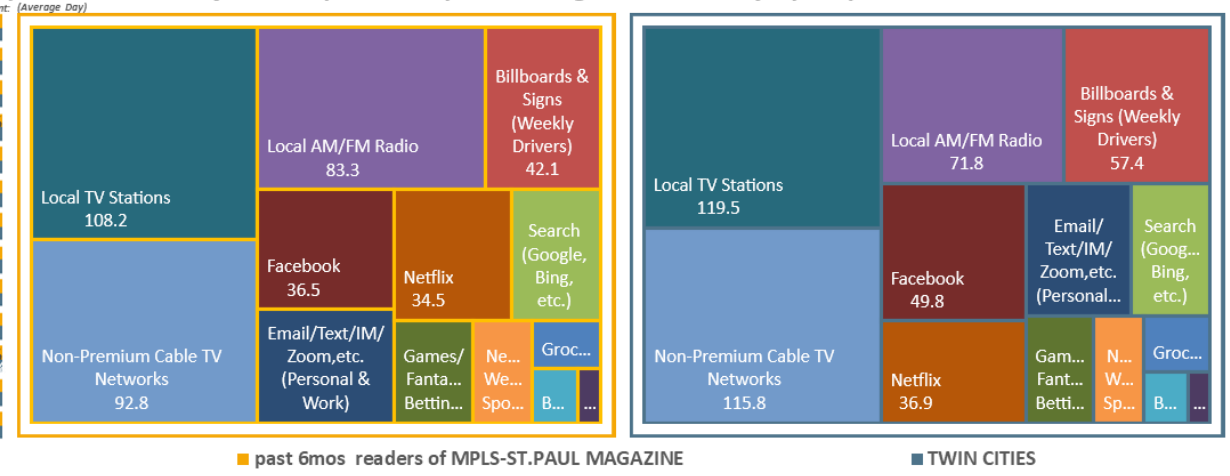
Mpls St Paul MAGAZINE MSPMAG.COM

Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE spend an average of 7 hours and 55 minutes each day with All Forms of Ad-Supported Media. 86.8% listen to Local AM/FM Radio for an avg. of 72.8 minutes/day. *(Local Radio delivers 13.3% of Time with Ad-Supported Media.)*

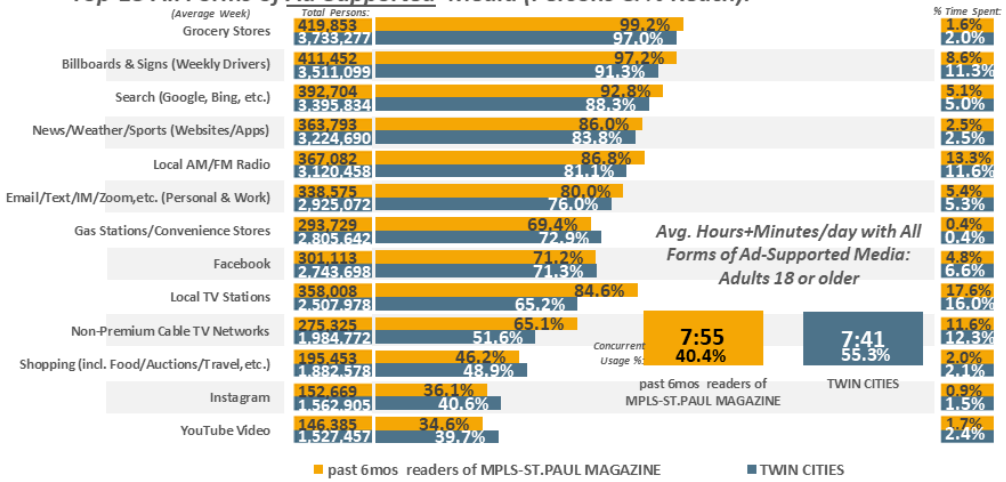
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



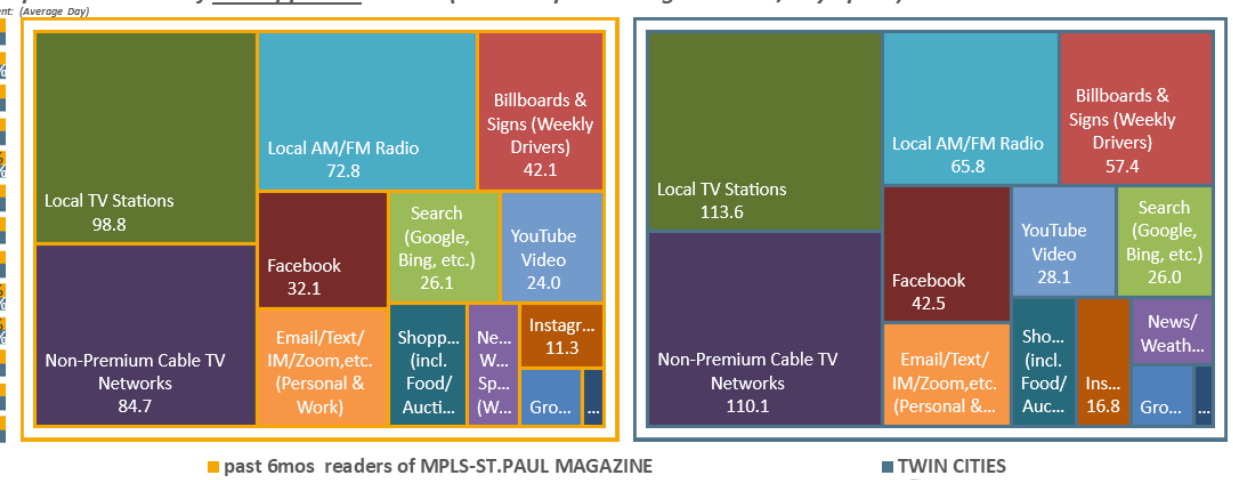
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

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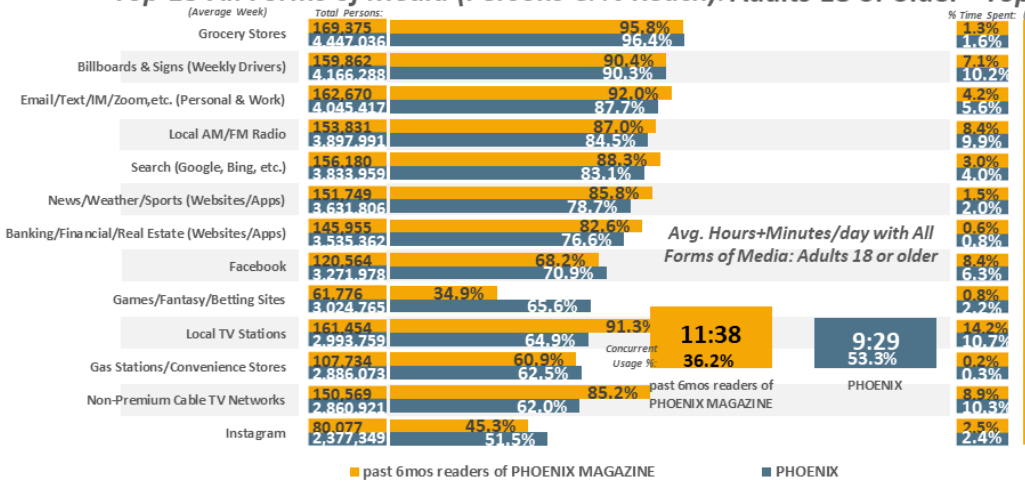
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Magazines read past 6 months: Mpls.St.Paul Magazine

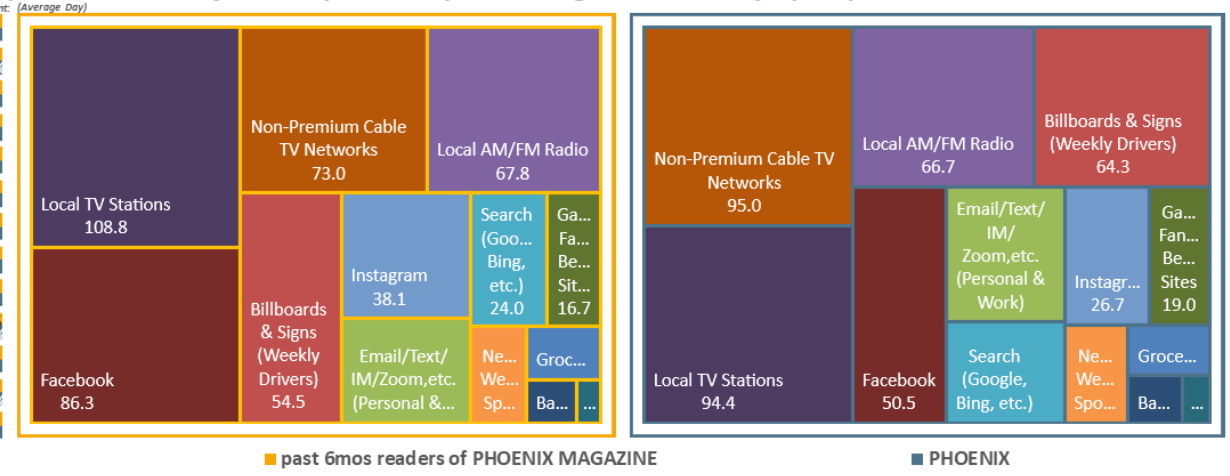
PHOENIX MAGAZINE

Adults 18 or older past 6mos readers of PHOENIX MAGAZINE spend an average of 9 hours and 9 minutes each day with All Forms of Ad-Supported Media. 76.6% listen to Local AM/FM Radio for an avg. of 53.9 minutes/day. *(Local Radio delivers 7.5% of Time with Ad-Supported Media.)*

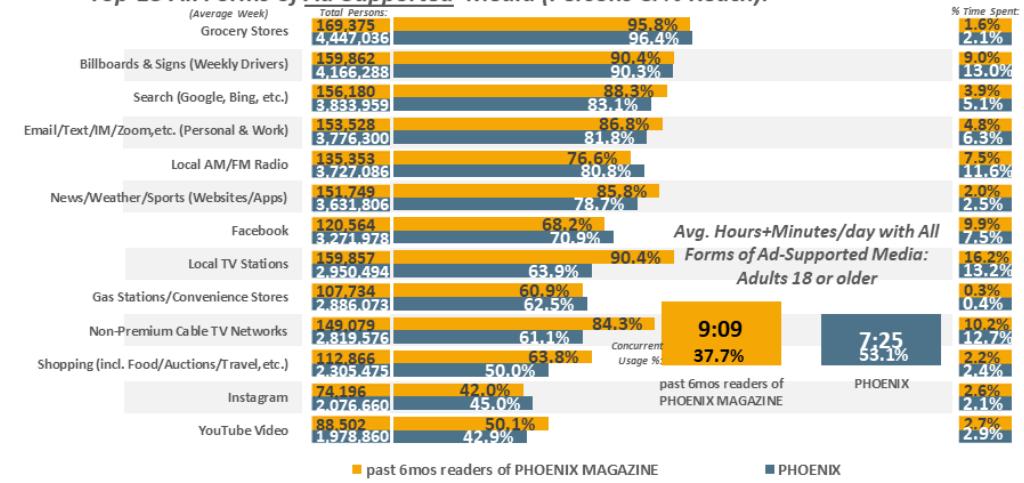
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



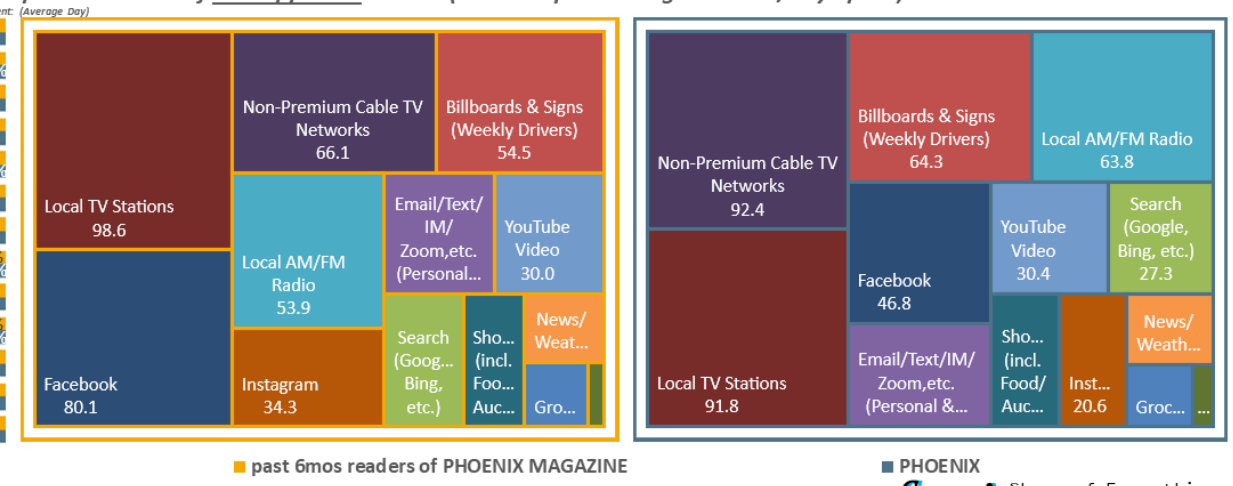
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



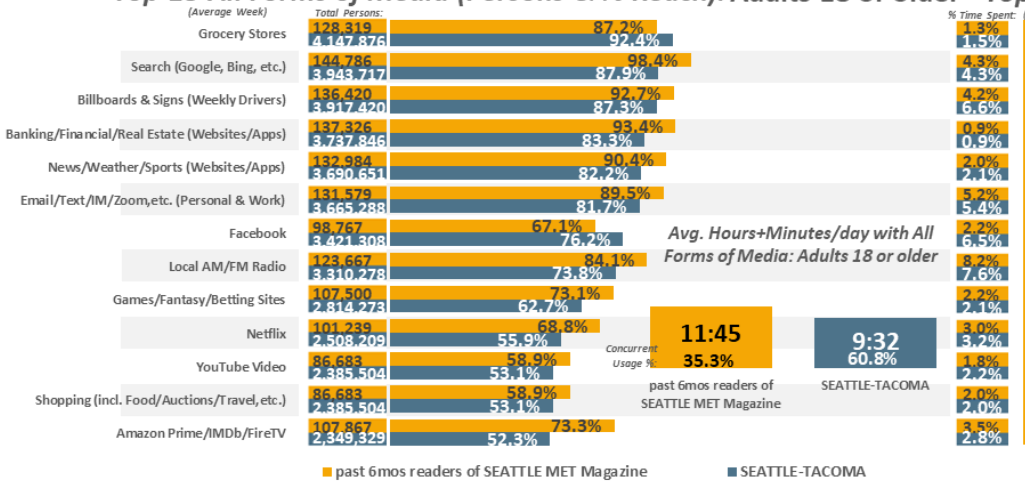
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

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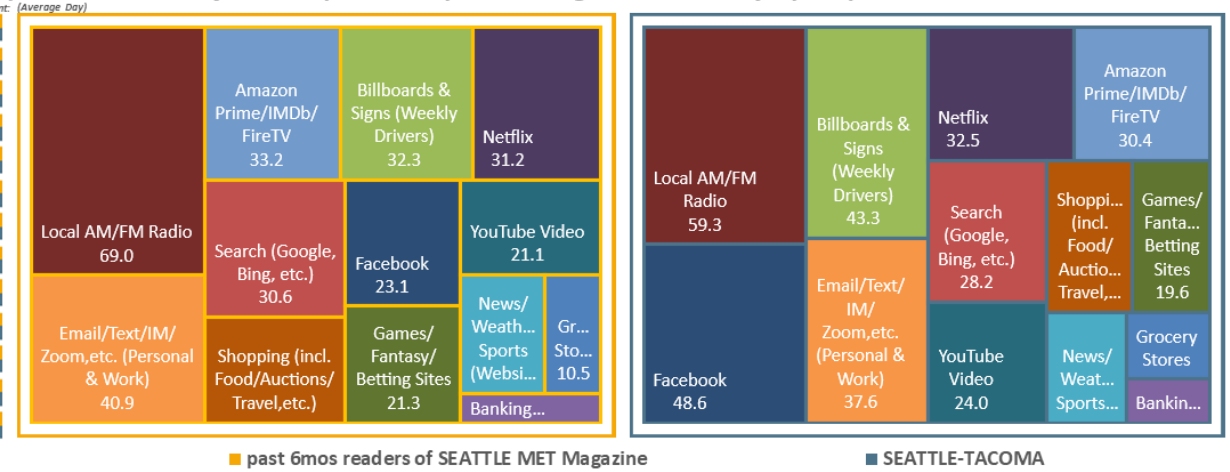
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Adults 18 or older past 6mos readers of SEATTLE MET Magazine spend an average of 8 hours and 16 minutes each day with All Forms of Ad-Supported Media. 79.3% listen to Local AM/FM Radio for an avg. of 47.5 minutes/day. *(Local Radio delivers 7.6% of Time with Ad-Supported Media.)*

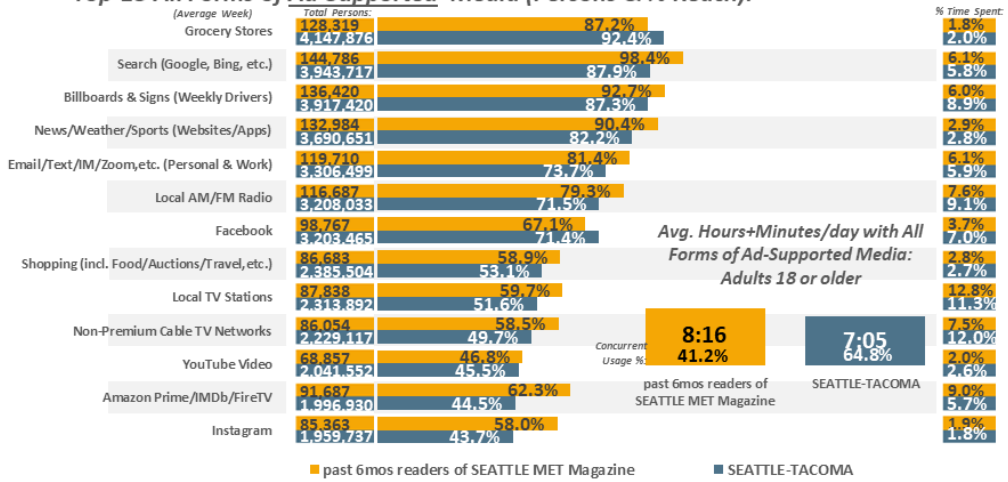
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



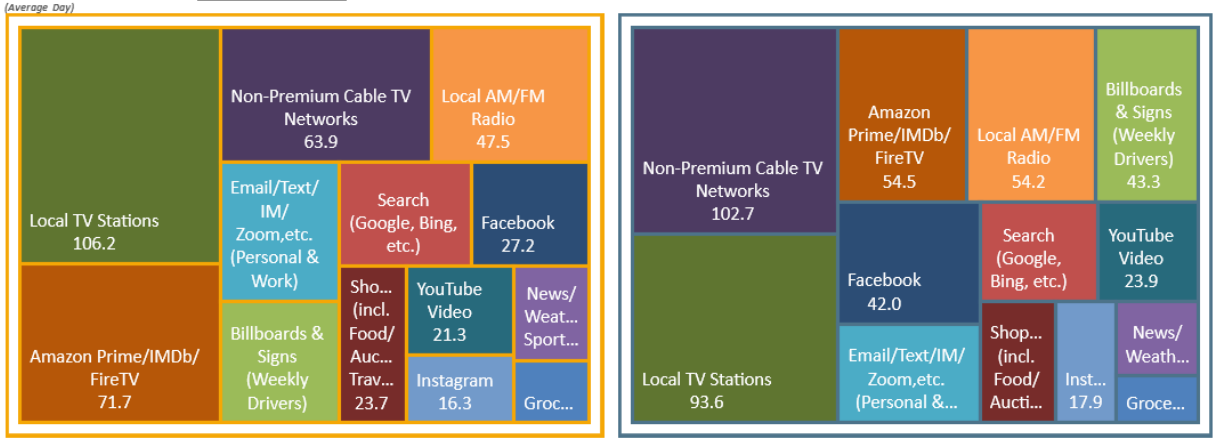
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

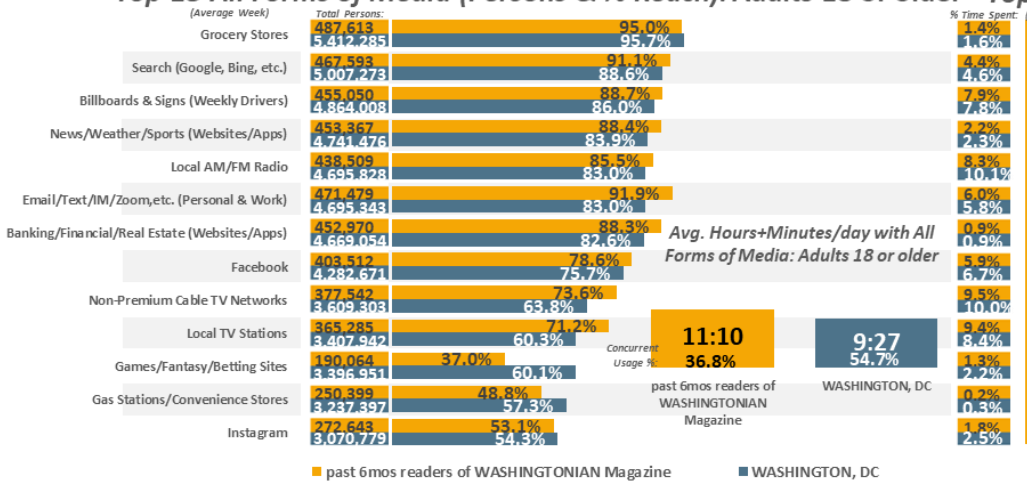
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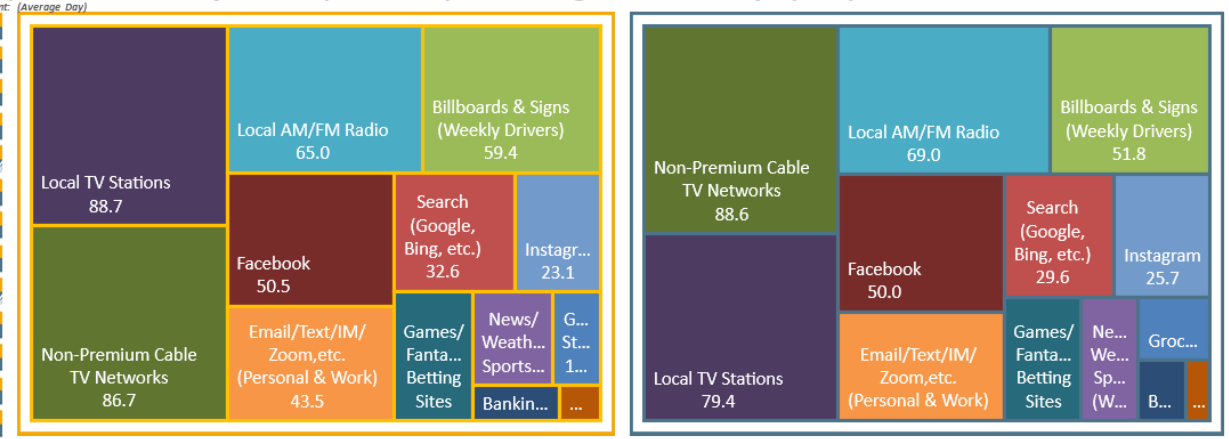
WASHINGTONIAN MAGAZINE

Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 51.1 minutes/day. *(Local Radio delivers 7.9% of Time with Ad-Supported Media.)*

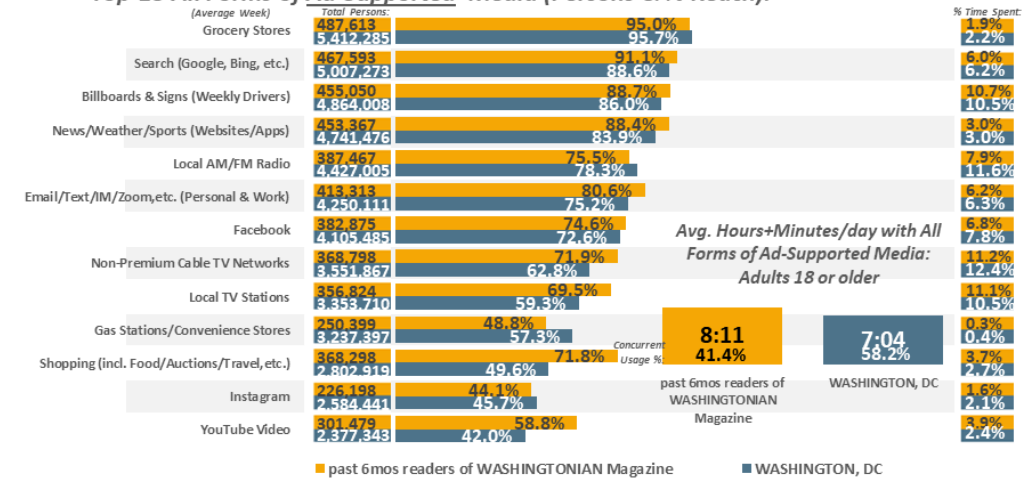
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



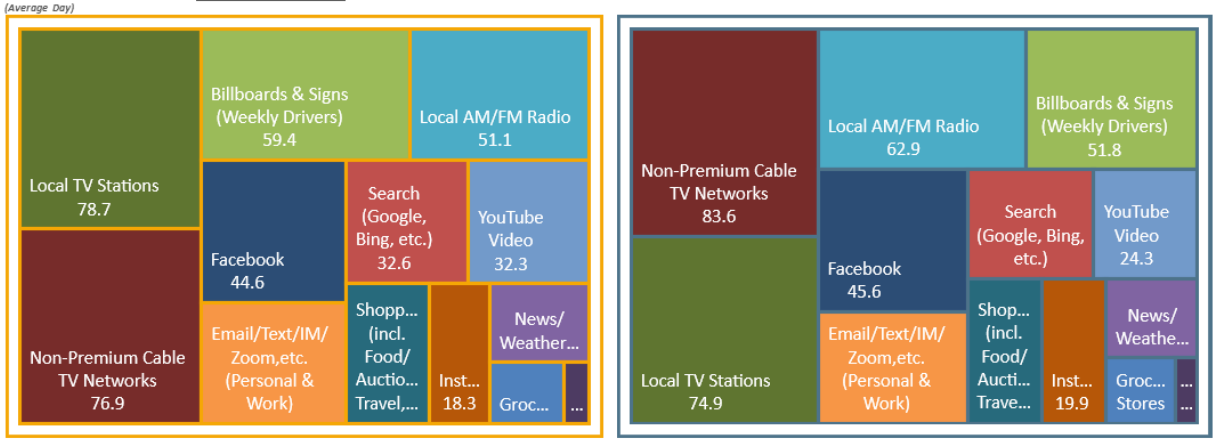
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

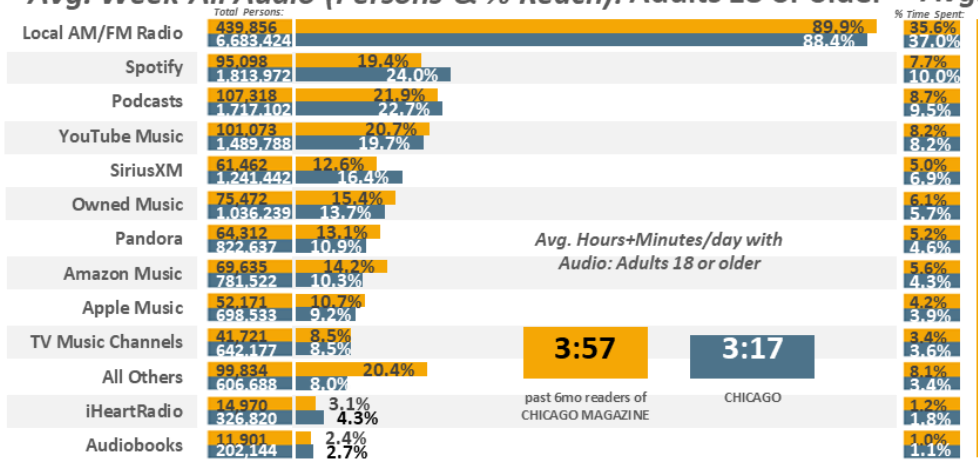
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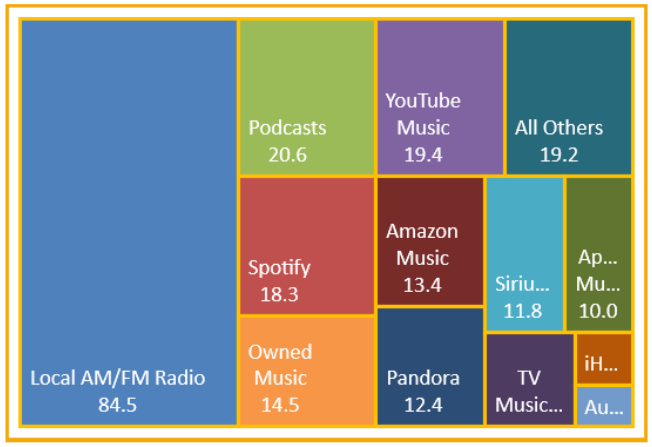
CHICAGO MAGAZINE

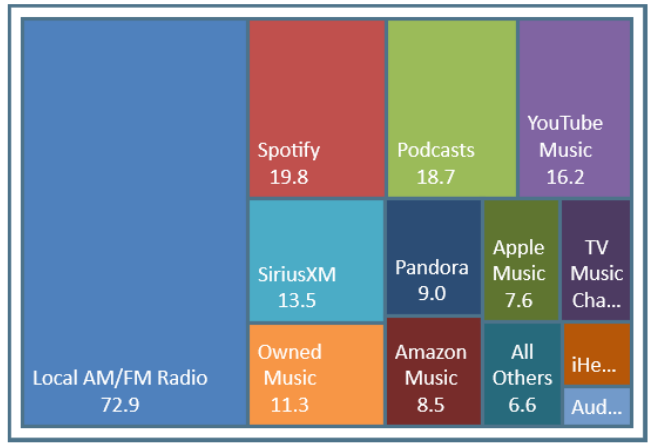
404,388 or 82.7% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE listen to Ad-Supported Local AM/FM Radio for an average of 73.8 minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older

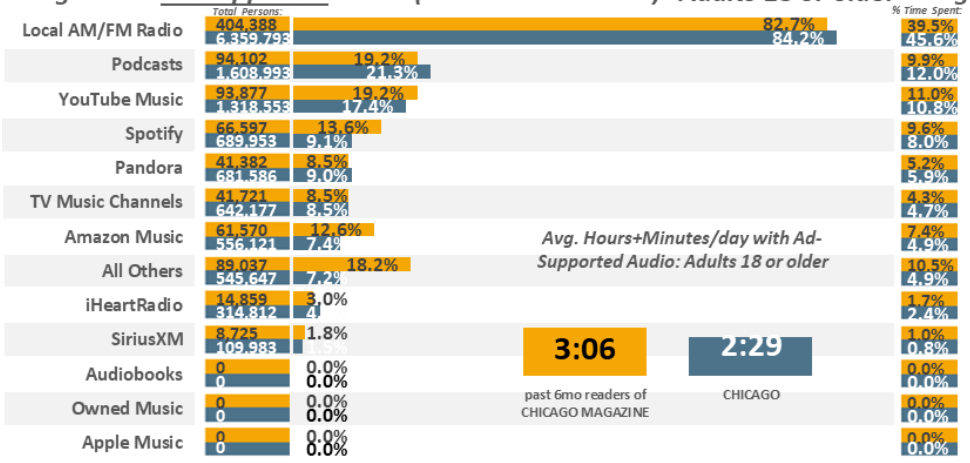


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

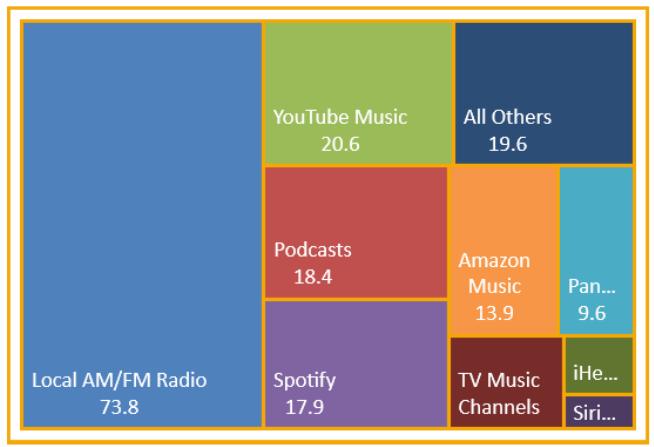


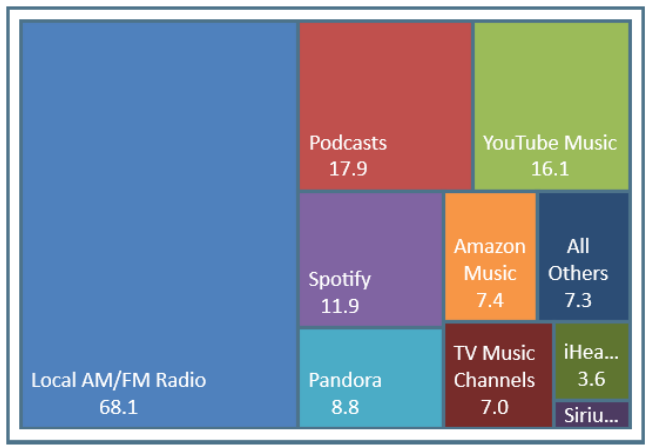


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

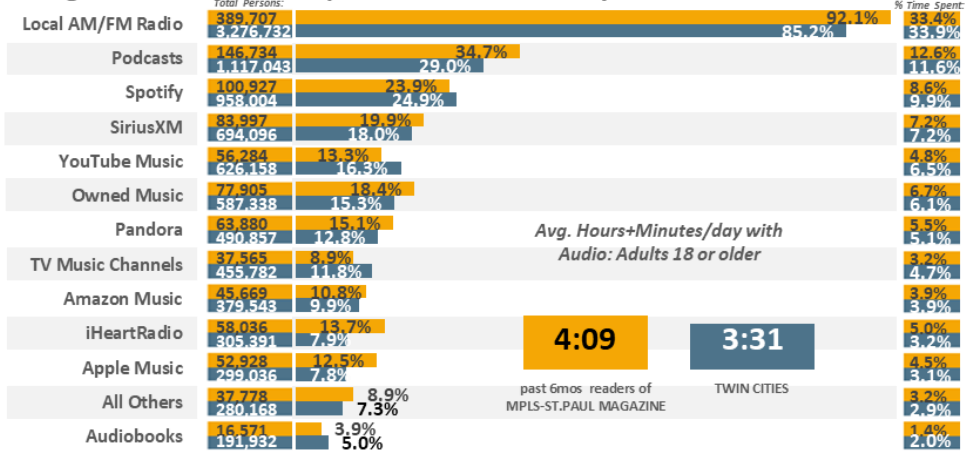
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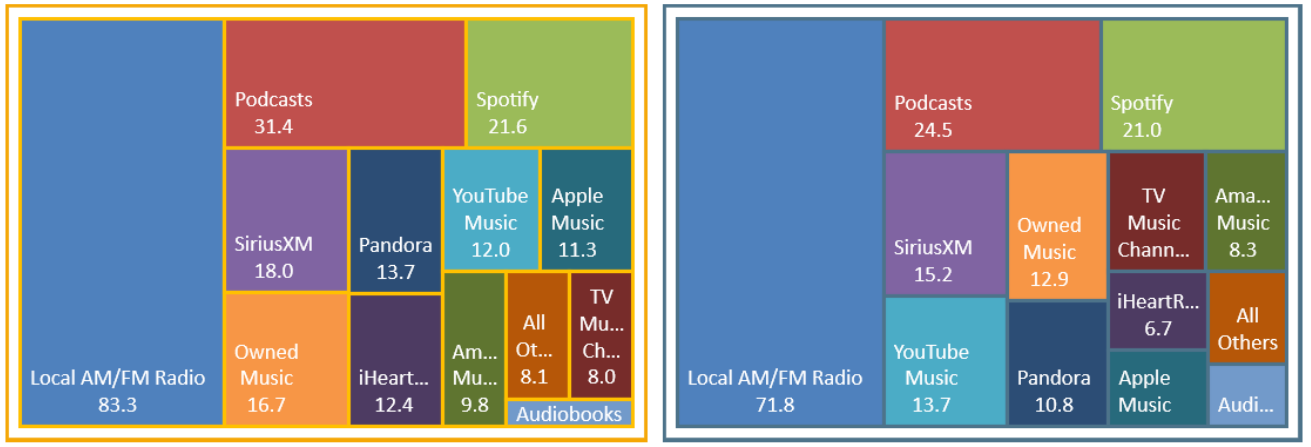
Mpls St Paul MAGAZINE MSPMAG.COM

367,082 or 86.8% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE listen to Ad-Supported Local AM/FM Radio for an average of 72.8 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

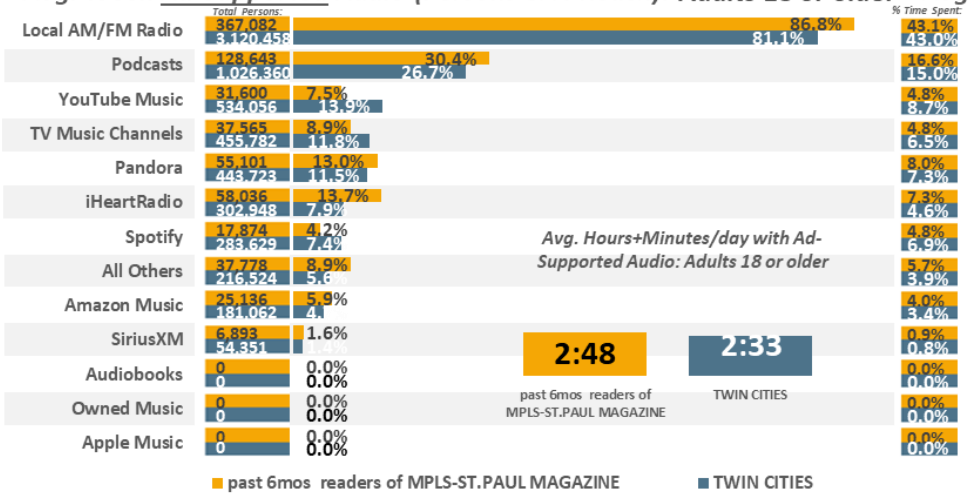
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



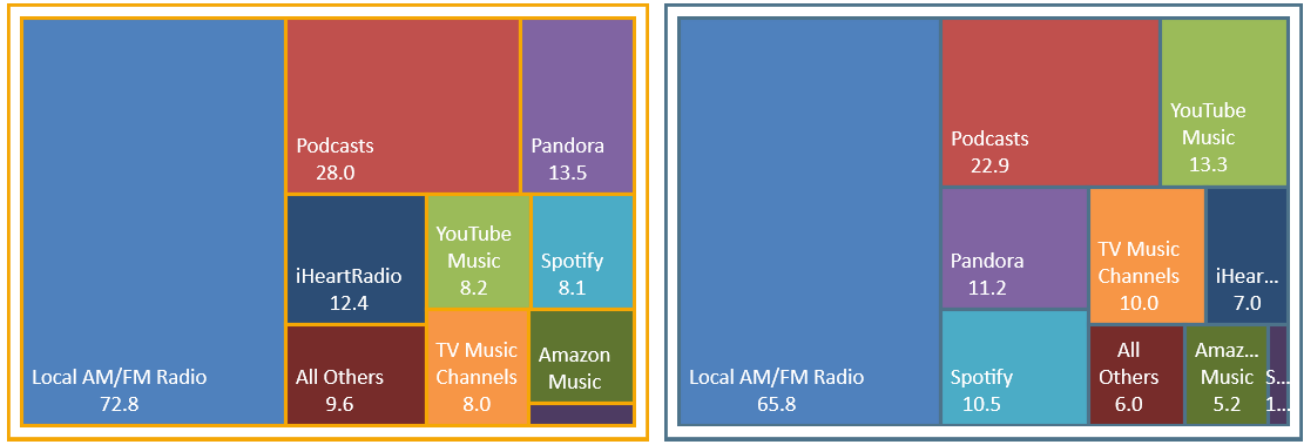
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

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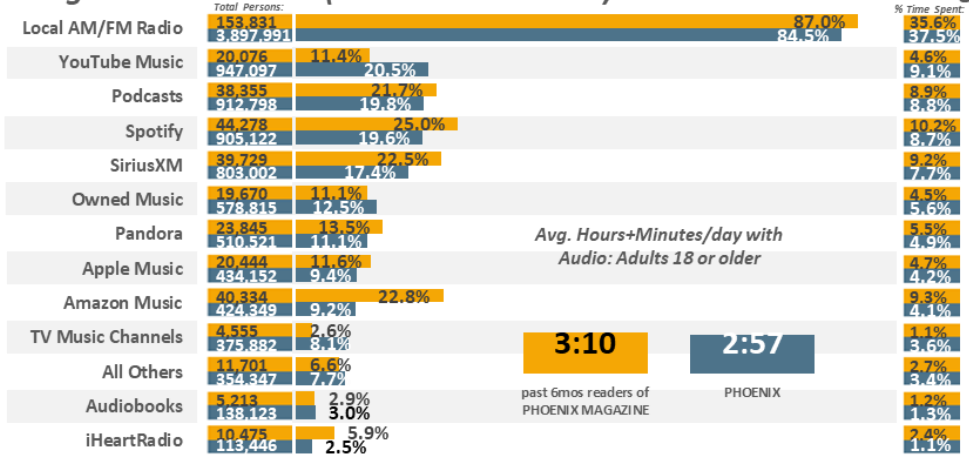
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Magazines read past 6 months: Mpls.St.Paul Magazine

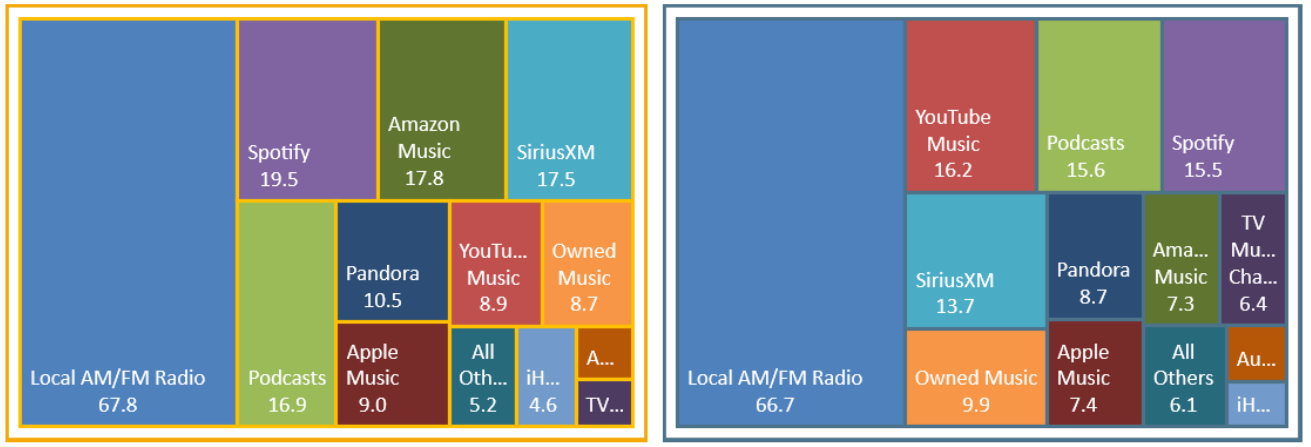
PHOENIX MAGAZINE

135,353 or 76.6% of Adults 18 or older past 6mos readers of PHOENIX MAGAZINE listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

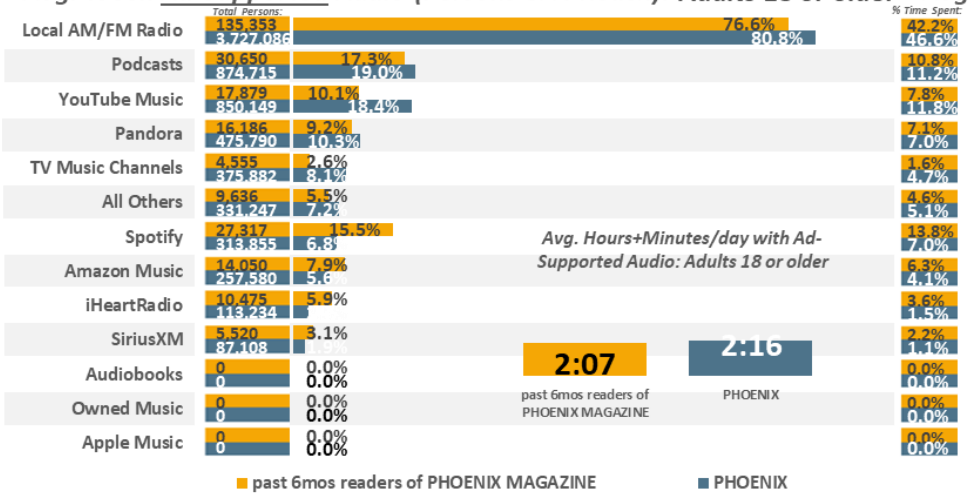
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



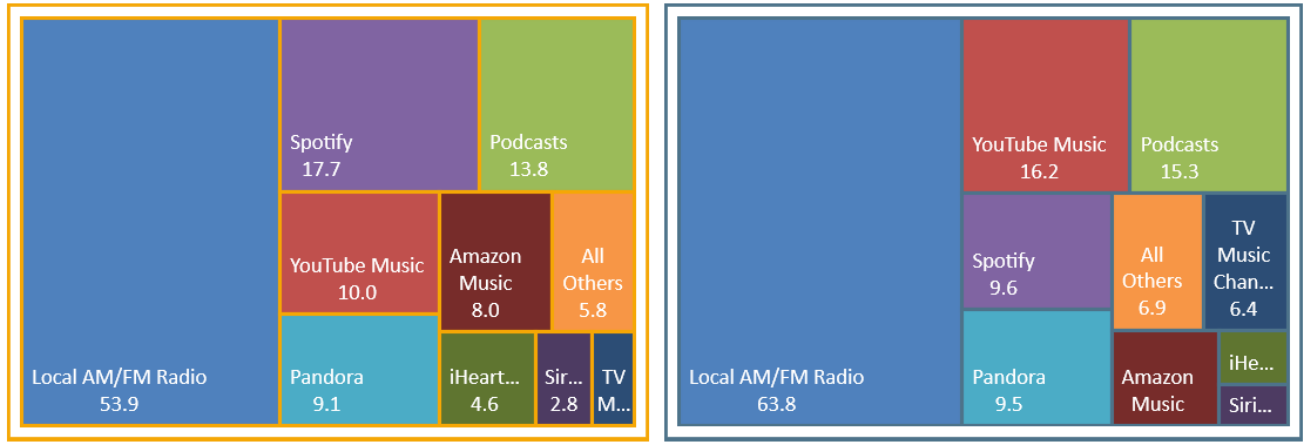
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

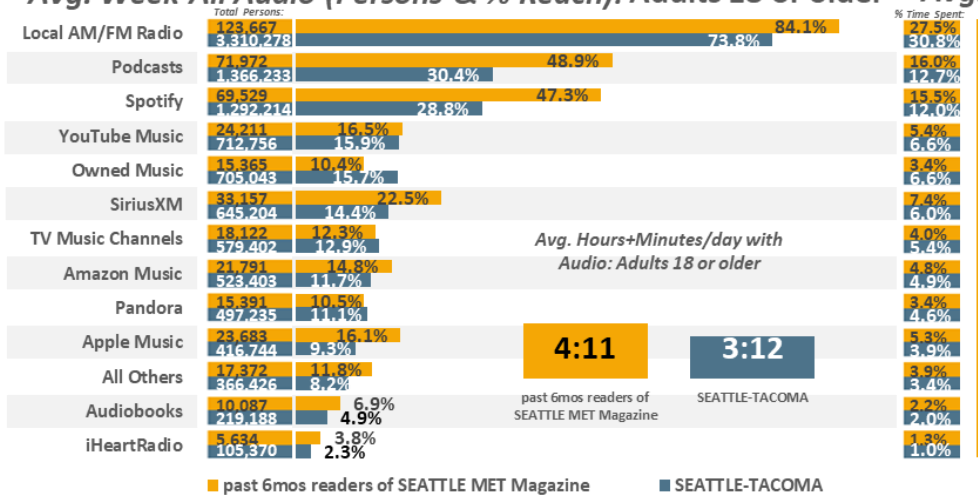
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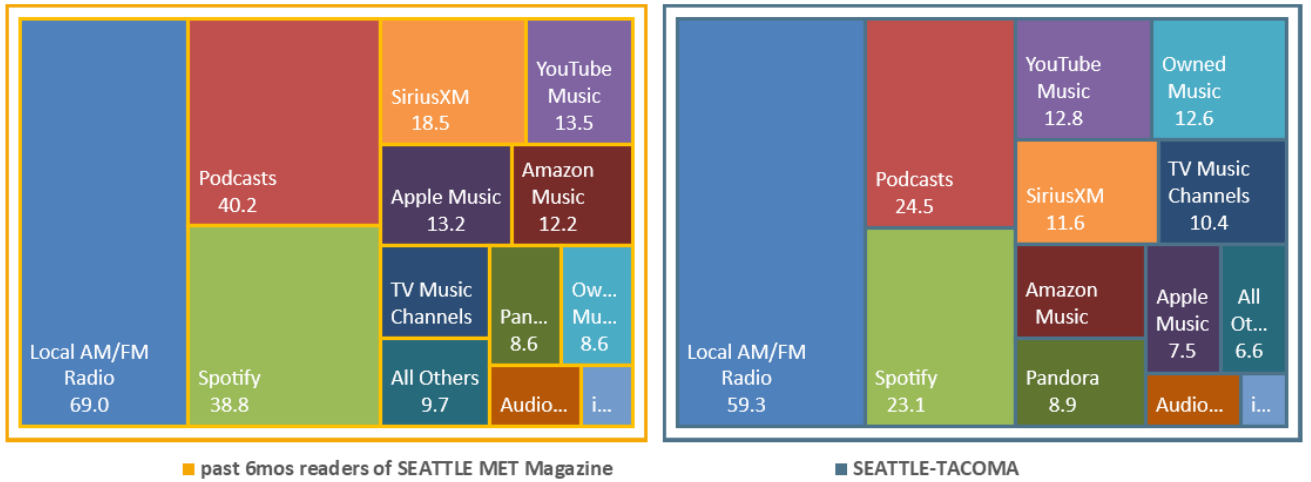
Seattle Met

116,687 or 79.3% of Adults 18 or older past 6mos readers of SEATTLE MET Magazine listen to Ad-Supported Local AM/FM Radio for an average of 47.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.

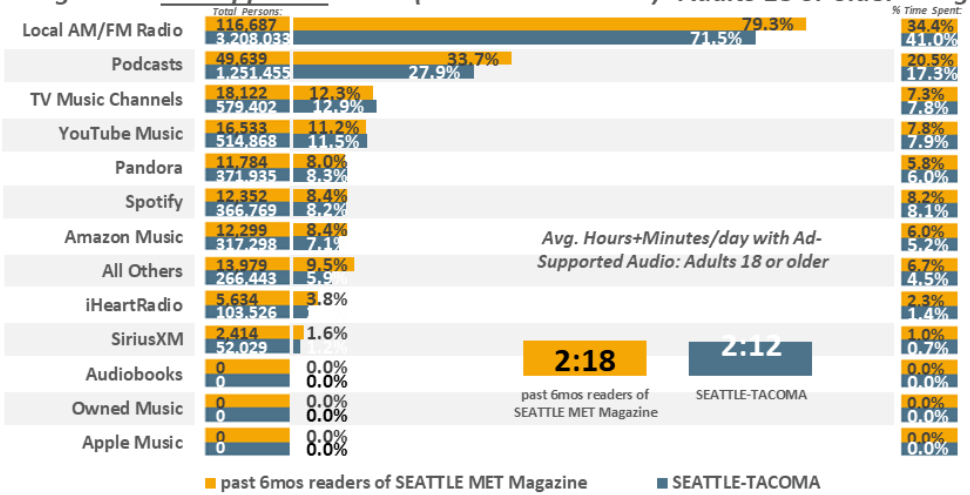
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



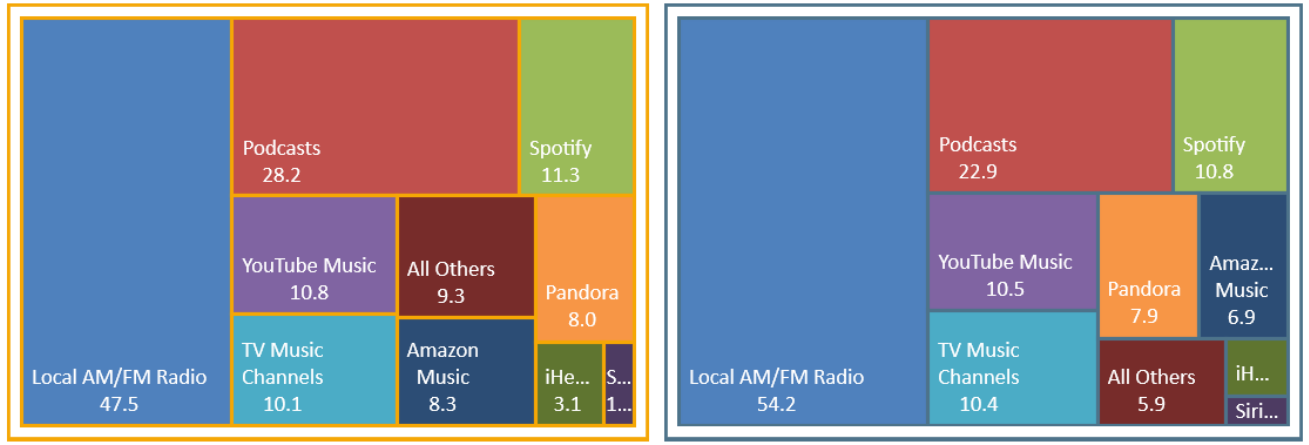
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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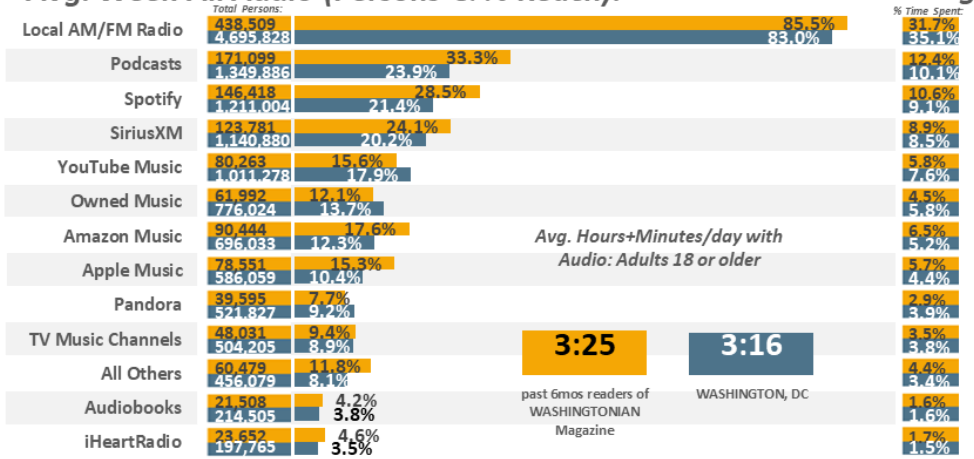
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Magazines read past 6 months: Seattle Met Magazine

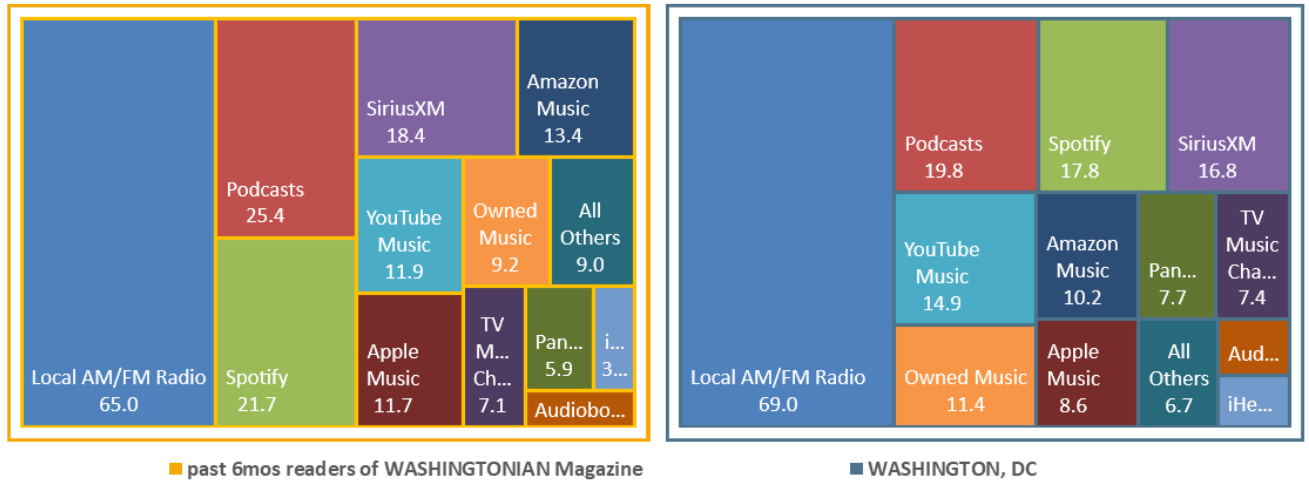
WASHINGTONIAN MAGAZINE

387,467 or 75.5% of Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine listen to Ad-Supported Local AM/FM Radio for an average of 51.1 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

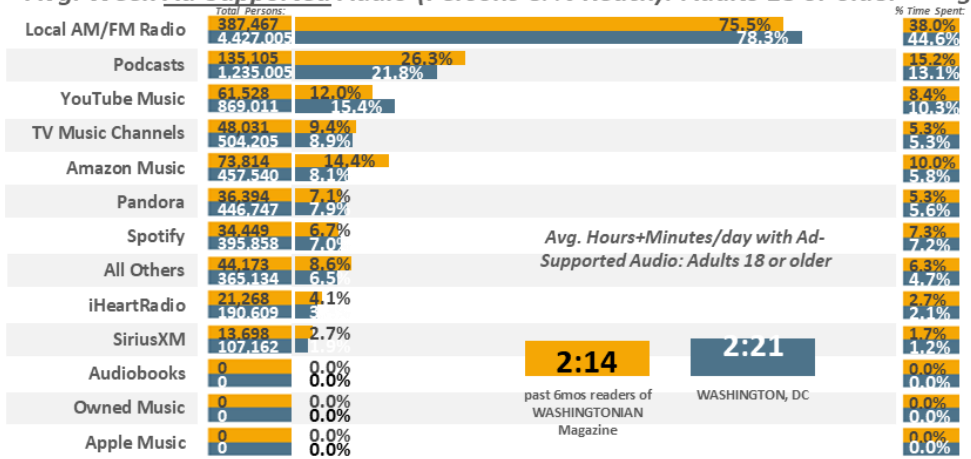
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



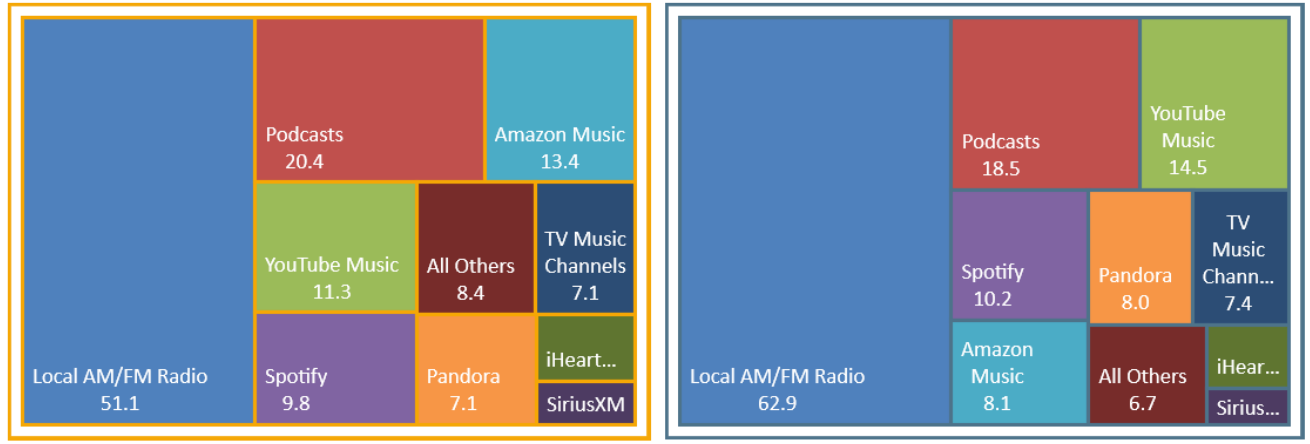
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



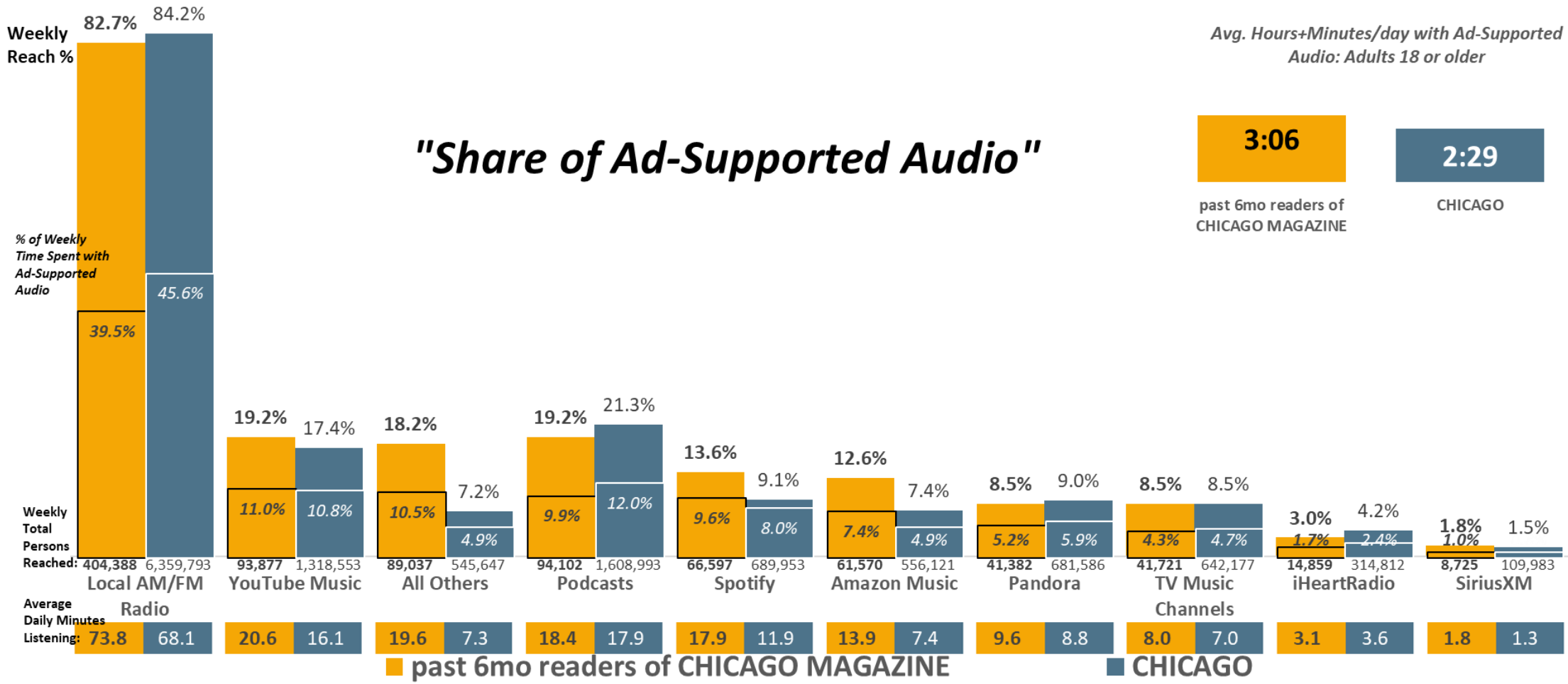
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

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CHICAGO MAGAZINE

404,388 or 82.7% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE listen to Ad-Supported Local AM/FM Radio for an average of 73.8 minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.



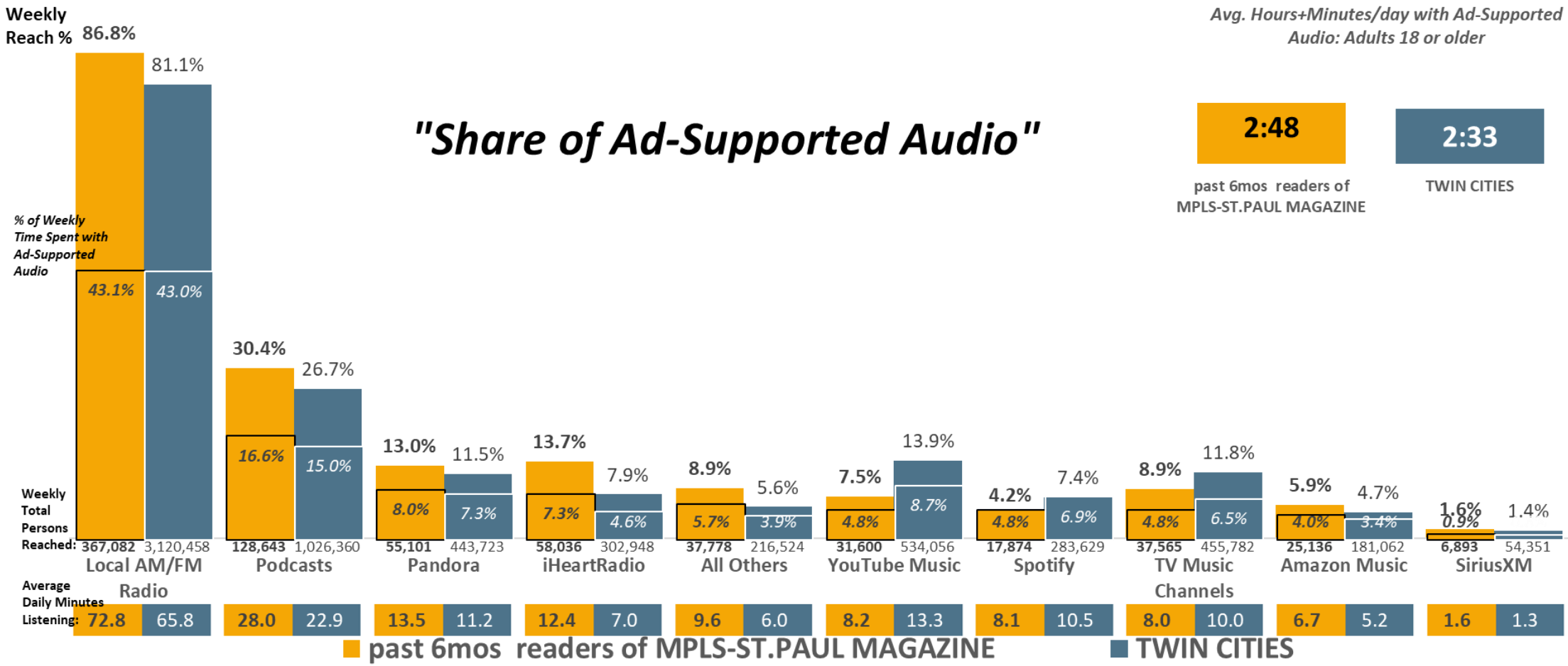
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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Mpls St Paul MAGAZINE MSPMAG.COM

367,082 or 86.8% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE listen to Ad-Supported Local AM/FM Radio for an average of 72.8 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

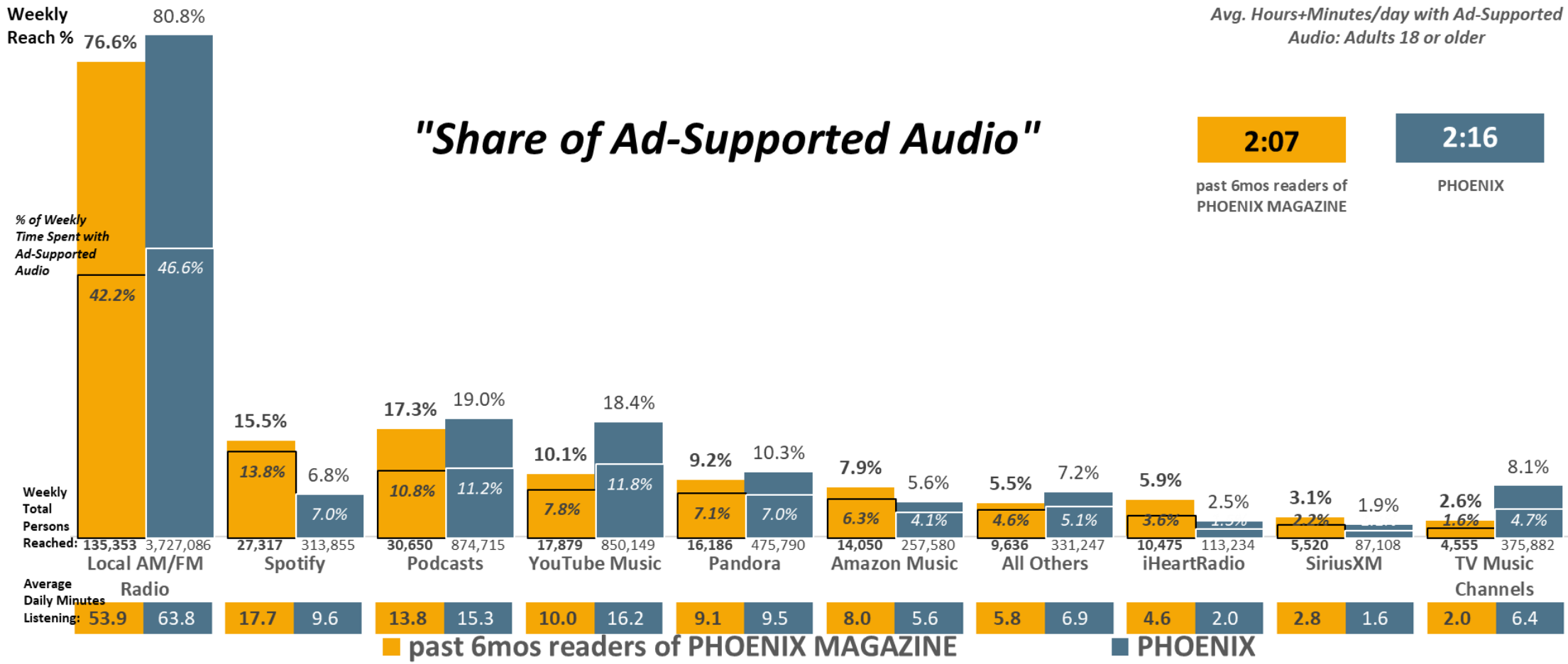
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Magazines read past 6 months: Mpls.St.Paul Magazine

PHOENIX MAGAZINE

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PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

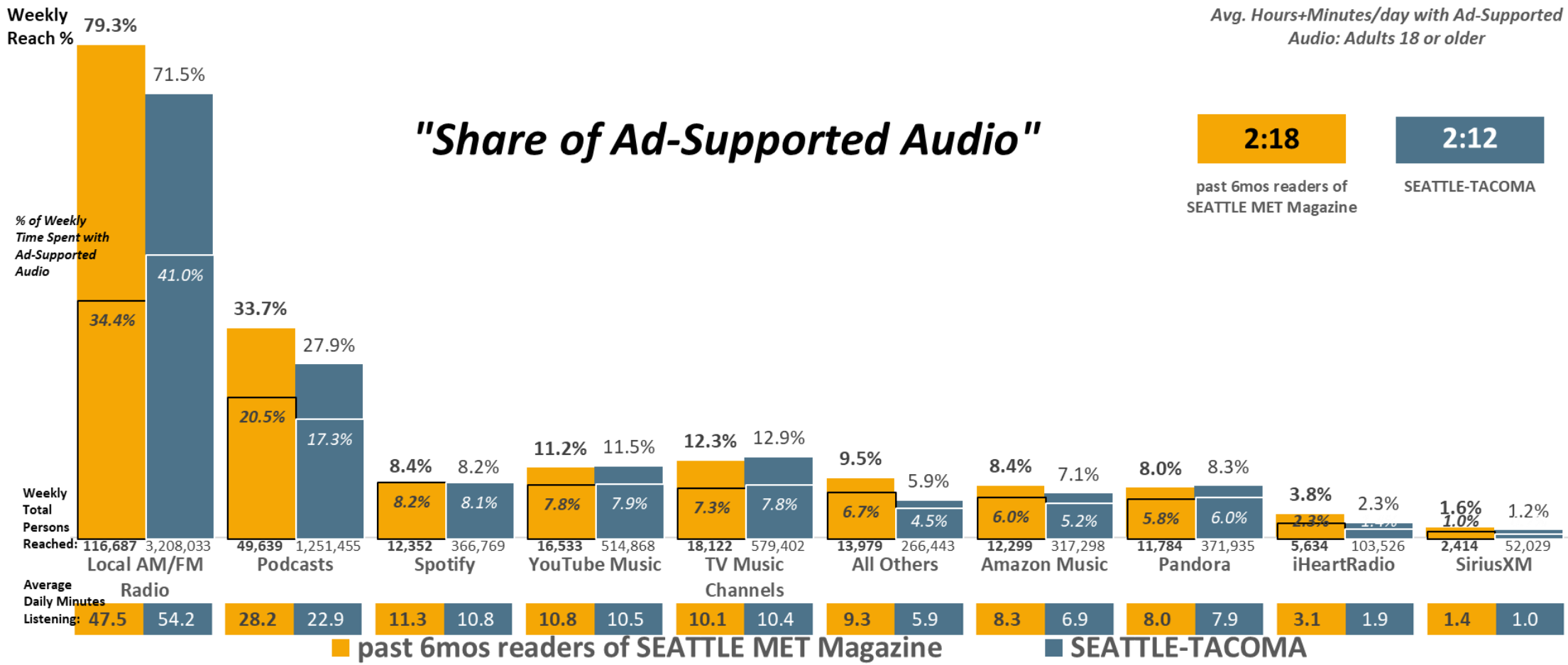
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Magazines read past 6 months: PHOENIX Magazine

SeattleMet

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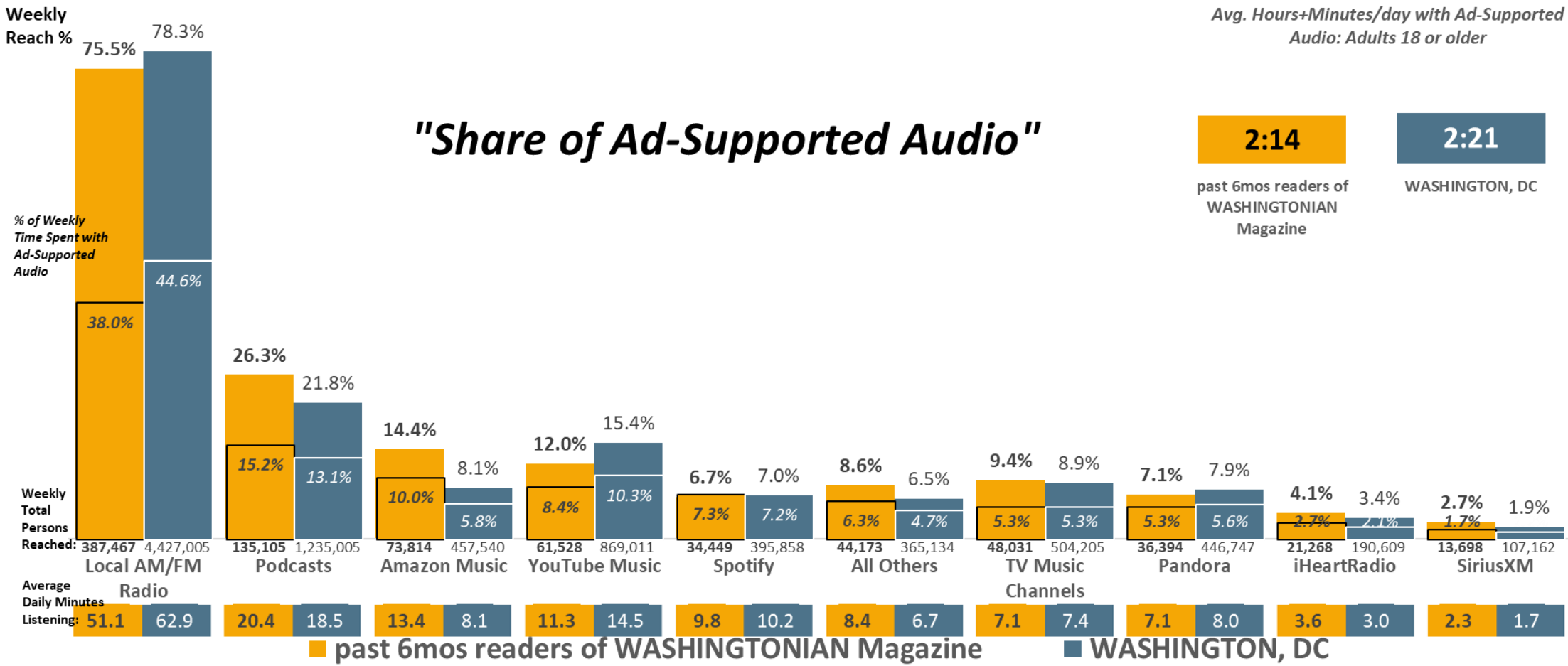
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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WASHINGTONIAN MAGAZINE

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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

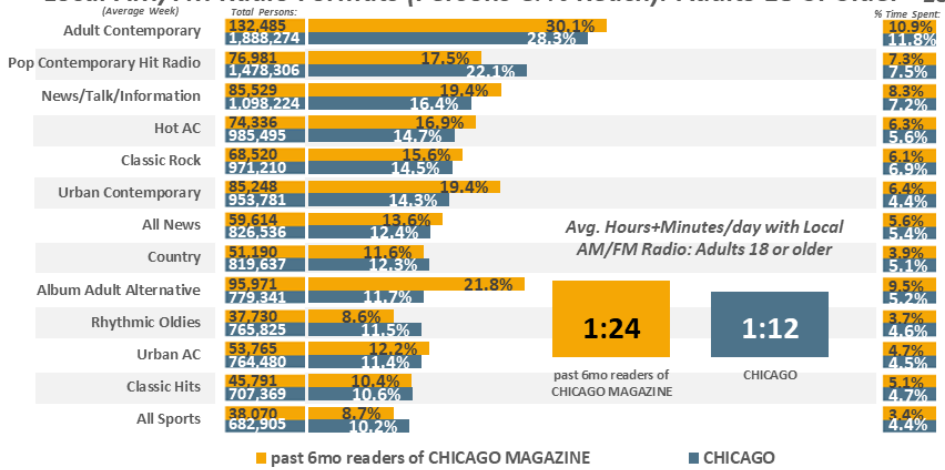
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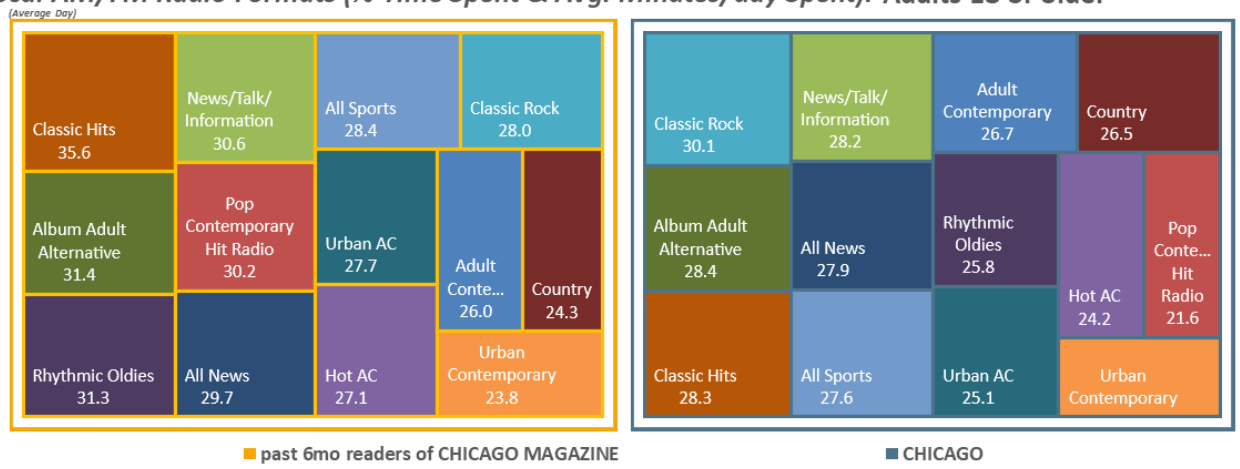
CHICAGO MAGAZINE

404,388 or 82.7% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Album Adult Alternative, Urban Contemporary, Pop Contemporary Hit Radio, and Hot AC.

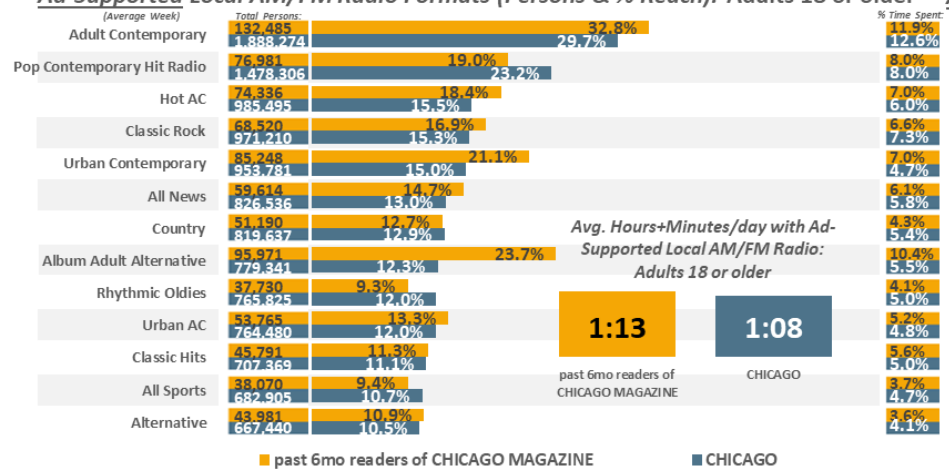
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



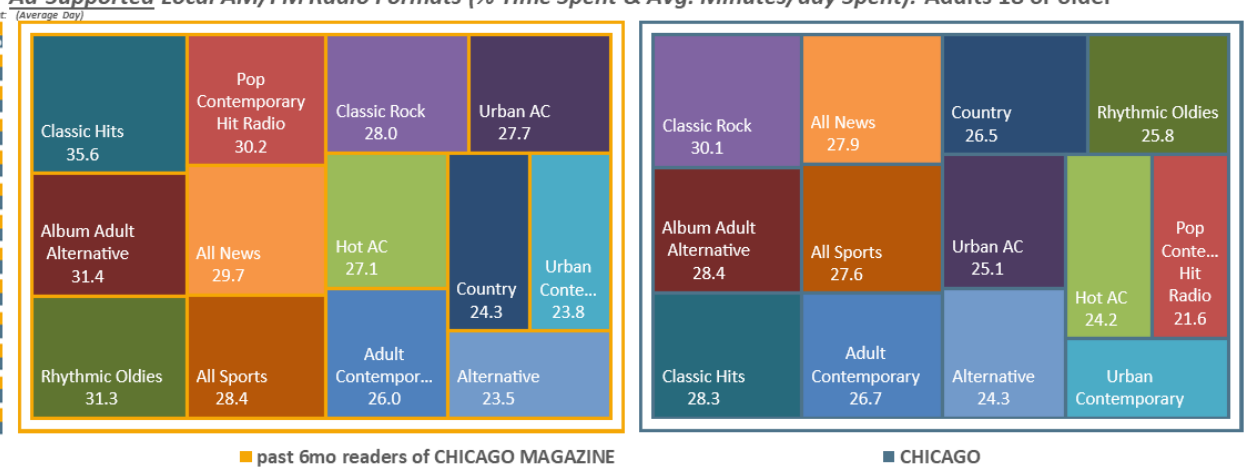
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

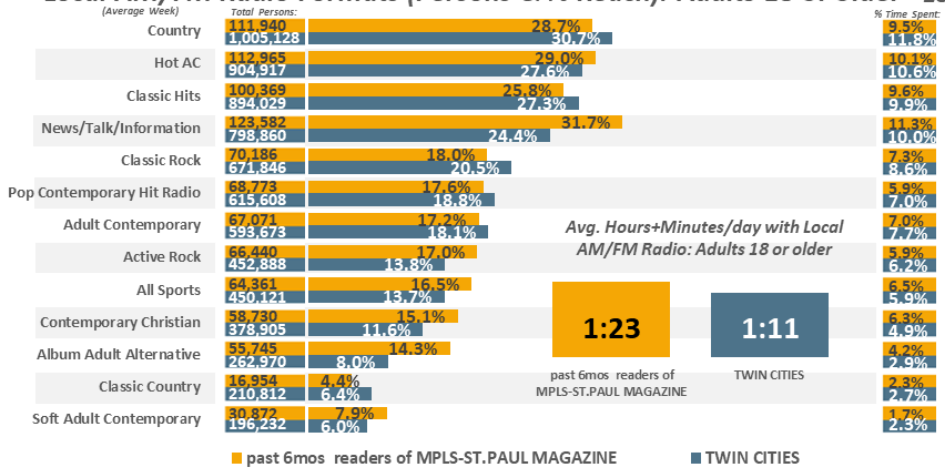
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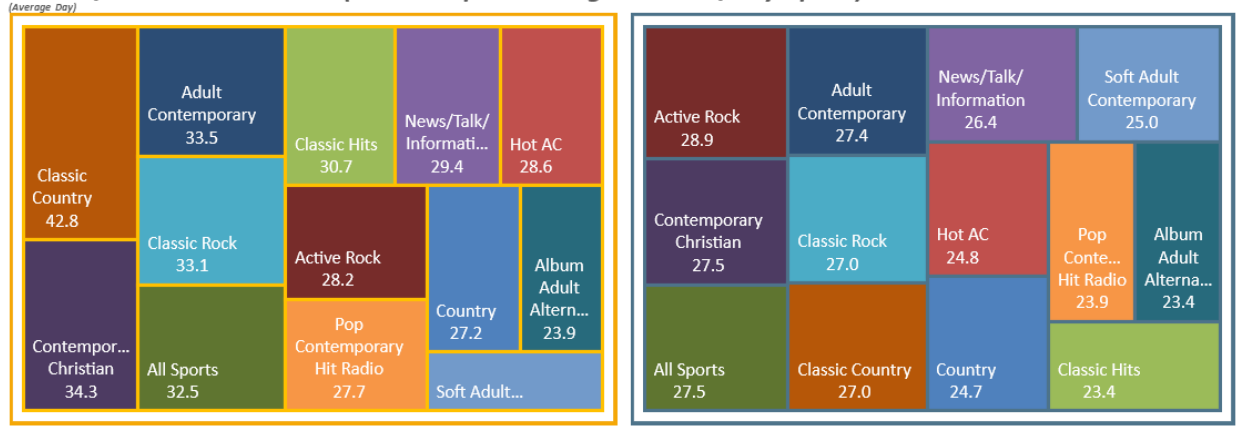
Mpls St Paul MAGAZINE MSPMAG.COM

367,082 or 86.8% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Classic Rock, and News/Talk/Information.

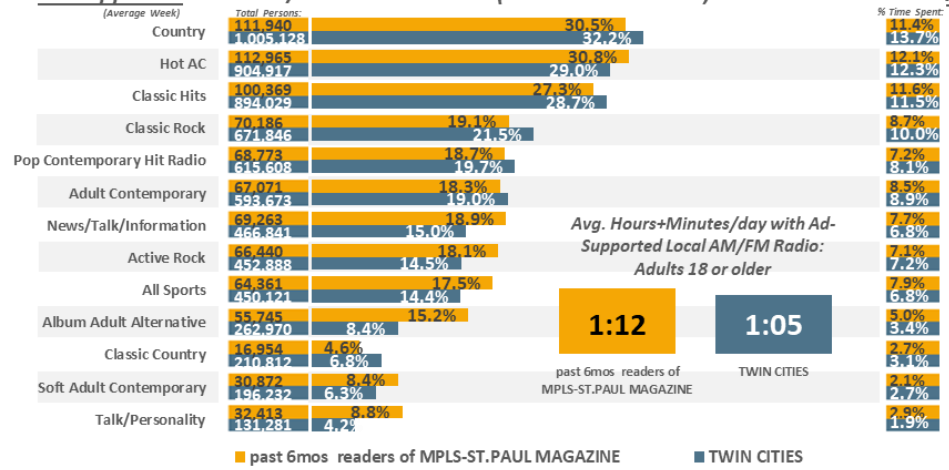
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



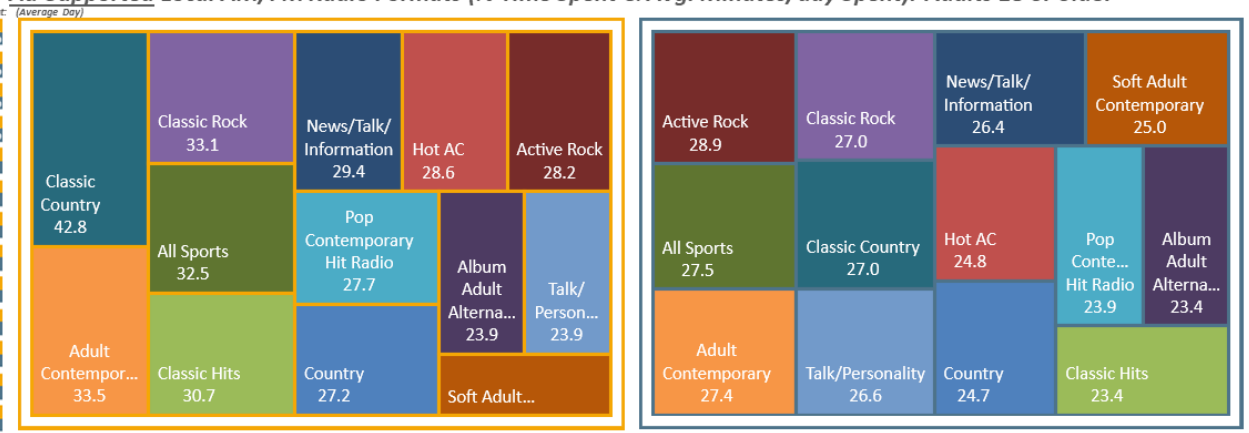
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

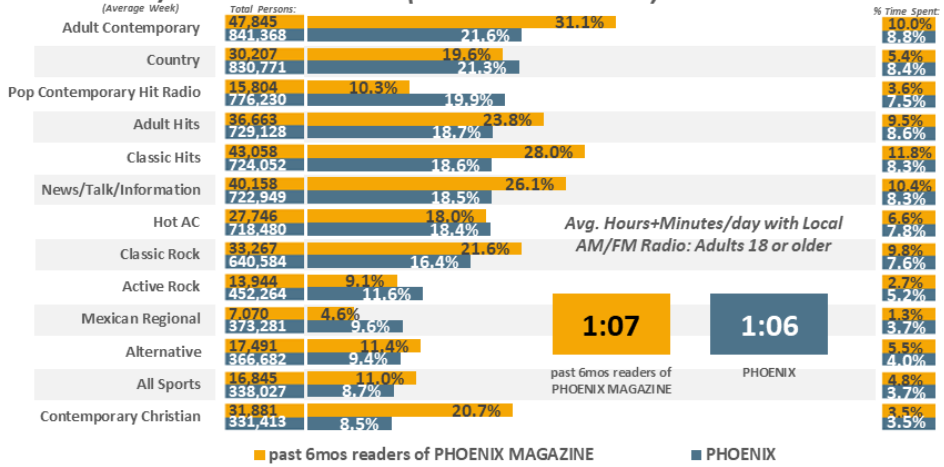
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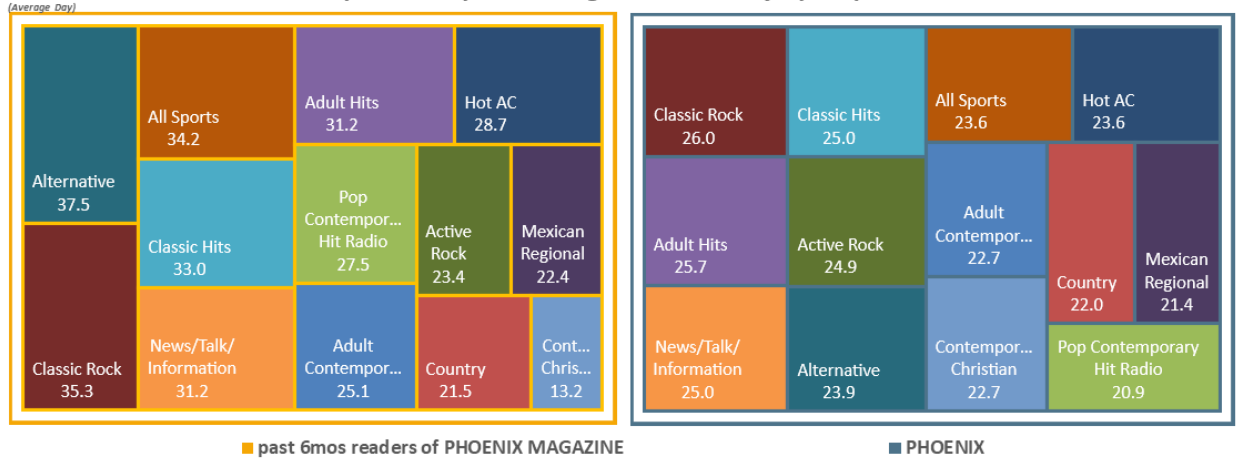
PHOENIX MAGAZINE

135,353 or 76.6% of Adults 18 or older past 6mos readers of PHOENIX MAGAZINE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Adult Hits, Classic Rock, and Country.

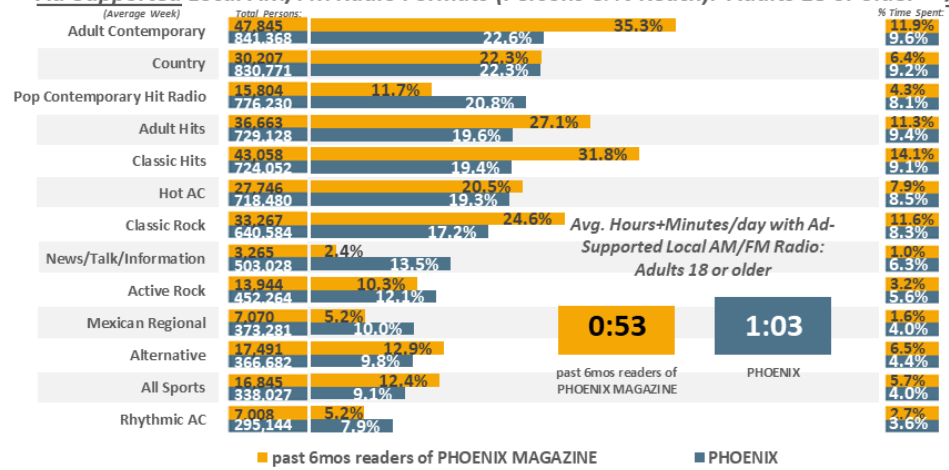
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



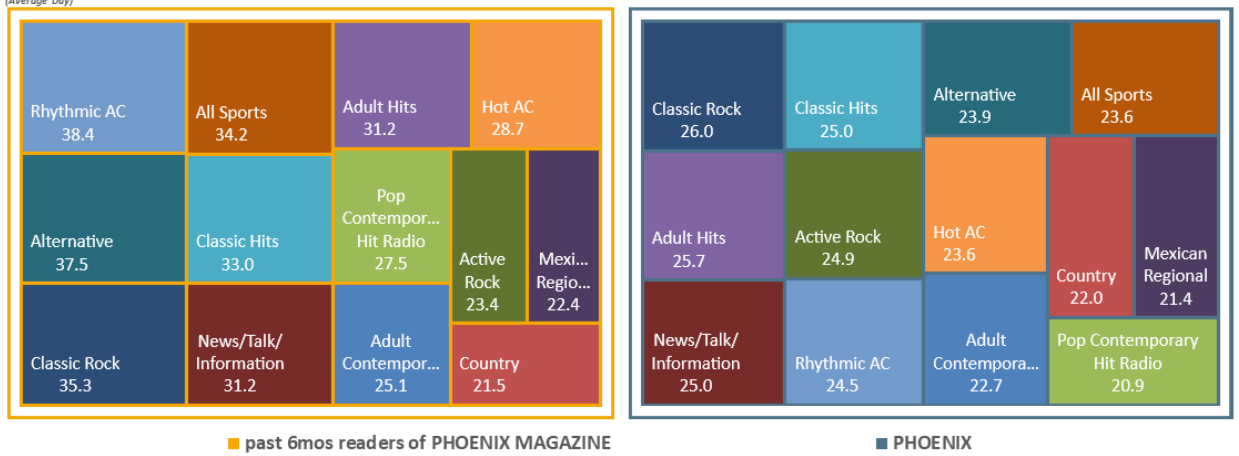
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



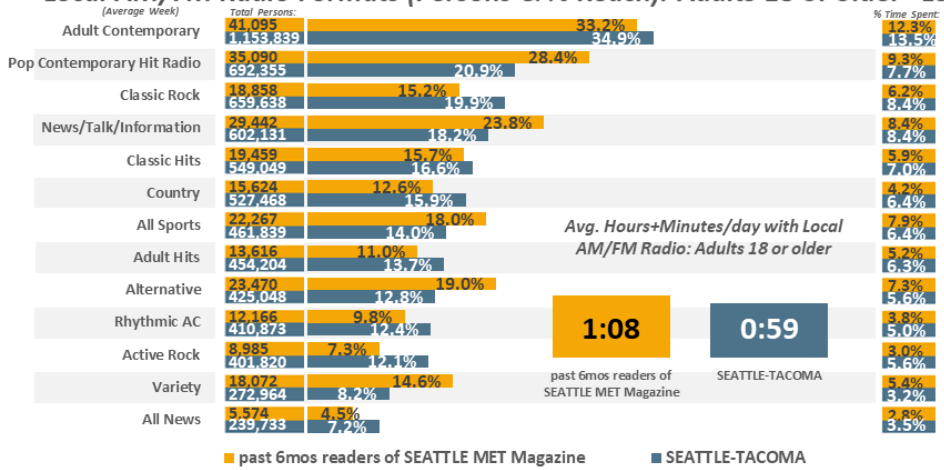
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

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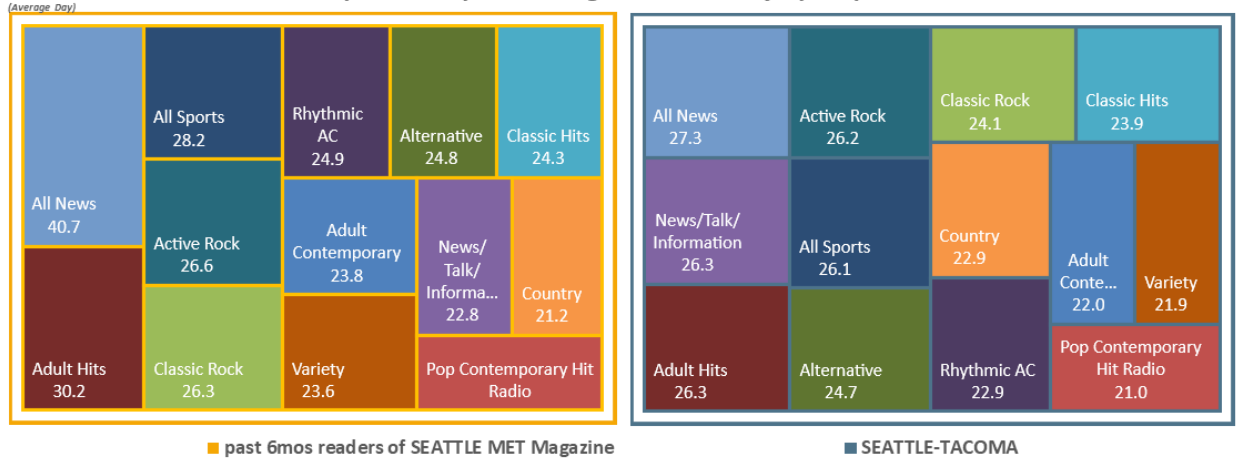
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116,687 or 79.3% of Adults 18 or older past 6mos readers of SEATTLE MET Magazine listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, All Sports, and Classic Hits.

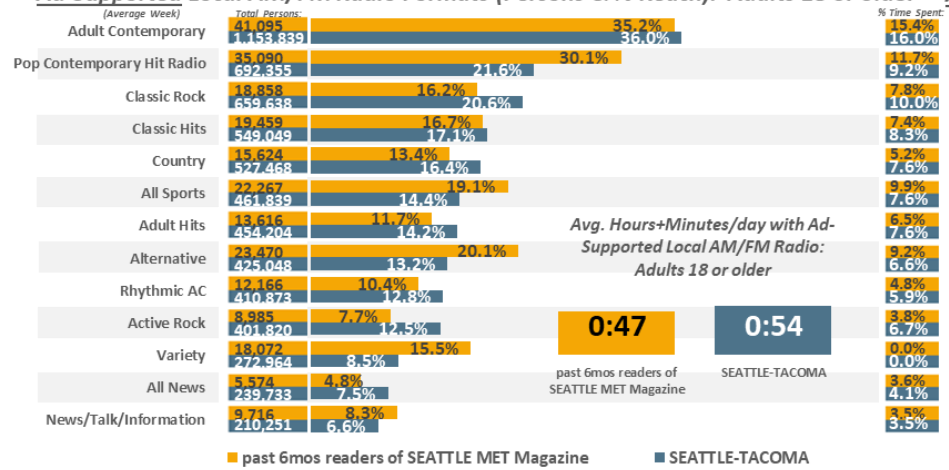
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



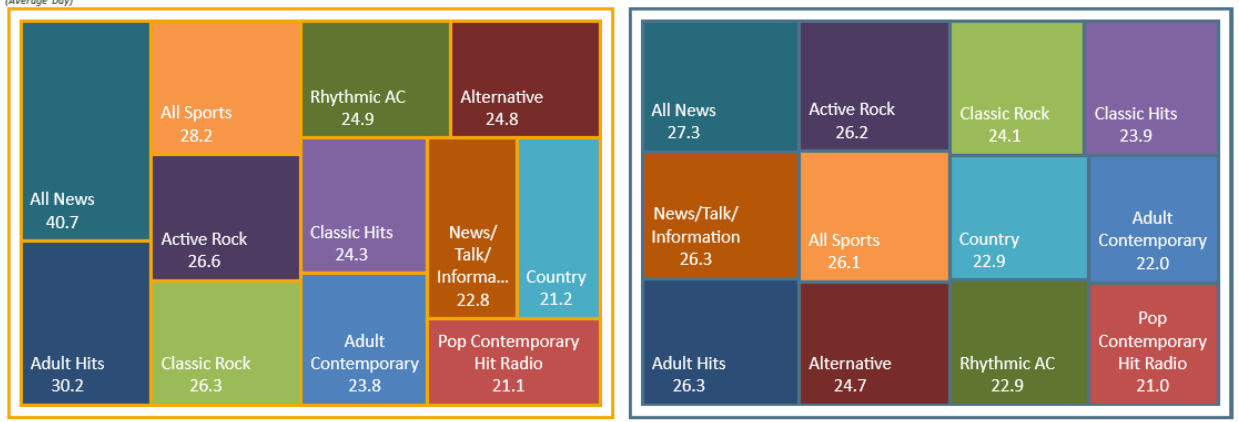
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

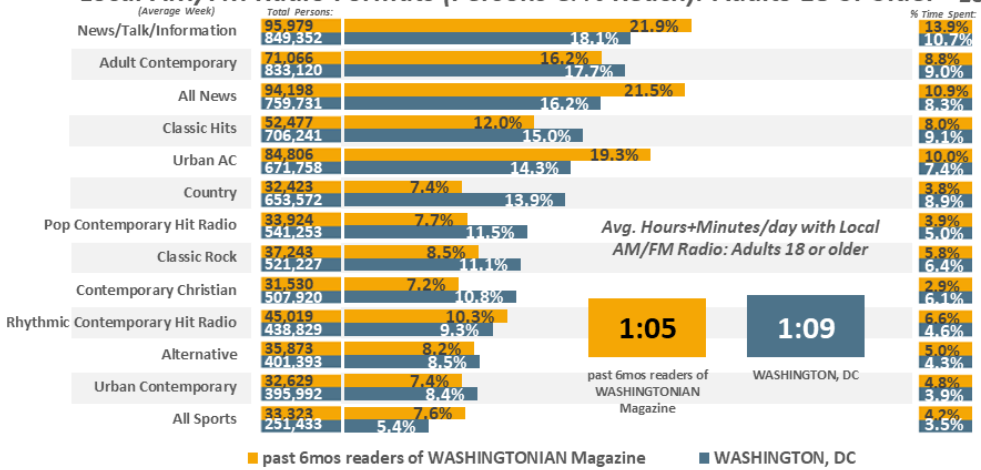
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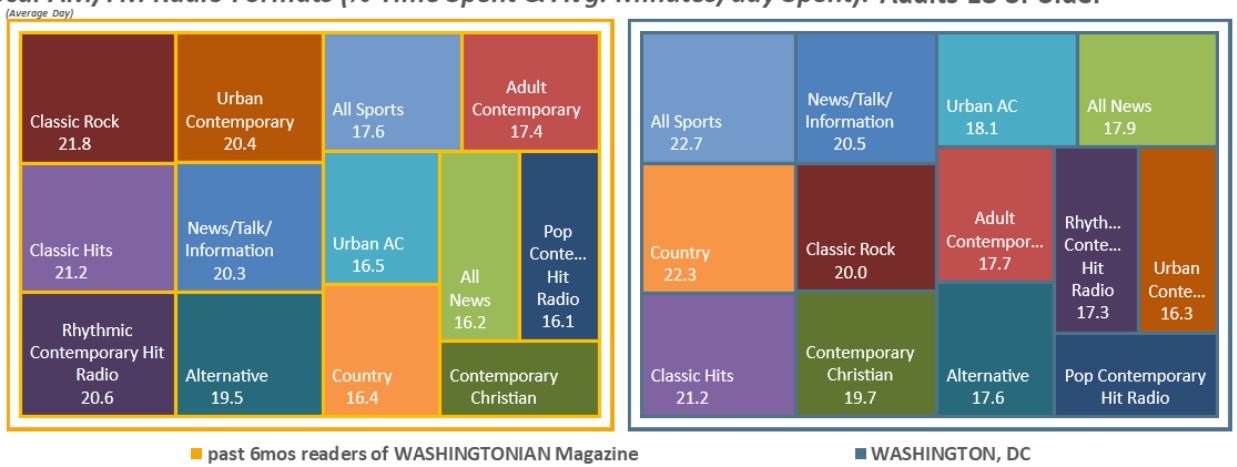
WASHINGTONIAN MAGAZINE

387,467 or 75.5% of Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Urban AC, Adult Contemporary, Classic Hits, and Rhythmic Contemporary Hit Radio.

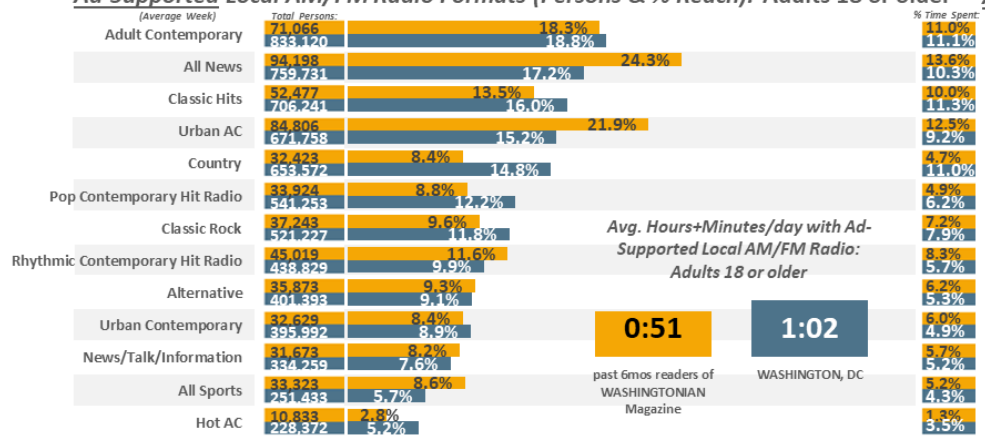
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



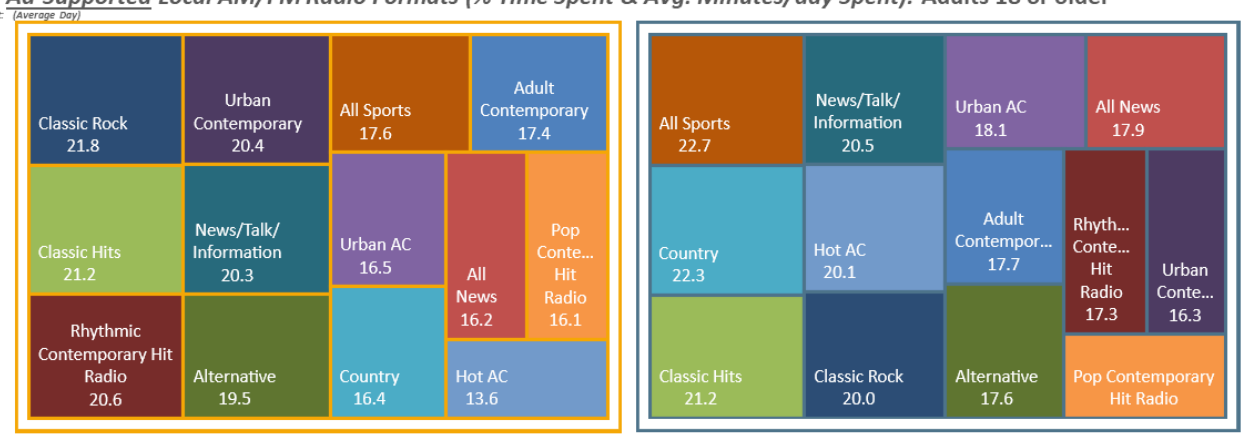
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

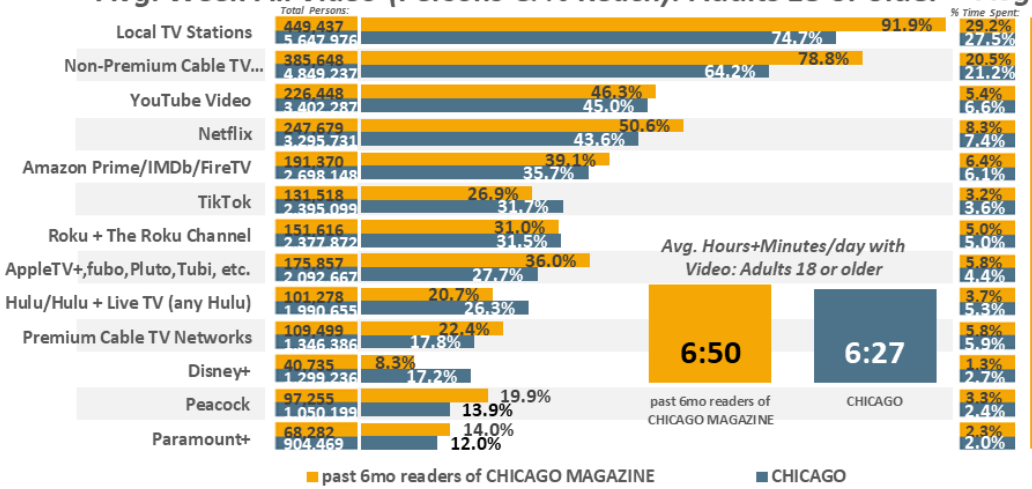
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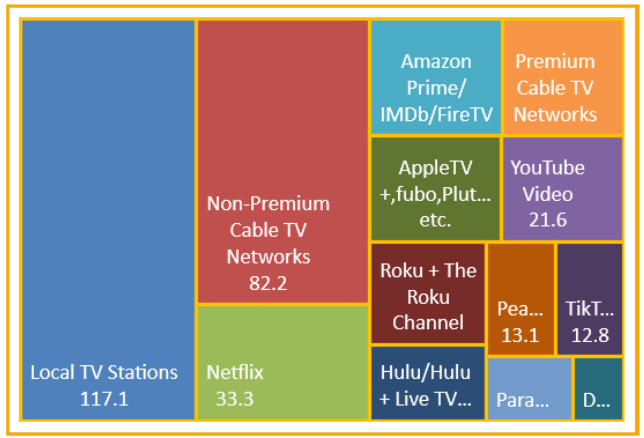
CHICAGO MAGAZINE

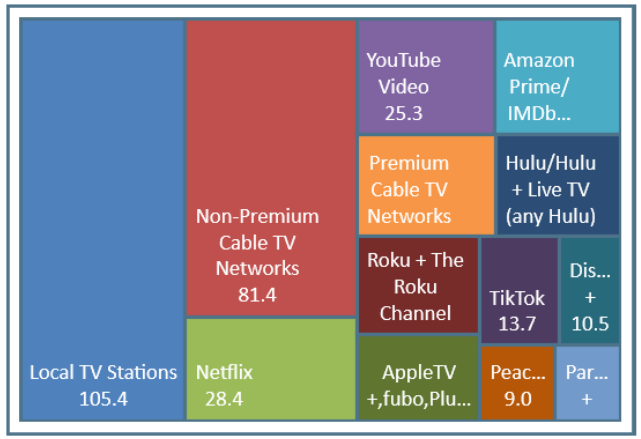
438,869 or 89.7% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE watch Ad-Supported Local TV Stations for an average of 106.4 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

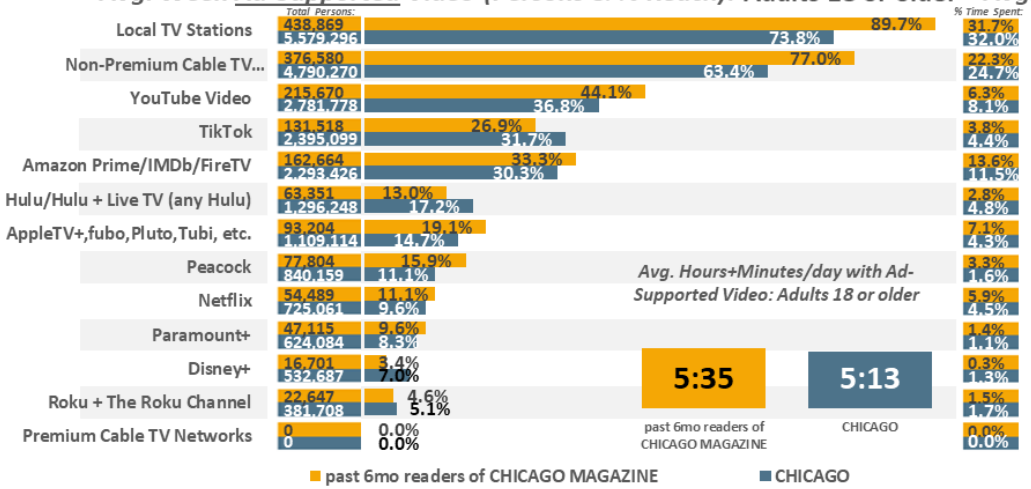


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

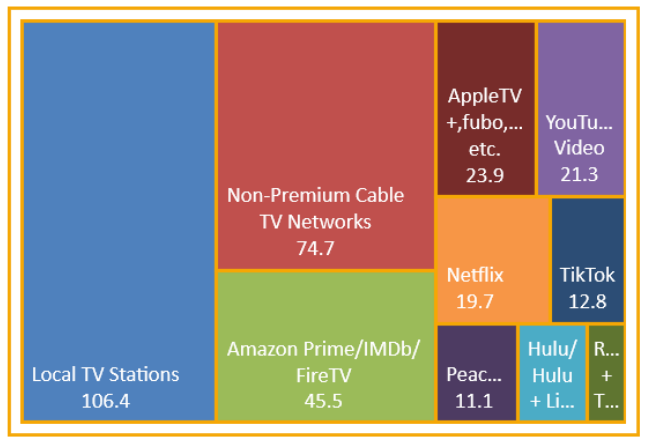


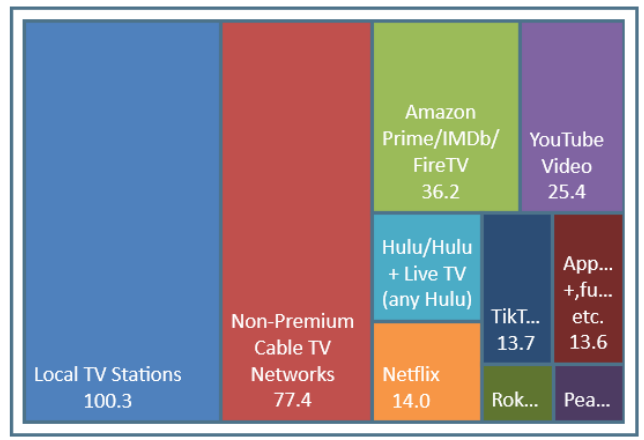


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 18 or older



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

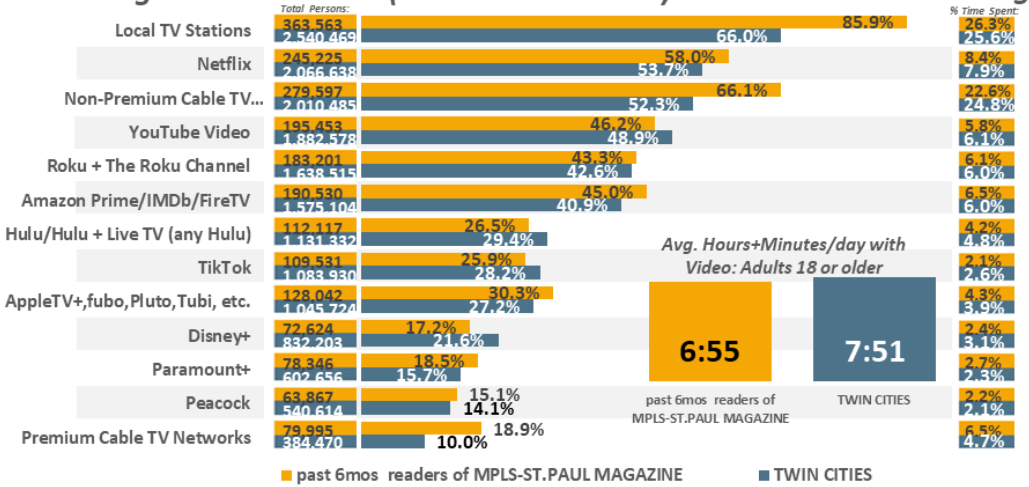
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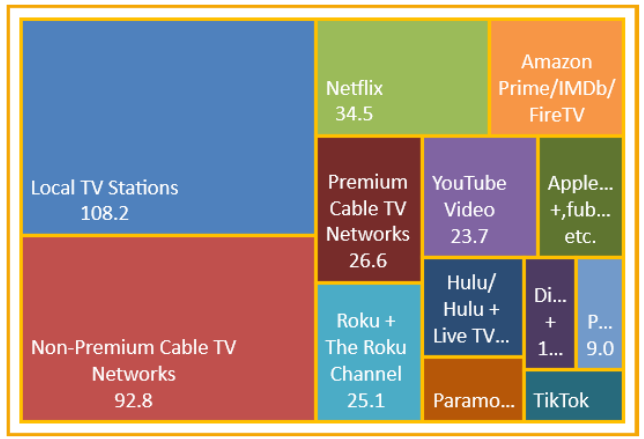
Mpls St Paul MAGAZINE MSPMAG.COM

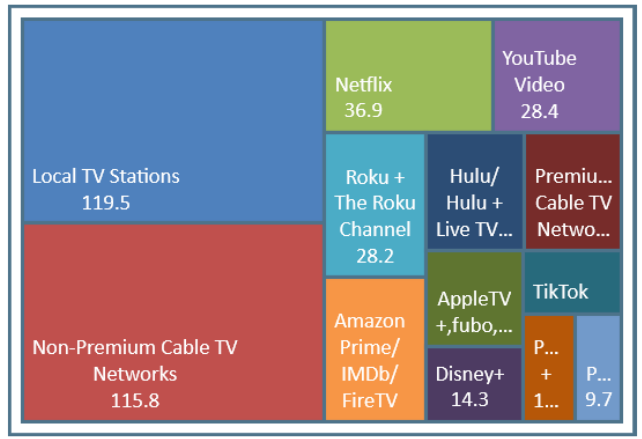
358,008 or 84.6% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE watch Ad-Supported Local TV Stations for an average of 98.8 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older



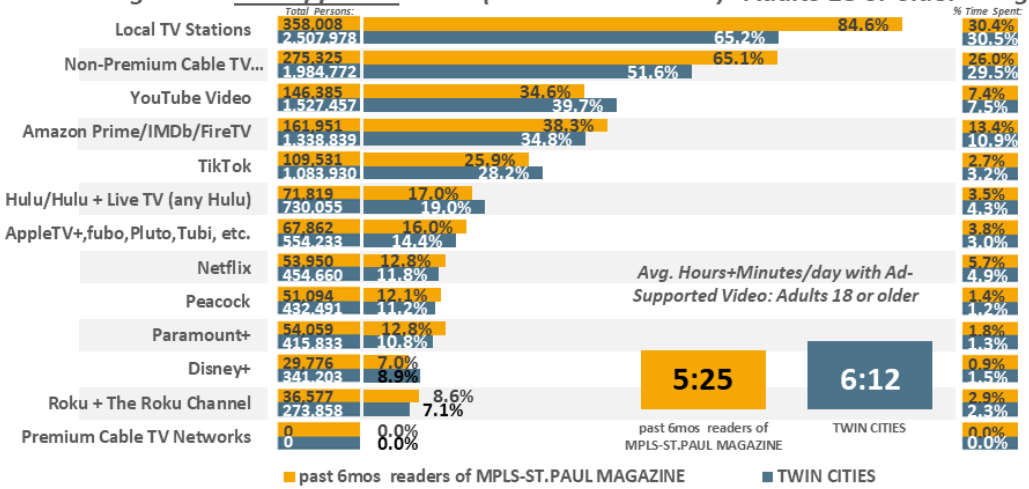
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



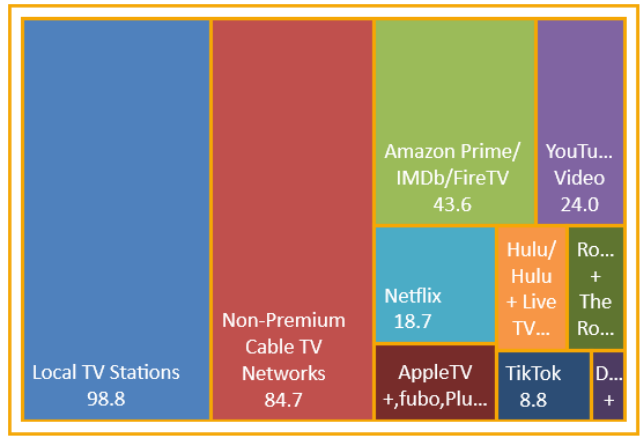


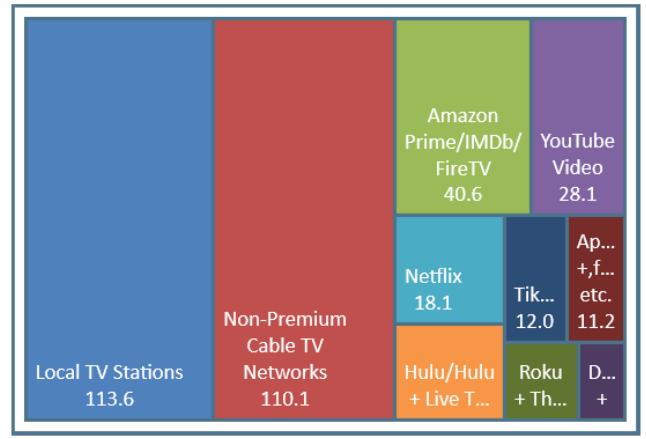
past 6mos readers of MPLS-ST.PAUL MAGAZINE ■ TWIN CITIES

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





past 6mos readers of MPLS-ST.PAUL MAGAZINE ■ TWIN CITIES

TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

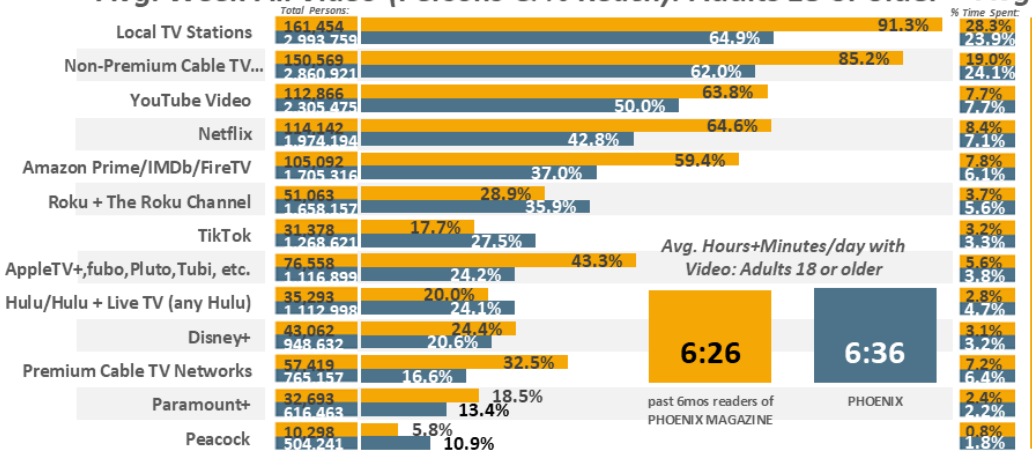
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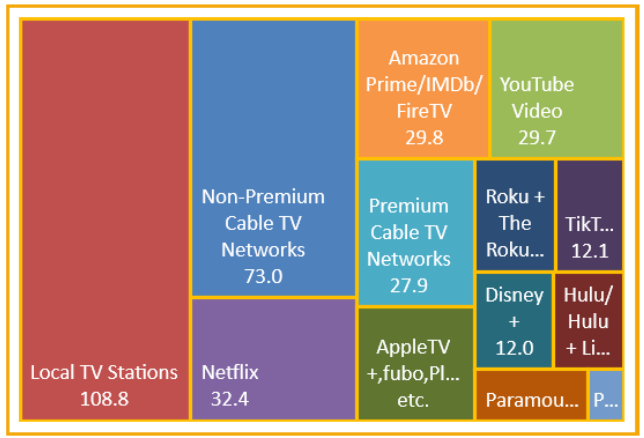
PHOENIX MAGAZINE

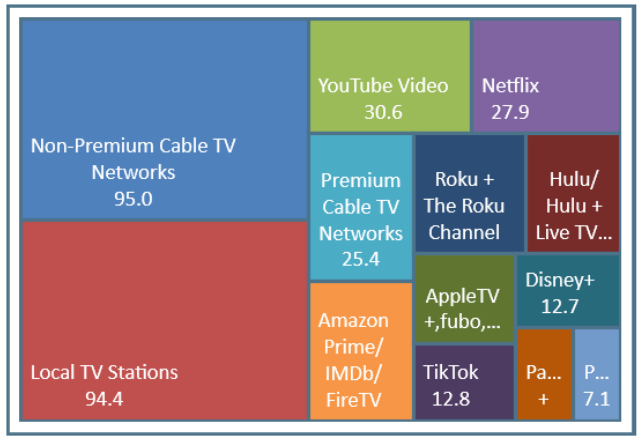
159,857 or 90.4% of Adults 18 or older past 6mos readers of PHOENIX MAGAZINE watch Ad-Supported Local TV Stations for an average of 98.6 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

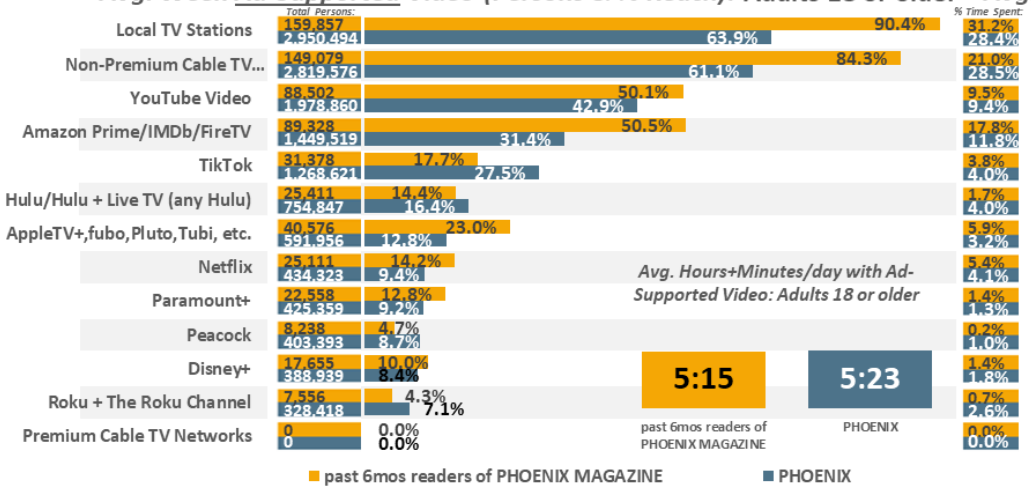


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

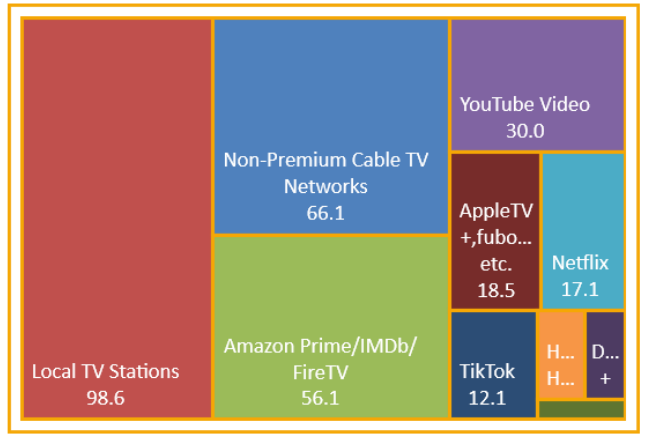


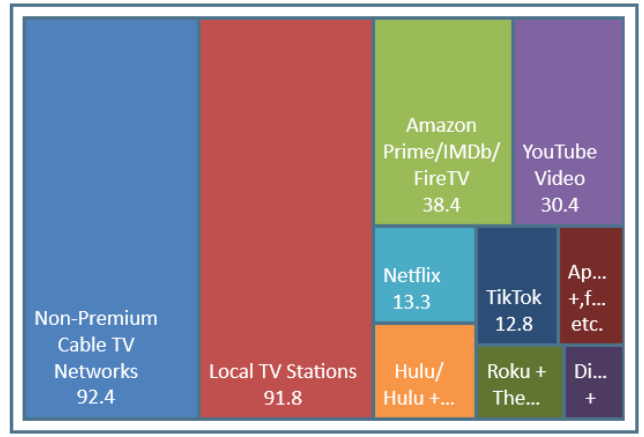


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





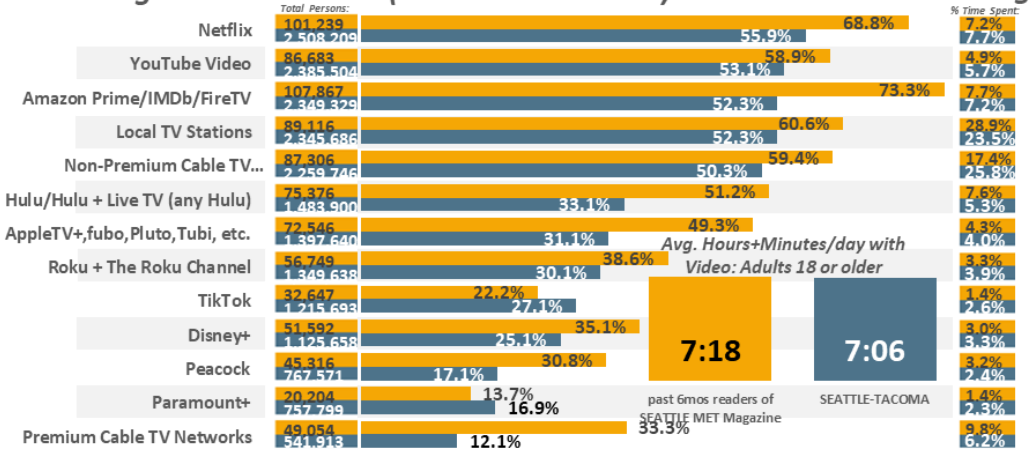
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

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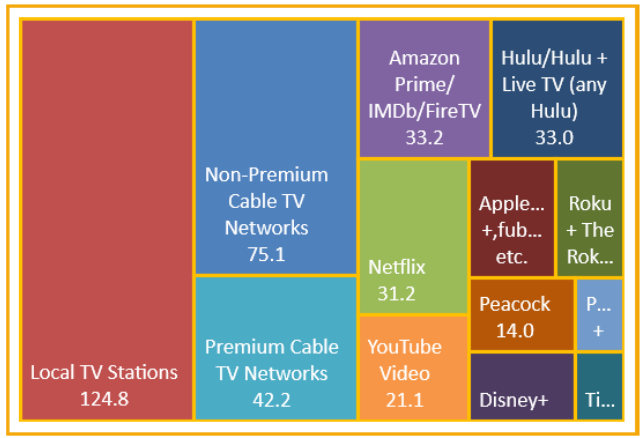
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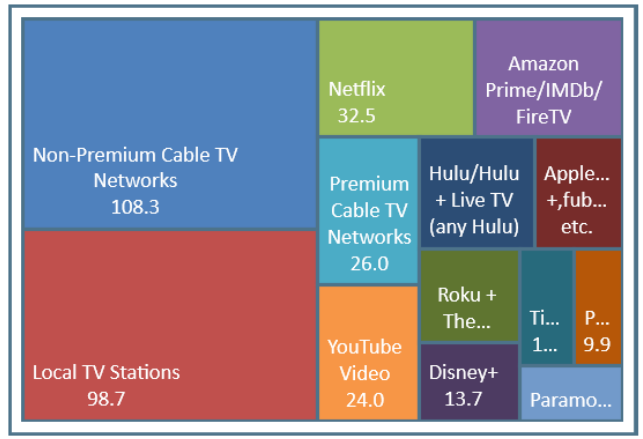
87,838 or 59.7% of Adults 18 or older past 6mos readers of SEATTLE MET Magazine watch Ad-Supported Local TV Stations for an average of 106.2 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

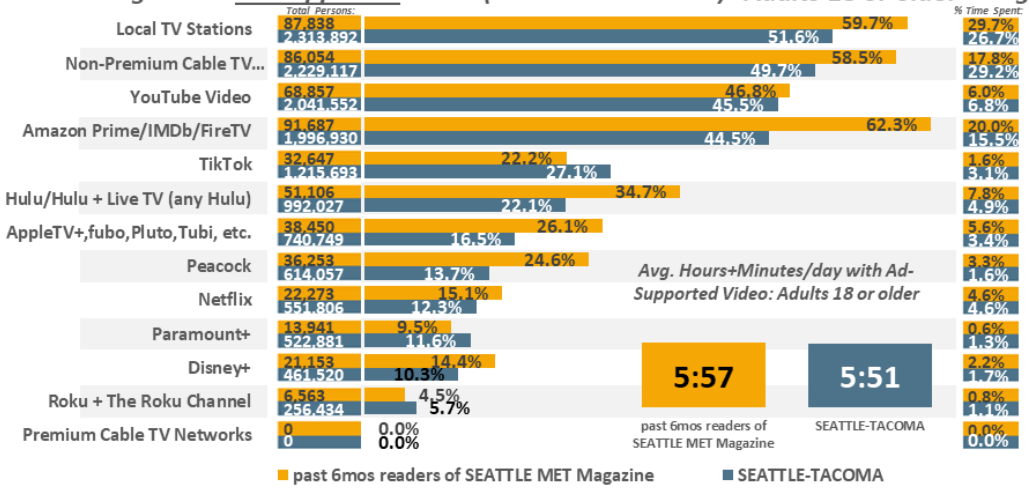


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

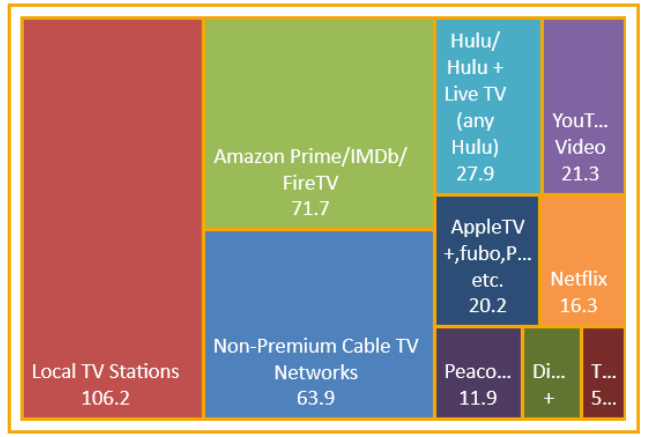


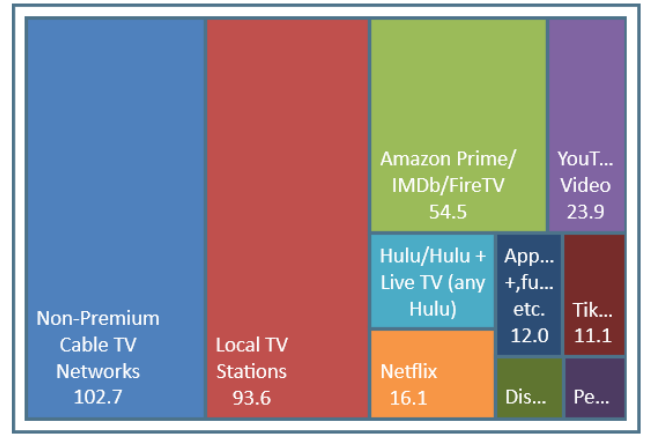


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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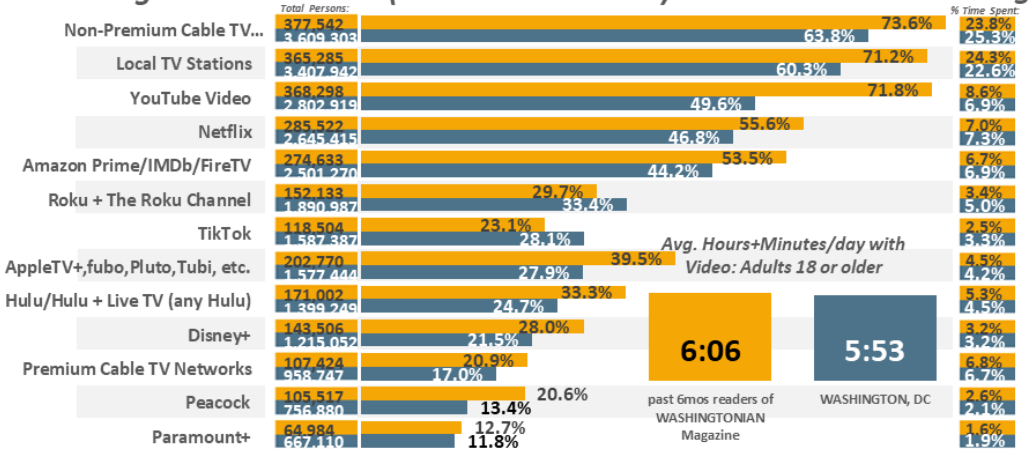
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Magazines read past 6 months: Seattle Met Magazine

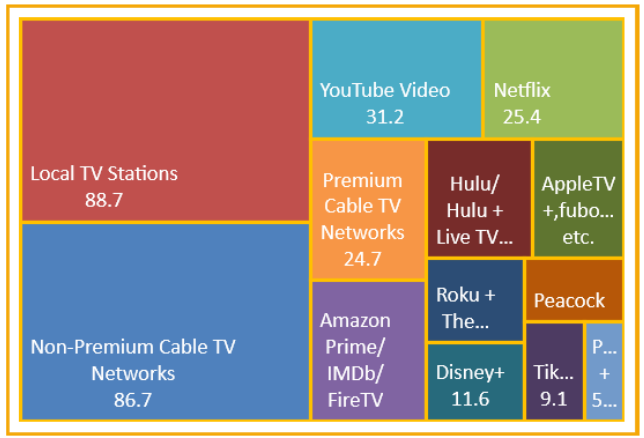
WASHINGTONIAN MAGAZINE

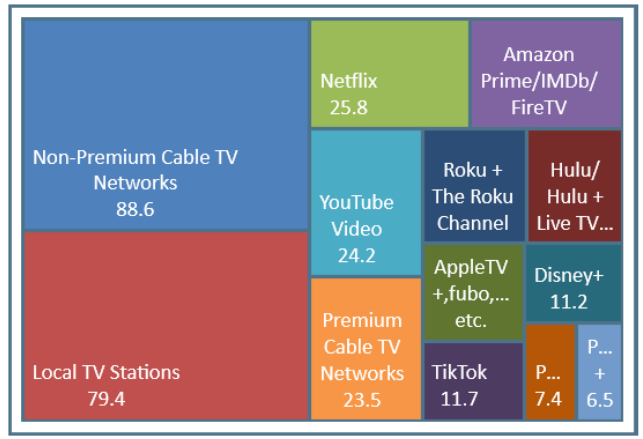
356,824 or 69.5% of Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine watch Ad-Supported Local TV Stations for an average of 78.7 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

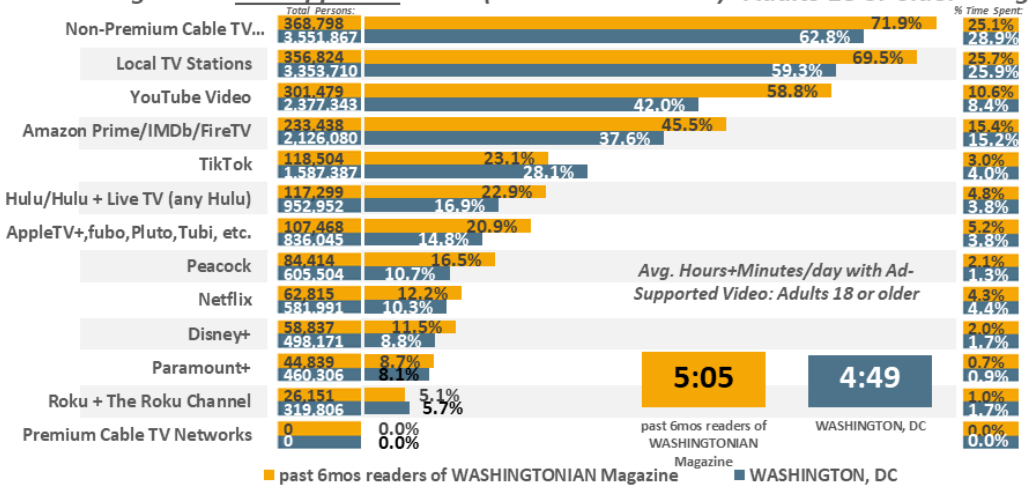


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

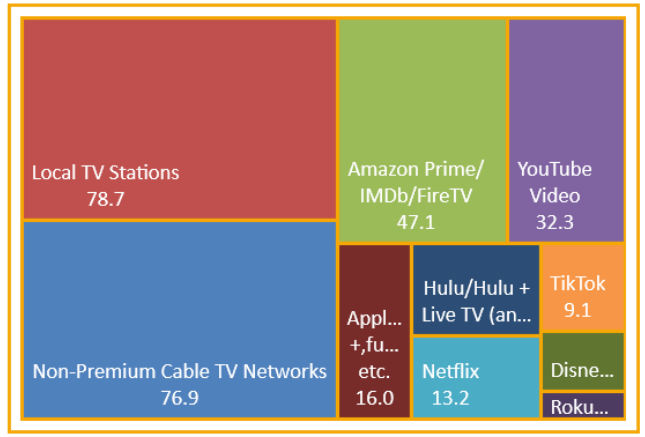


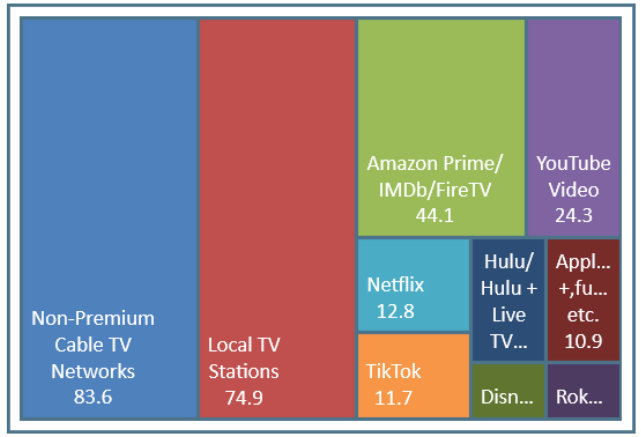


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





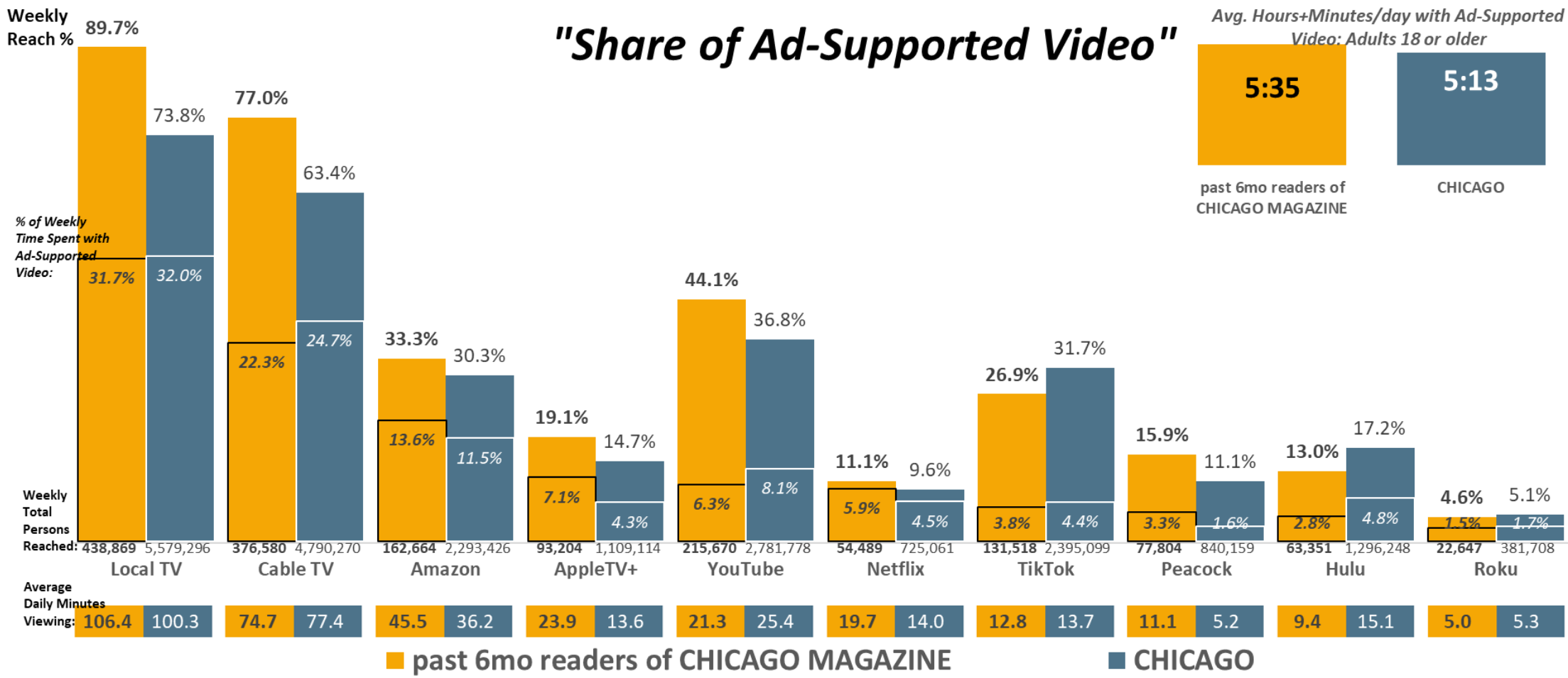
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

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CHICAGO MAGAZINE

438,869 or 89.7% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE watch Ad-Supported Local TV Stations for an average of 106.4 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.



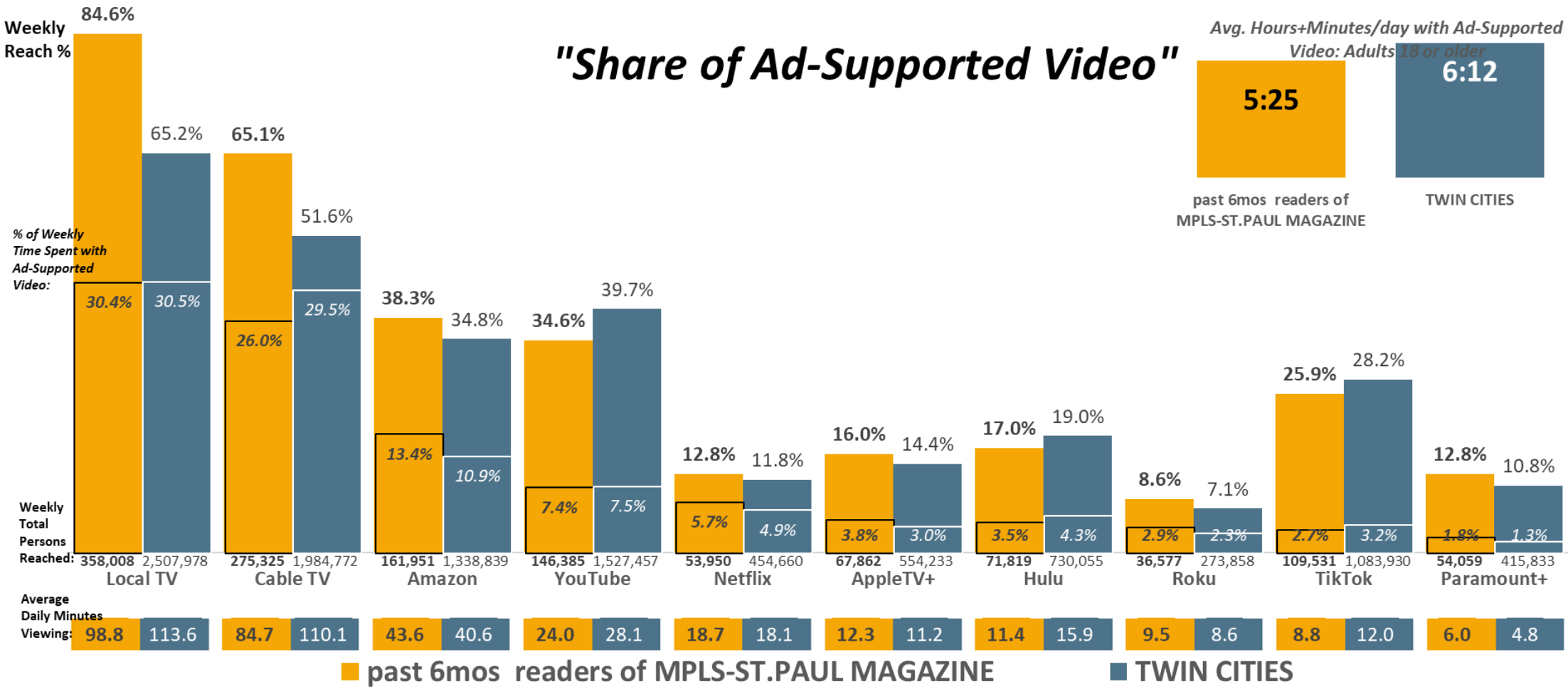
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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Mpls St Paul MAGAZINE MSPMAG.COM

358,008 or 84.6% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE watch Ad-Supported Local TV Stations for an average of 98.8 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.



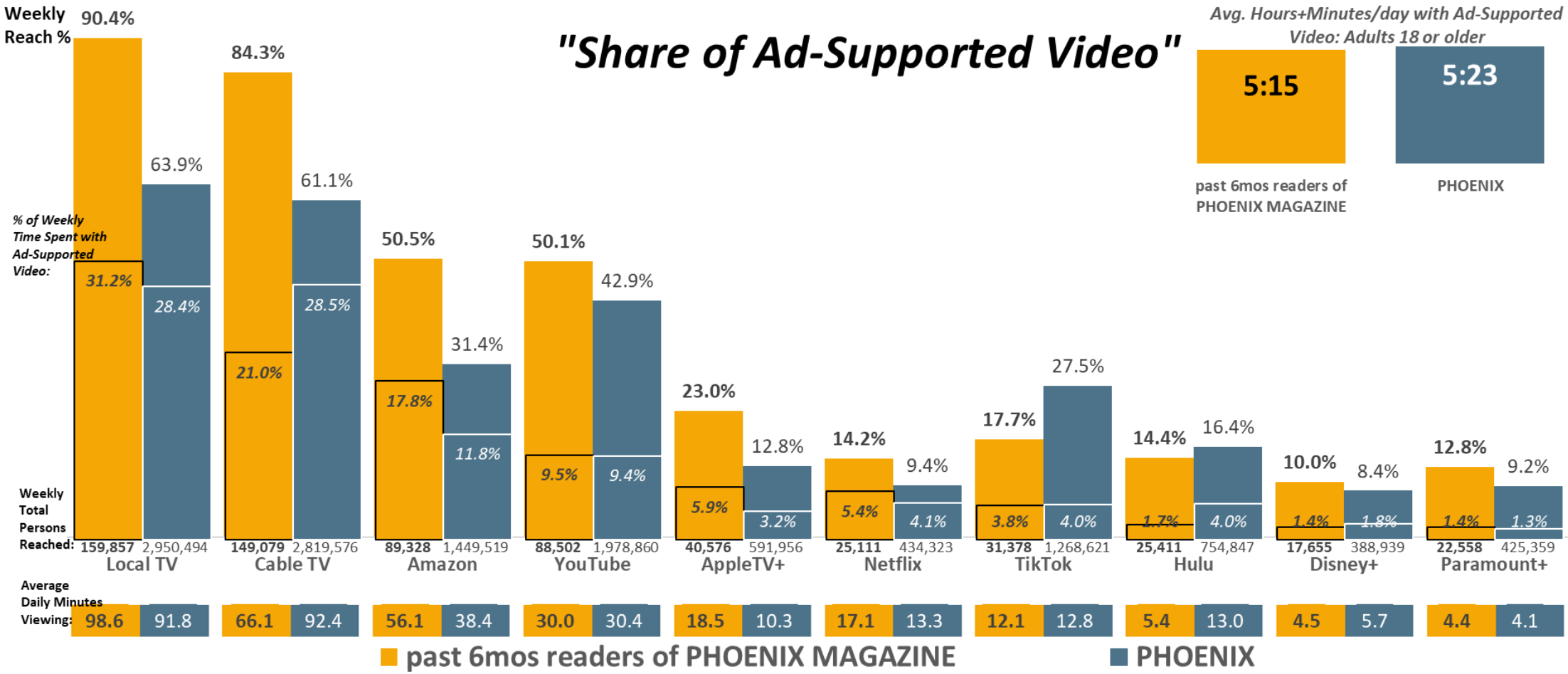
TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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PHOENIX MAGAZINE

159,857 or 90.4% of Adults 18 or older past 6mos readers of PHOENIX MAGAZINE watch Ad-Supported Local TV Stations for an average of 98.6 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.



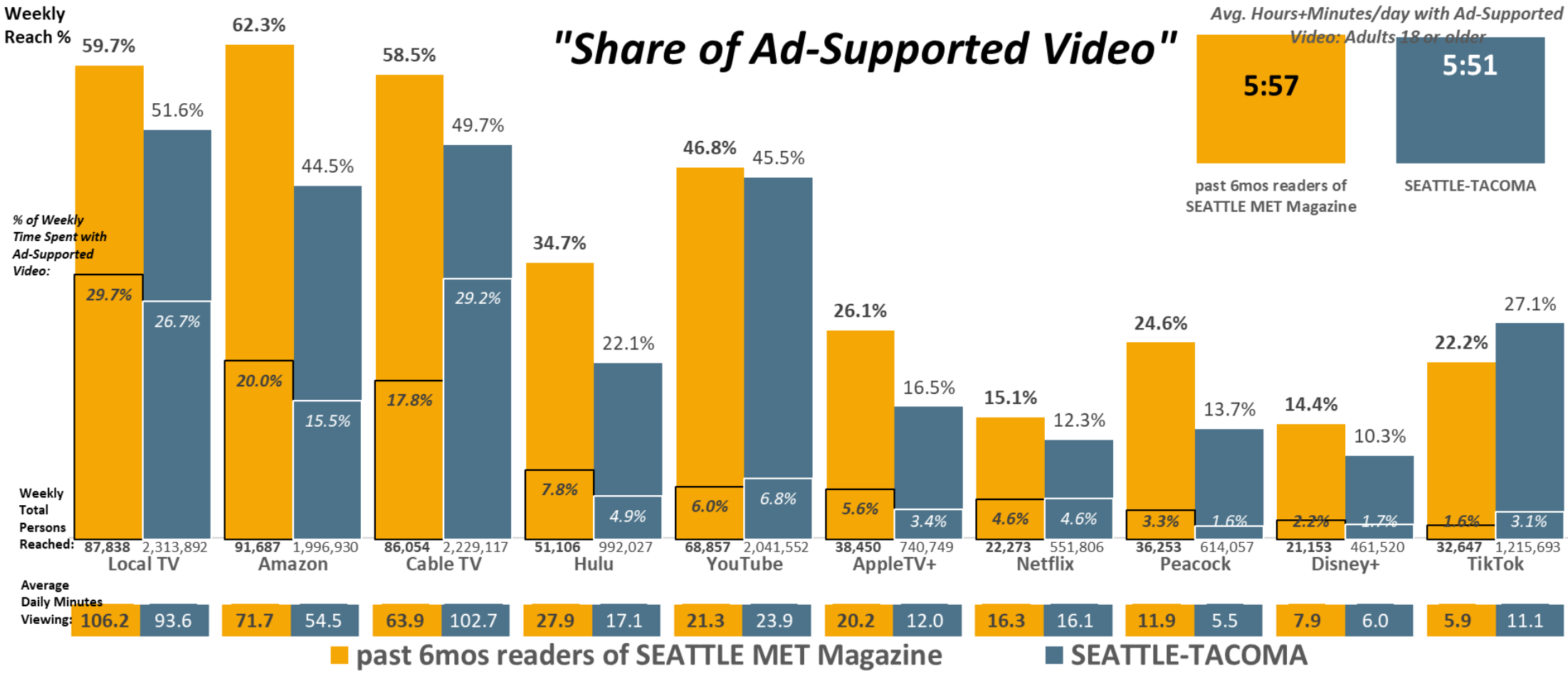
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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Magazines read past 6 months: PHOENIX Magazine

87,838 or 59.7% of Adults 18 or older past 6mos readers of SEATTLE MET Magazine watch Ad-Supported Local TV Stations for an average of 106.2 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.



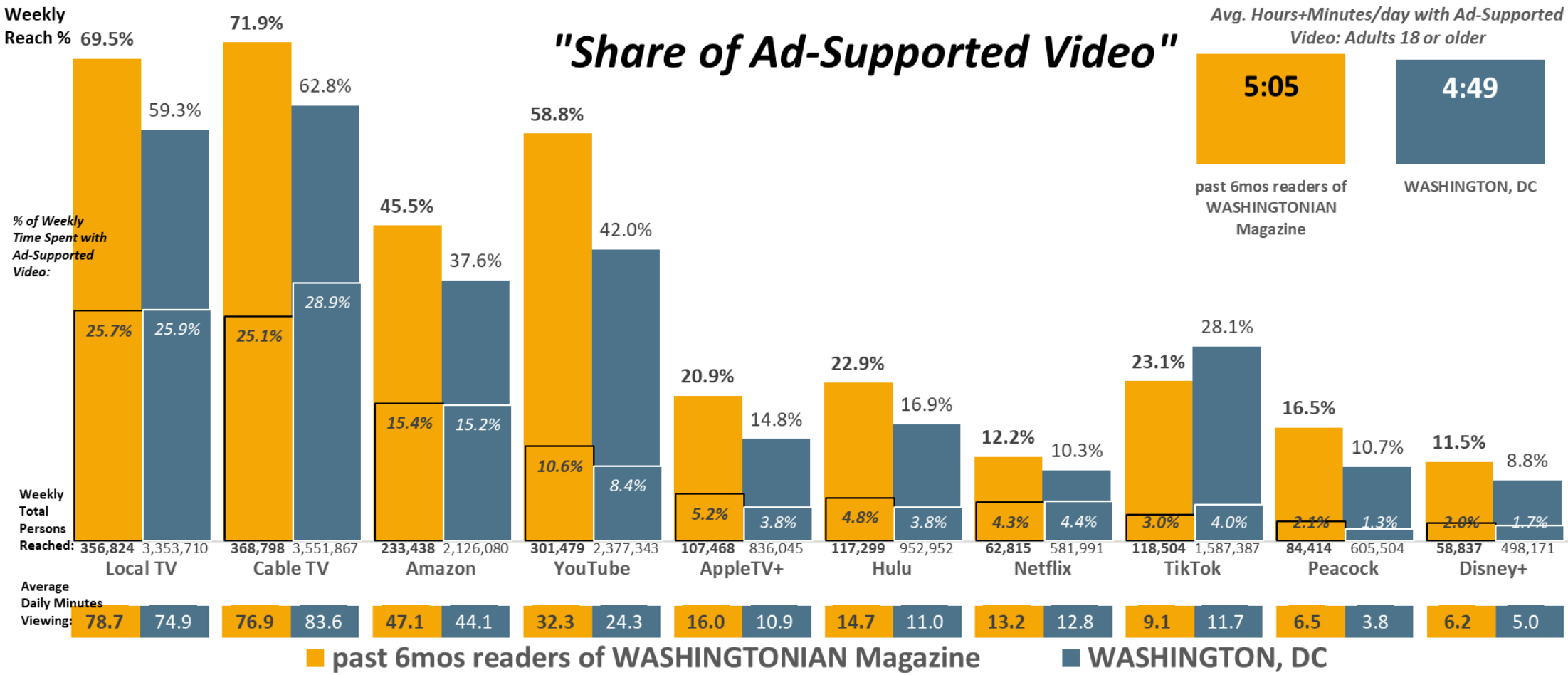
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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WASHINGTONIAN MAGAZINE

356,824 or 69.5% of Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine watch Ad-Supported Local TV Stations for an average of 78.7 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

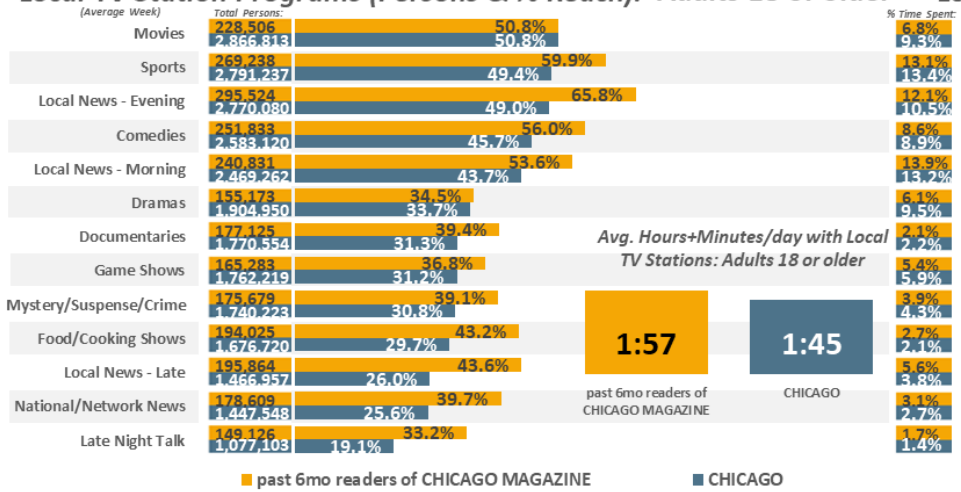
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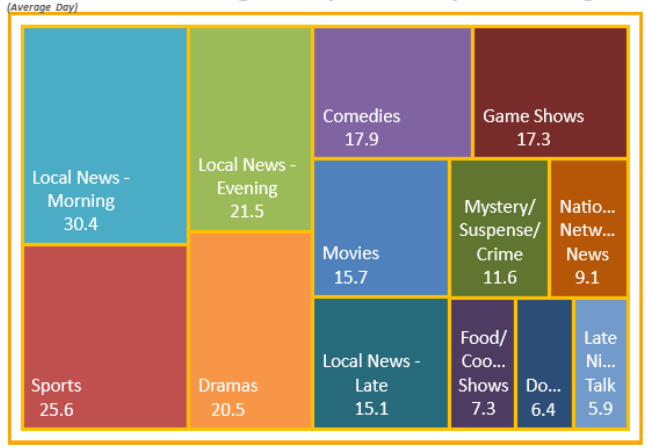
CHICAGO MAGAZINE

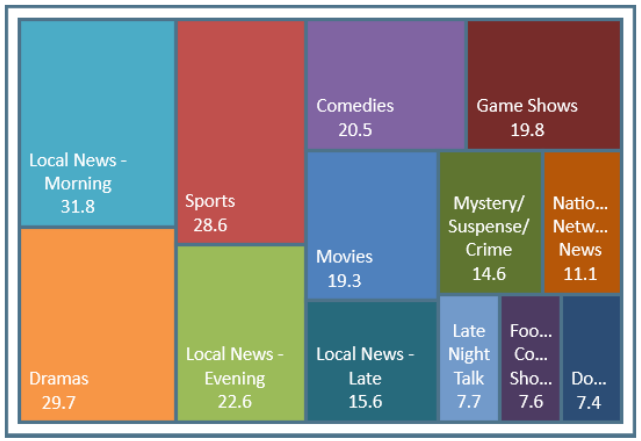
438,869 or 89.7% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Local News - Late.

Local TV Station Programs (Persons & % Reach): Adults 18 or older

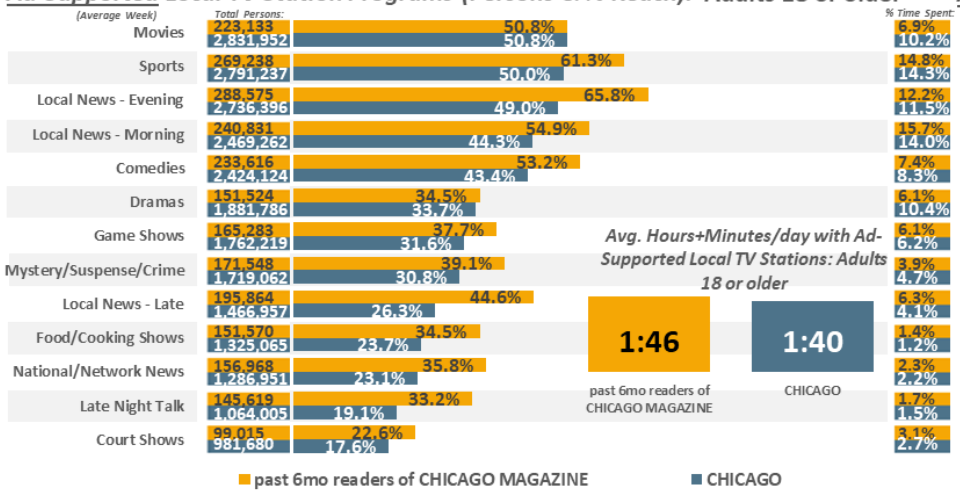


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

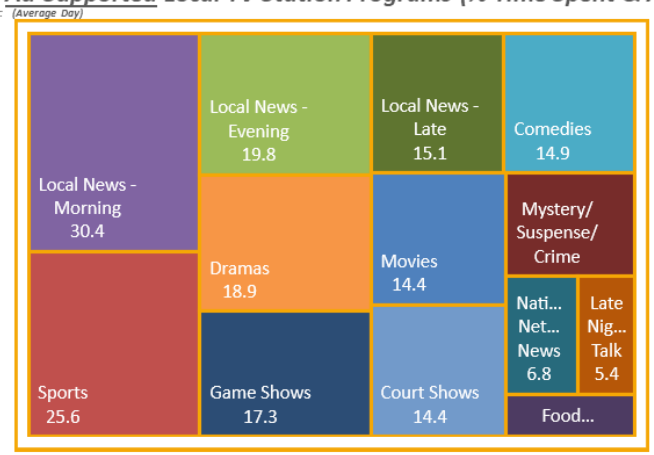


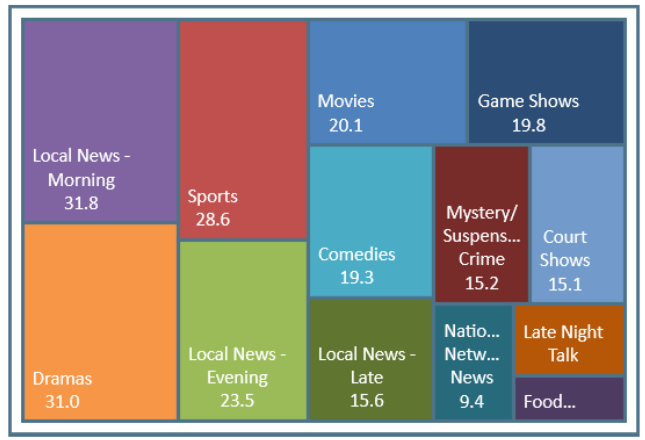


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

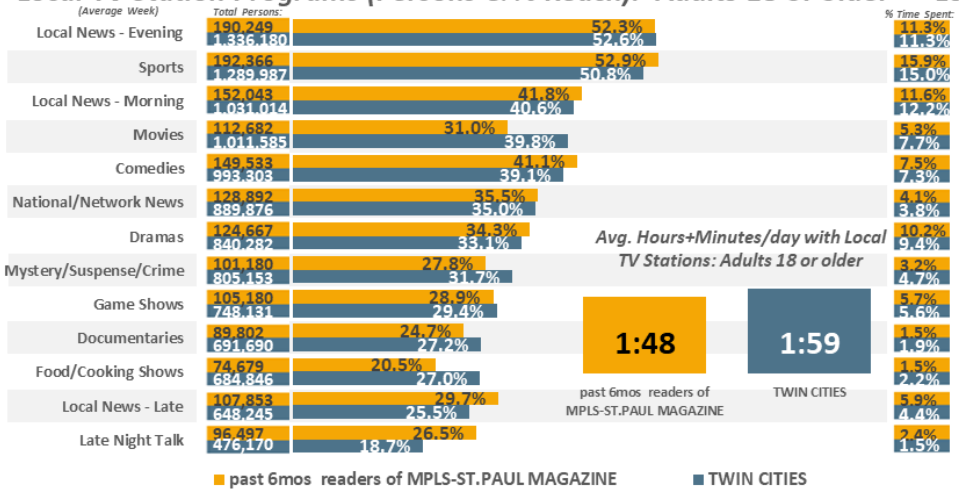
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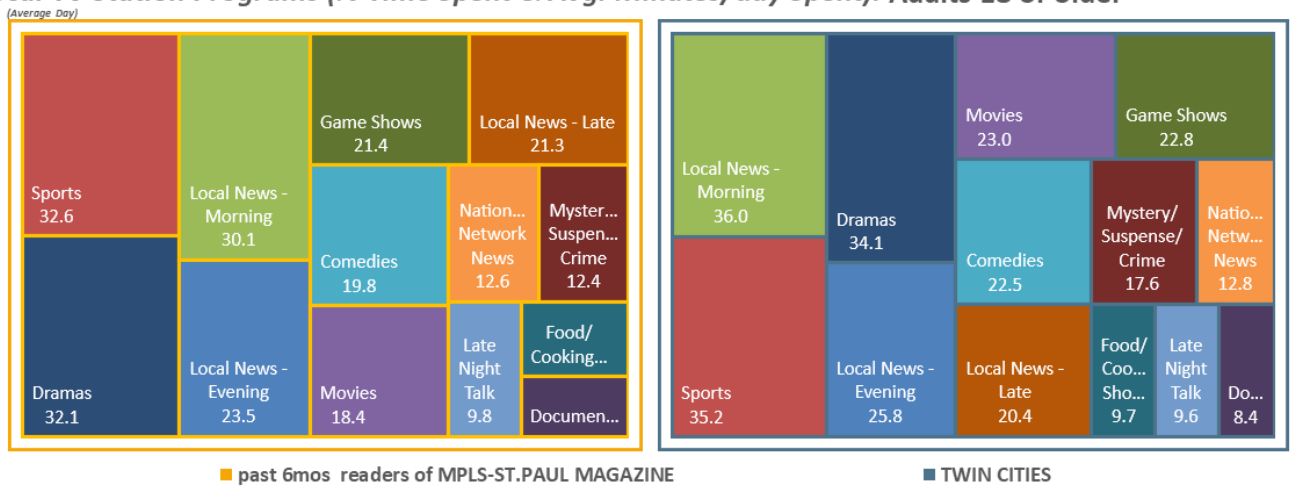
Mpls St Paul MAGAZINE MSPMAG.COM

358,008 or 84.6% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Dramas, and National/Network News.

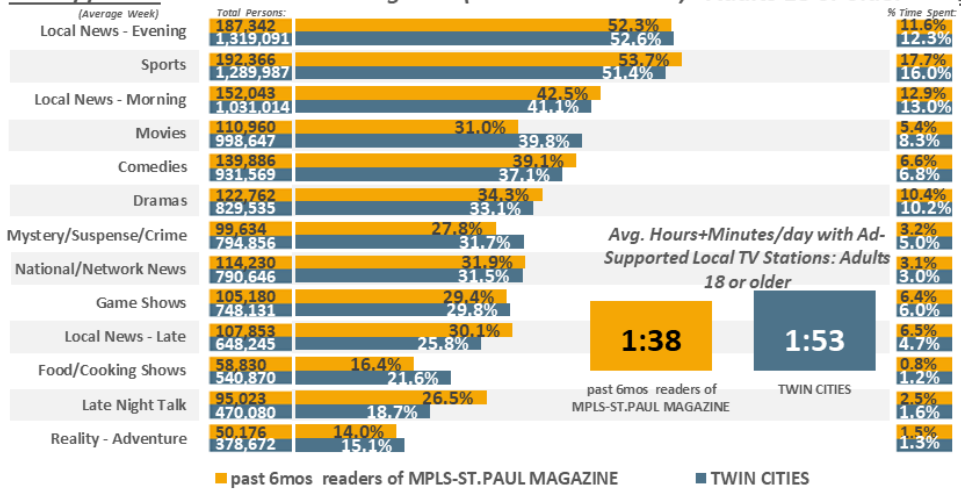
Local TV Station Programs (Persons & % Reach): Adults 18 or older



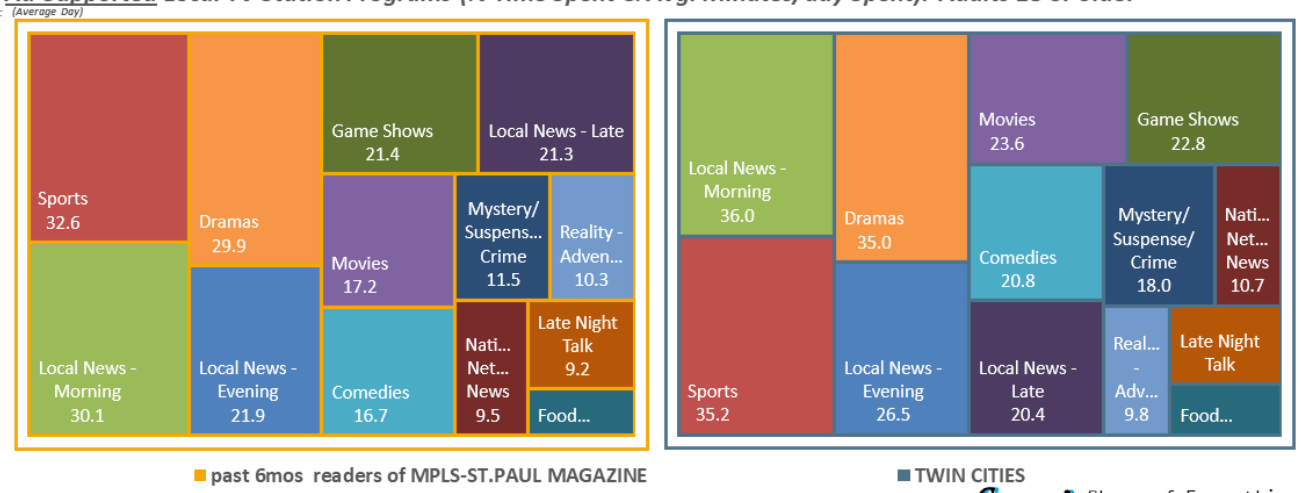
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

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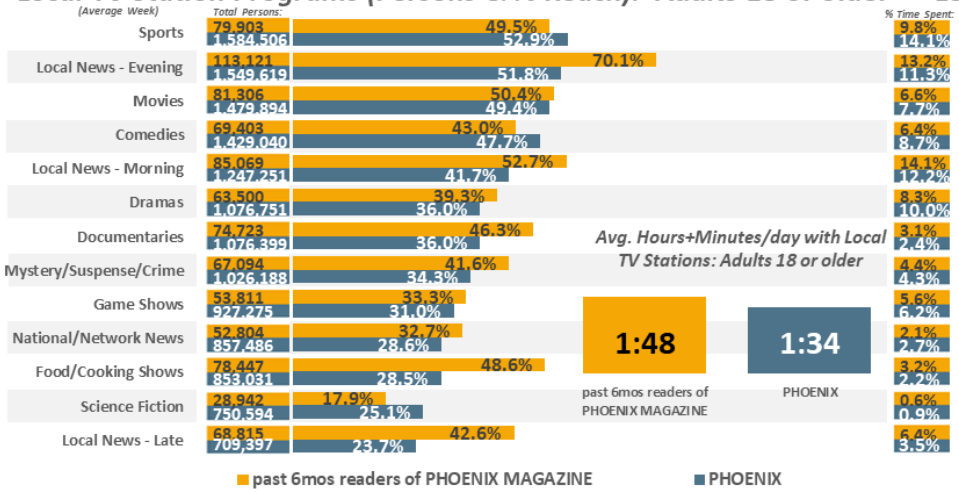
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Magazines read past 6 months: Mpls.St.Paul Magazine

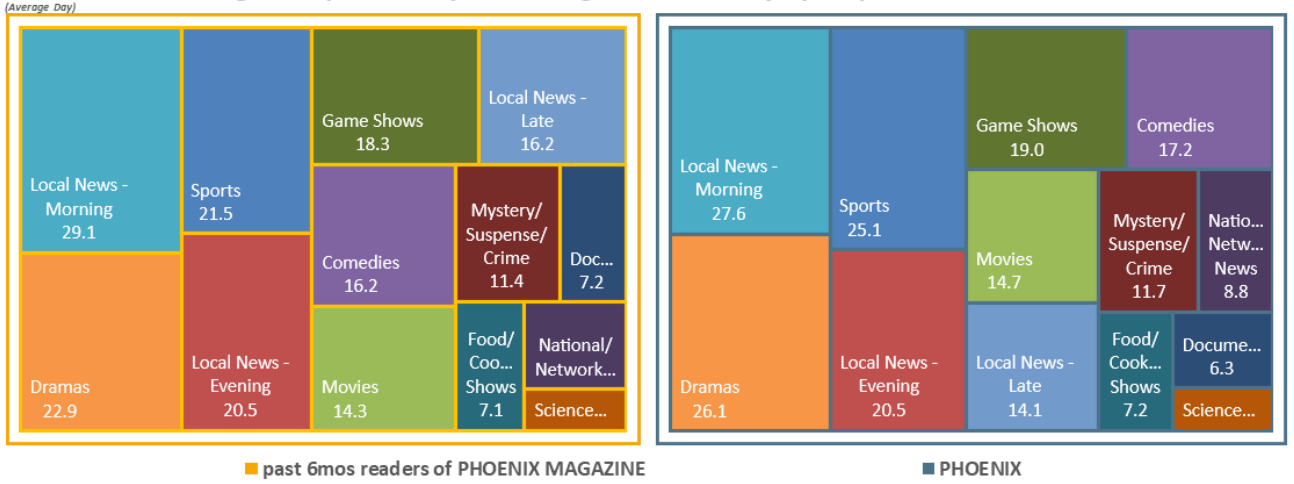
PHOENIX MAGAZINE

159,857 or 90.4% of Adults 18 or older past 6mos readers of PHOENIX MAGAZINE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Movies, Sports, Local News - Late, and Mystery/Suspense/Crime.

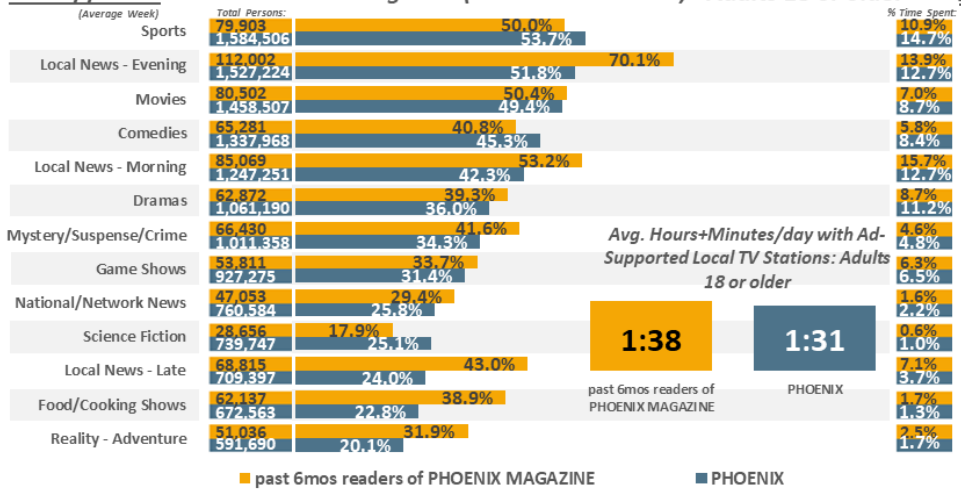
Local TV Station Programs (Persons & % Reach): Adults 18 or older



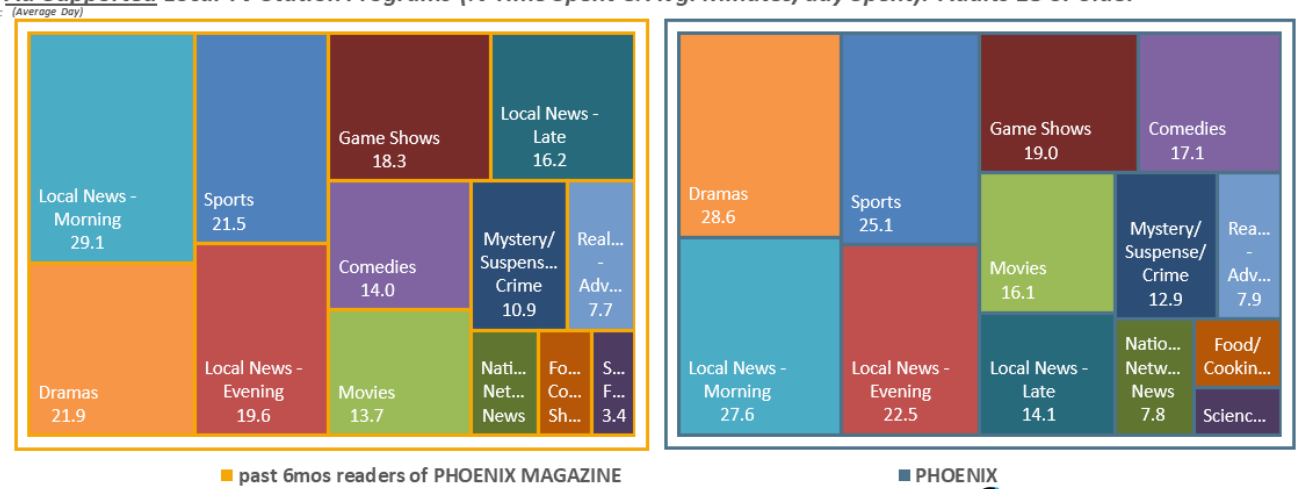
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

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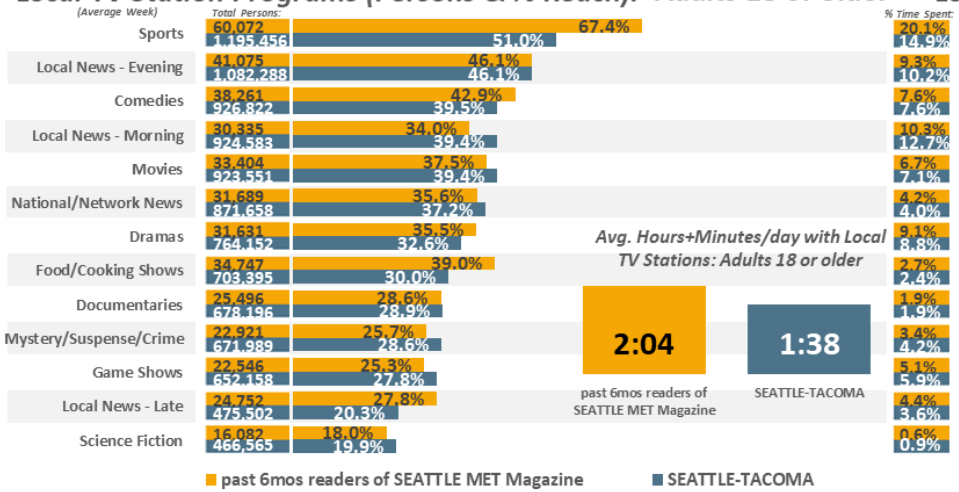
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Magazines read past 6 months: PHOENIX Magazine

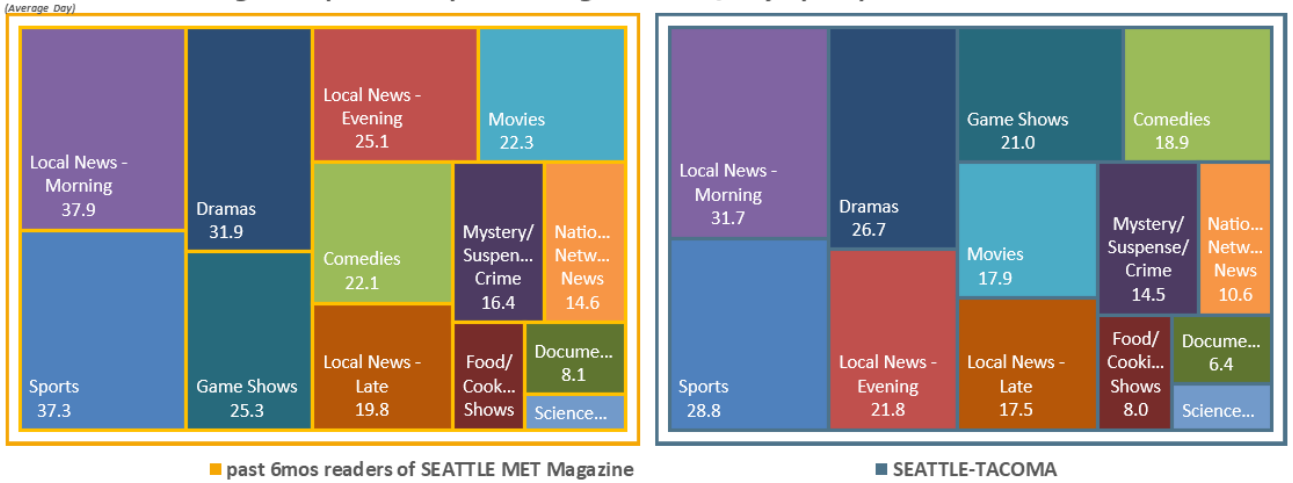
Seattle Met

87,838 or 59.7% of Adults 18 or older past 6mos readers of SEATTLE MET Magazine watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Dramas, and Local News - Morning.

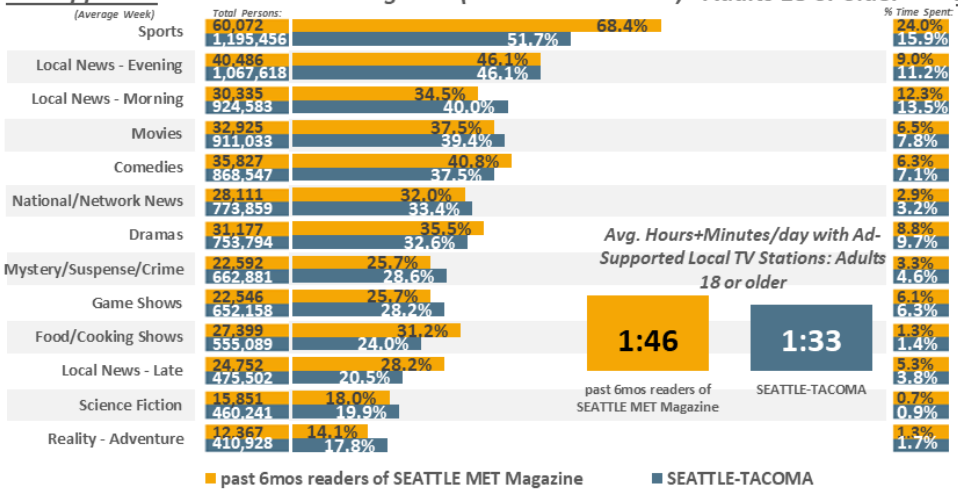
Local TV Station Programs (Persons & % Reach): Adults 18 or older



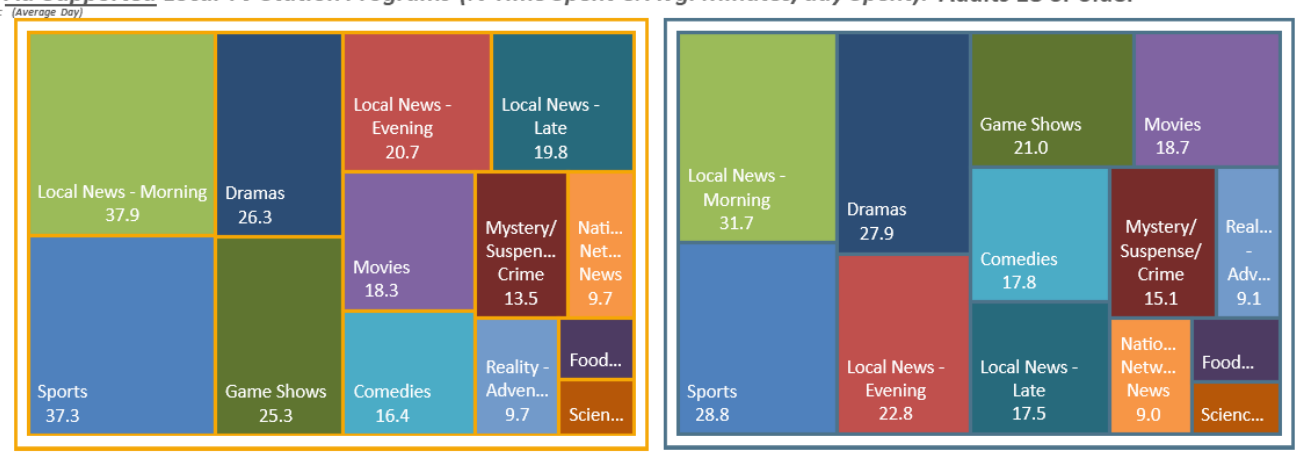
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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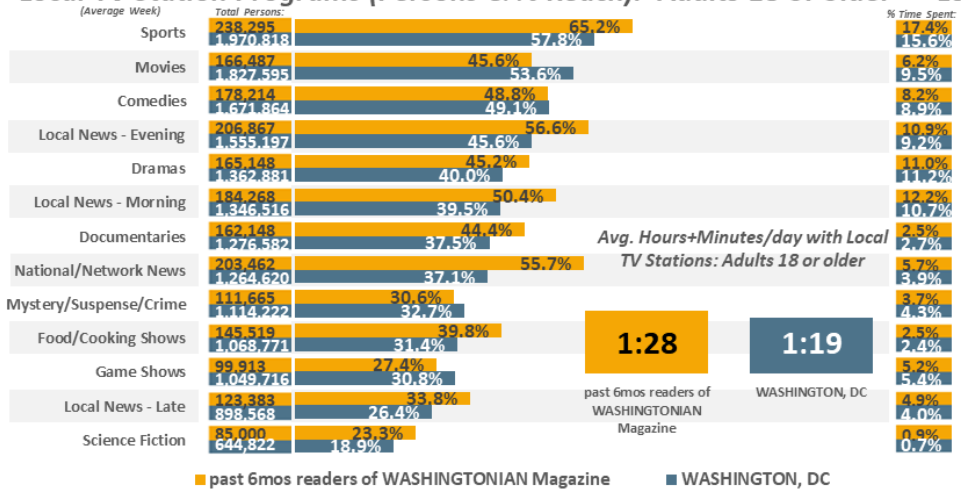
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Magazines read past 6 months: Seattle Met Magazine

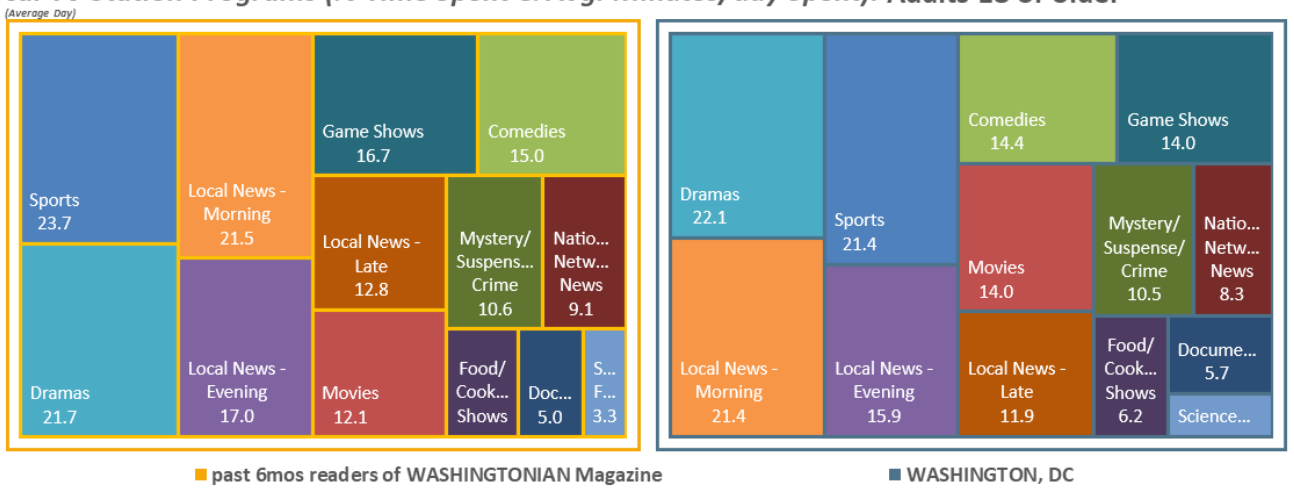
WASHINGTONIAN MAGAZINE

356,824 or 69.5% of Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Comedies, and Movies.

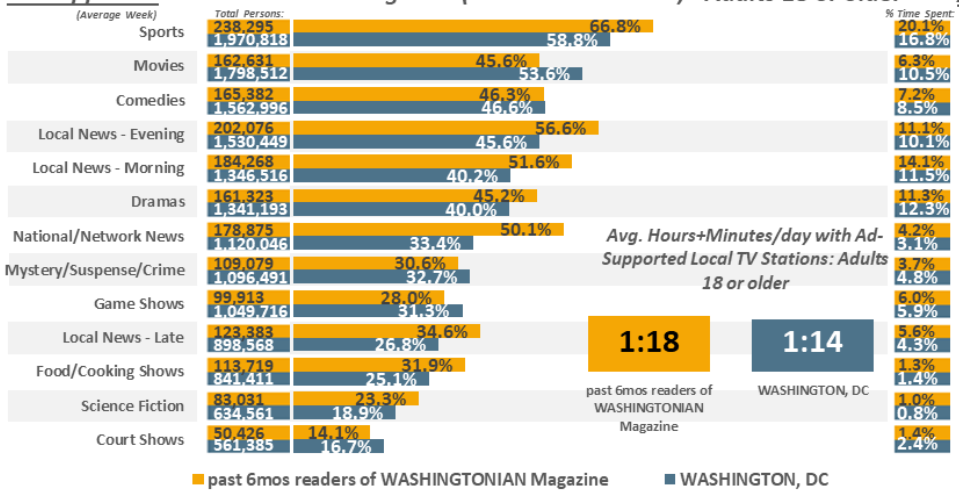
Local TV Station Programs (Persons & % Reach): Adults 18 or older



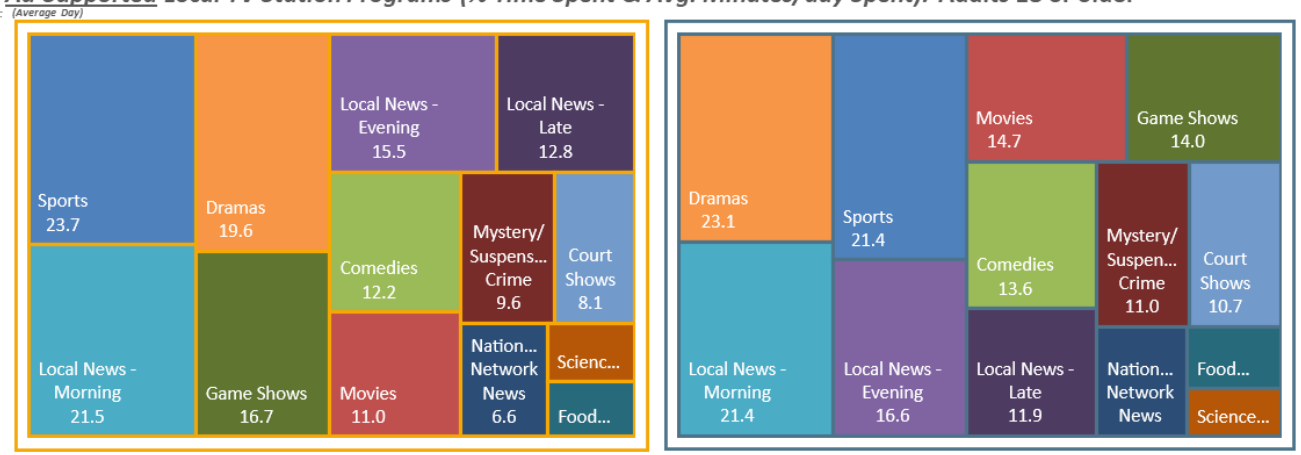
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

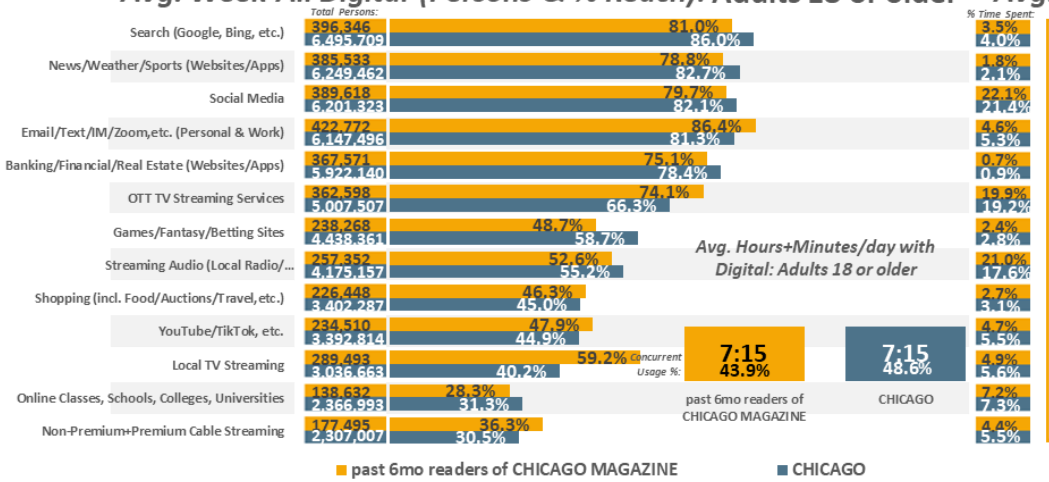
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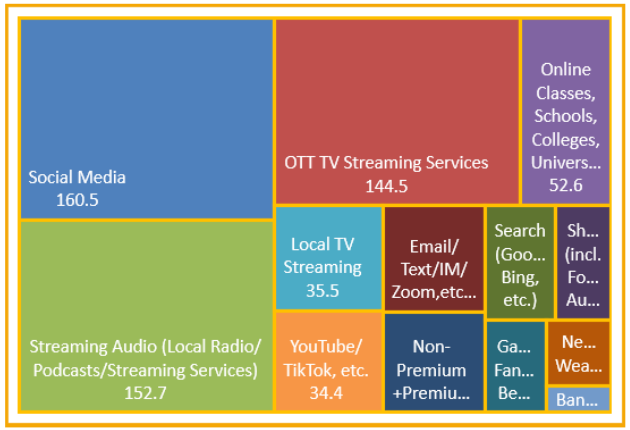
CHICAGO MAGAZINE

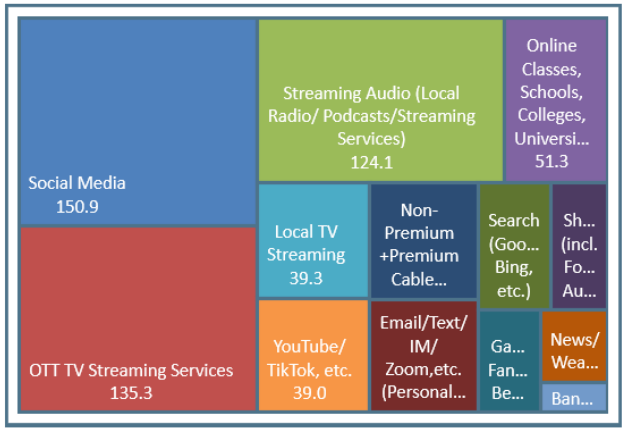
355,624 or 72.7% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE use Ad-Supported Social Media for an average of 146.5 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

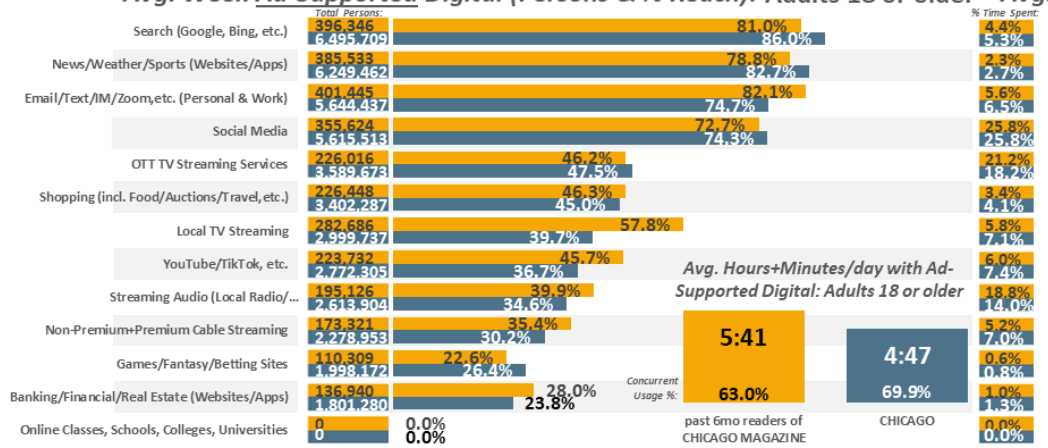


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

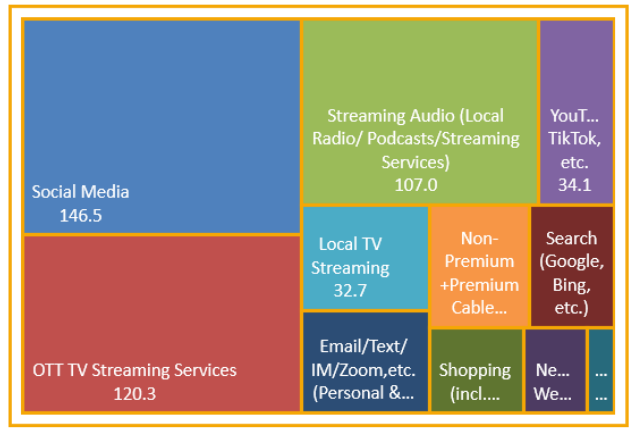


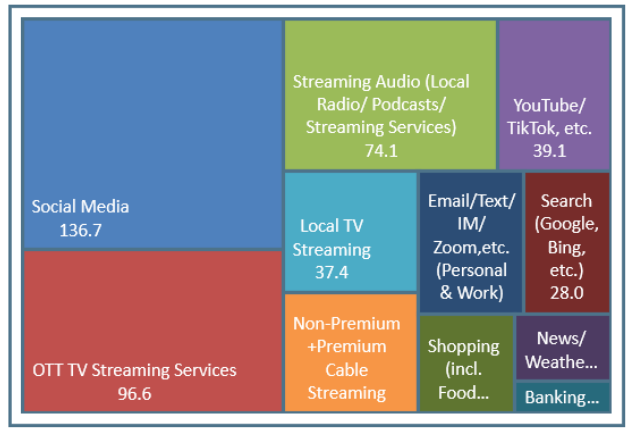


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





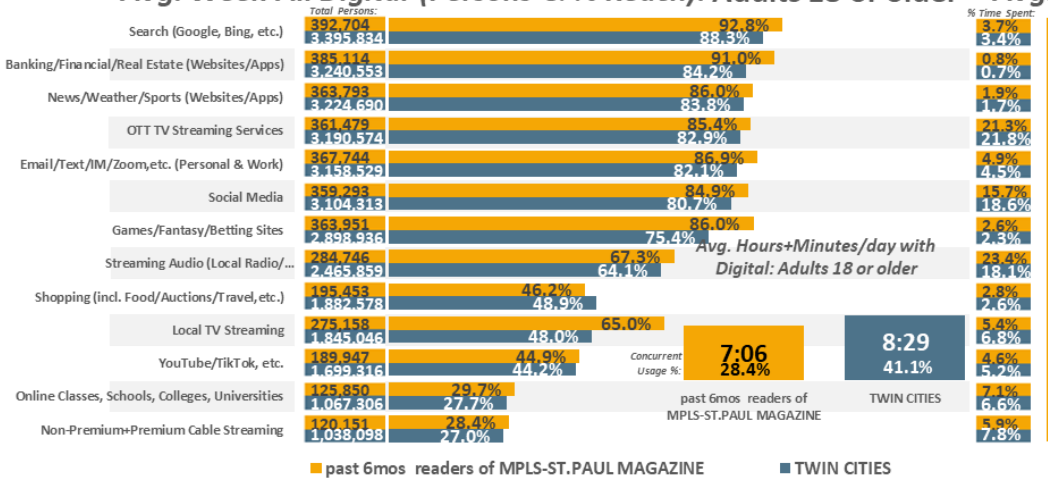
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

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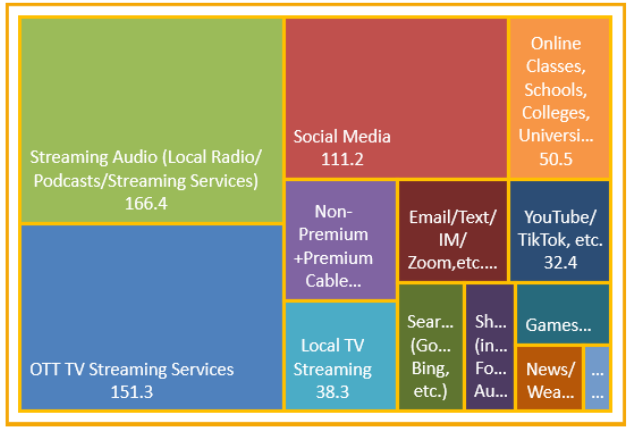
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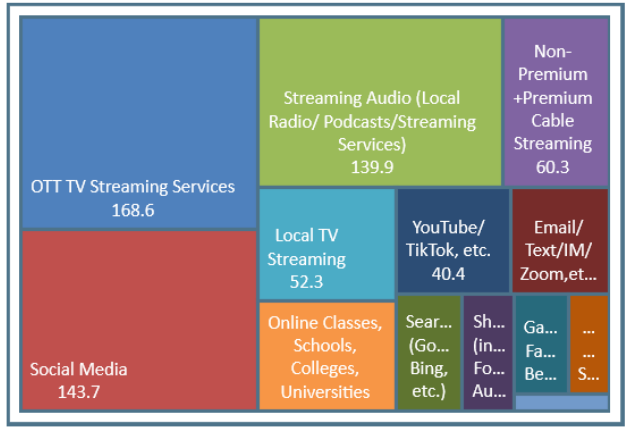
308,372 or 72.9% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE use Ad-Supported Social Media for an average of 95.5 minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

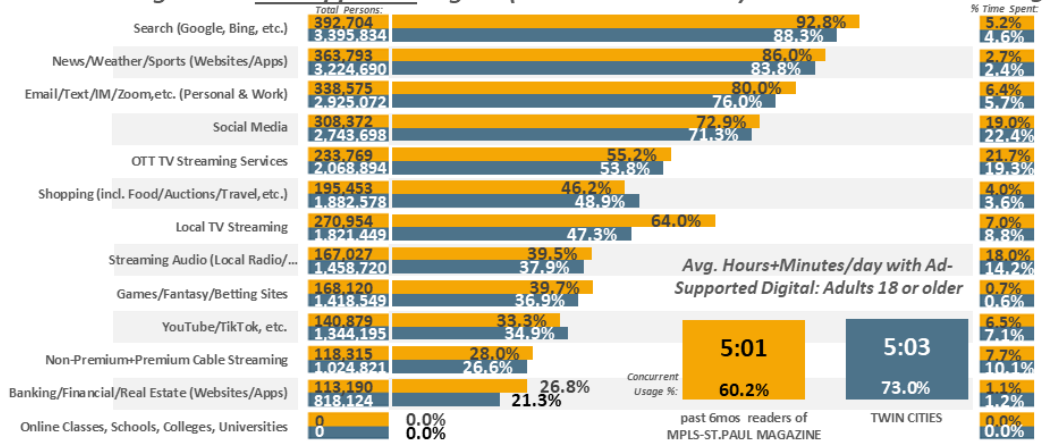


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

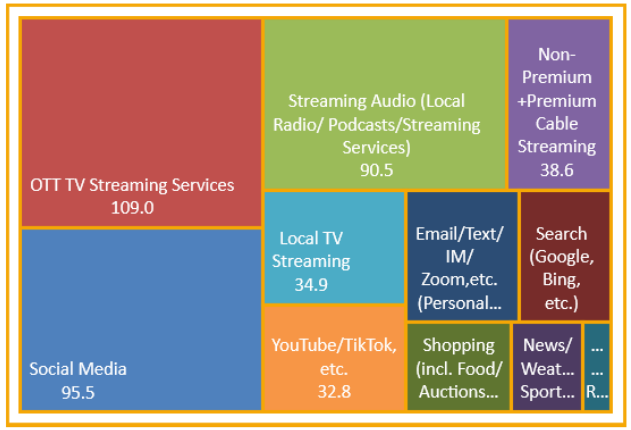


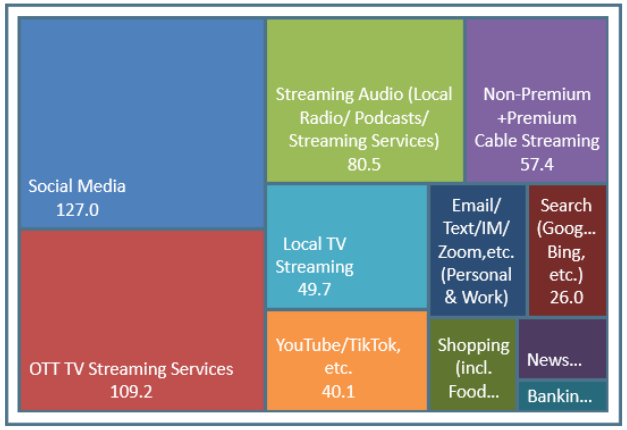


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

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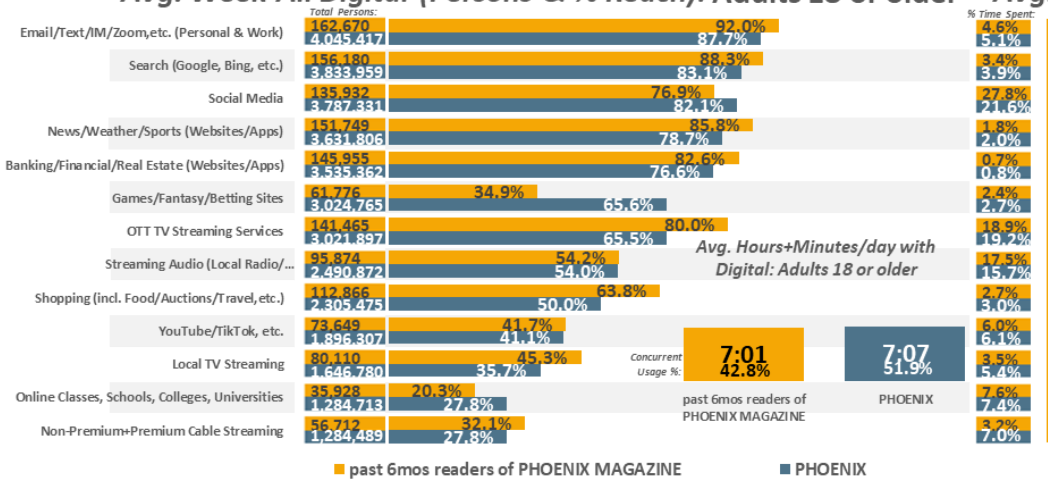
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Magazines read past 6 months: Mpls.St.Paul Magazine

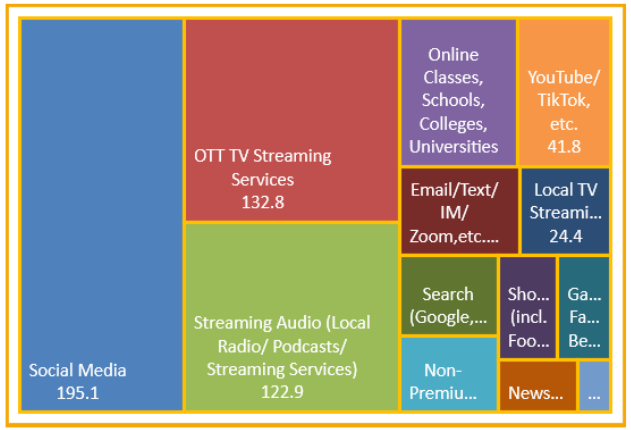
PHOENIX MAGAZINE

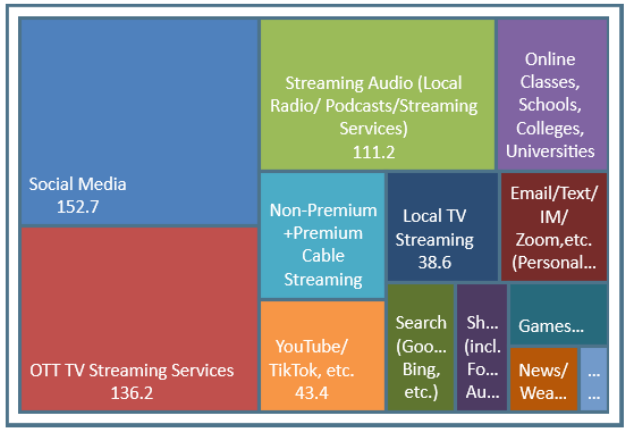
131,284 or 74.3% of Adults 18 or older past 6mos readers of PHOENIX MAGAZINE use Ad-Supported Social Media for an average of 188.4 minutes every day representing 34.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

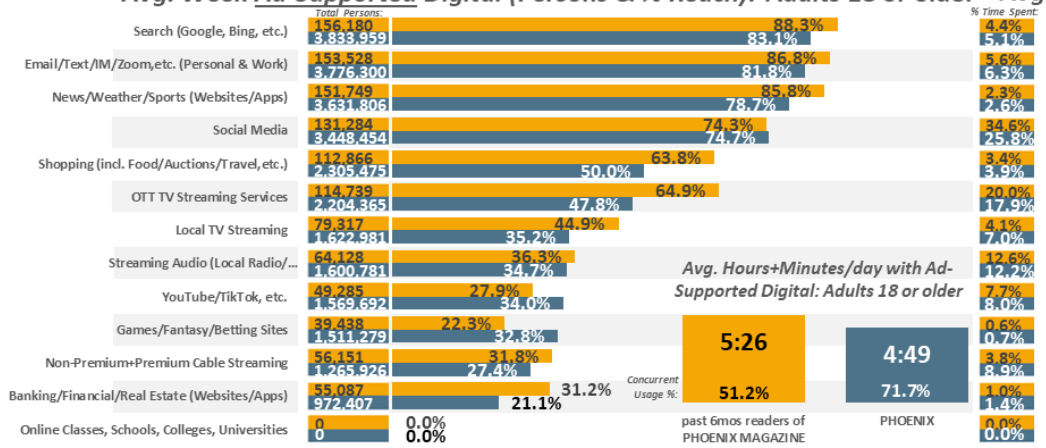


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

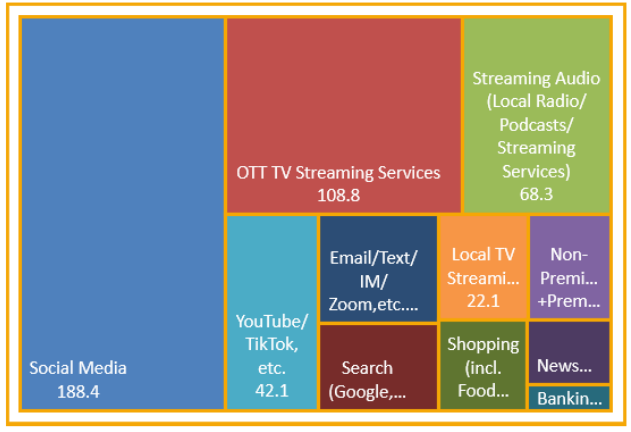


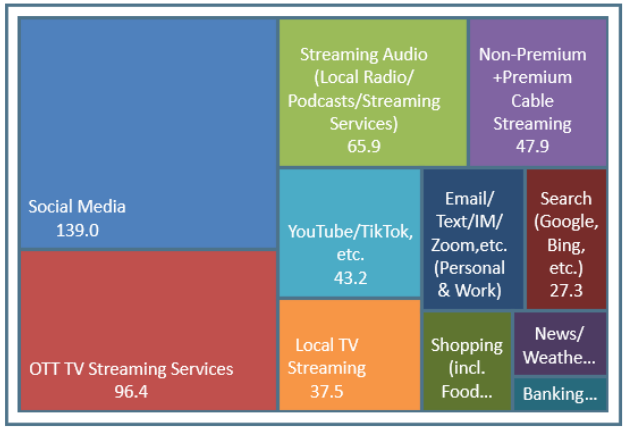


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

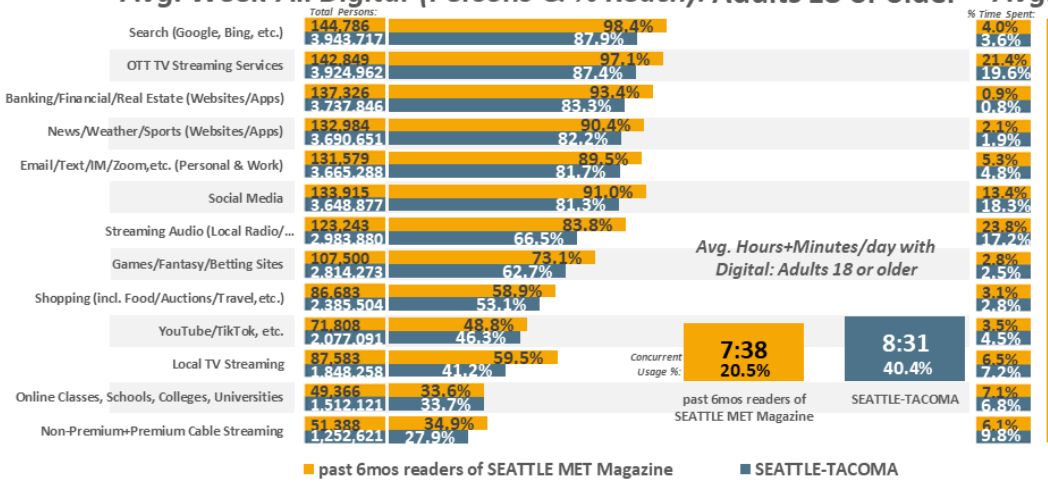
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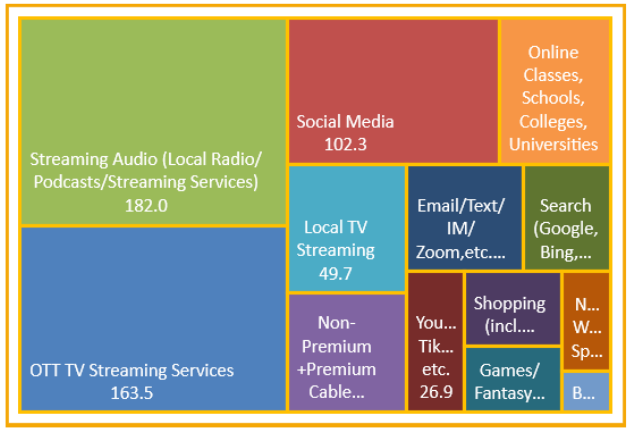
Magazines read past 6 months: PHOENIX Magazine

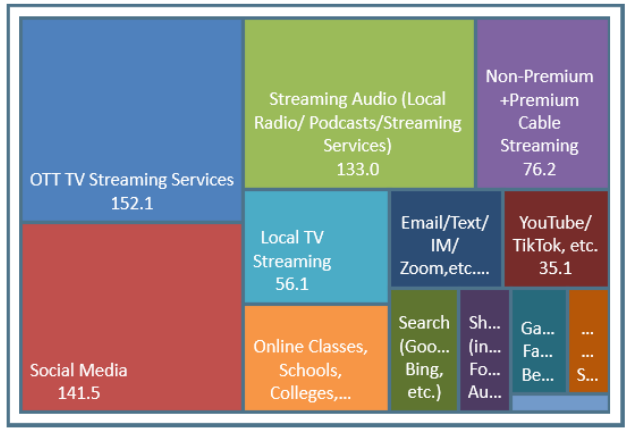
123,801 or 84.2% of Adults 18 or older past 6mos readers of SEATTLE MET Magazine use Ad-Supported Social Media for an average of 94.5 minutes every day representing 16.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older



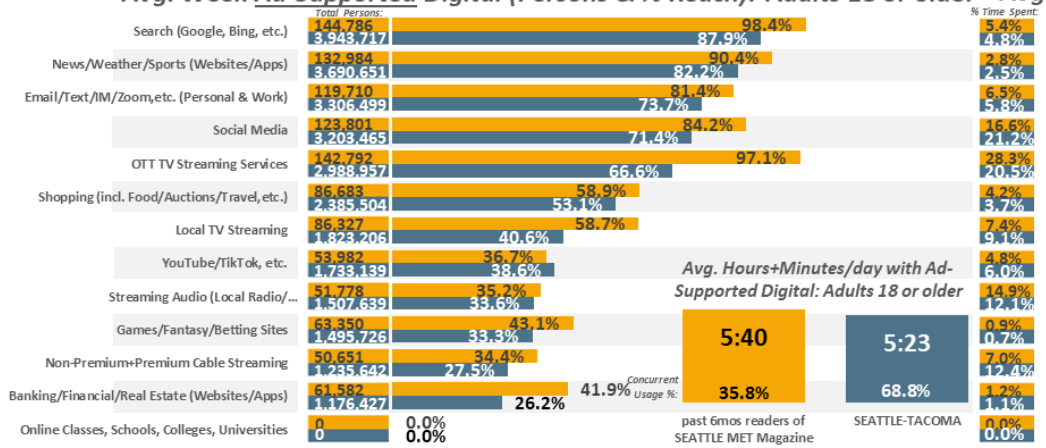
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



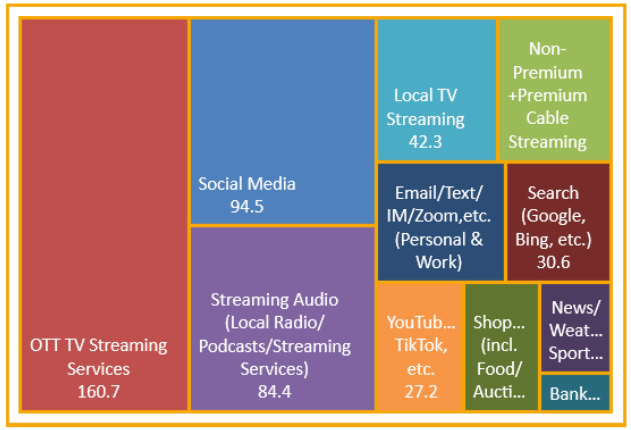


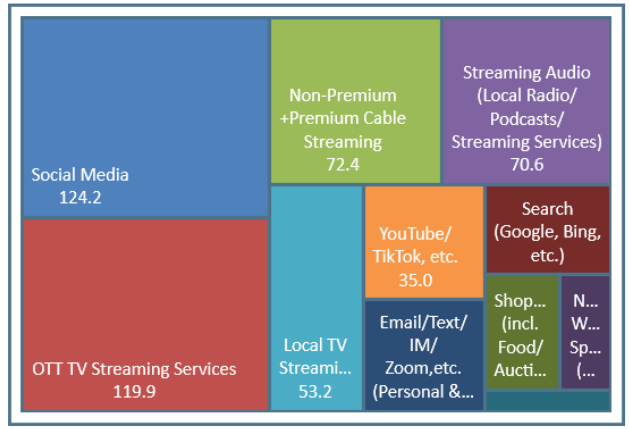
past 6mos readers of SEATTLE MET Magazine SEATTLE-TACOMA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





past 6mos readers of SEATTLE MET Magazine SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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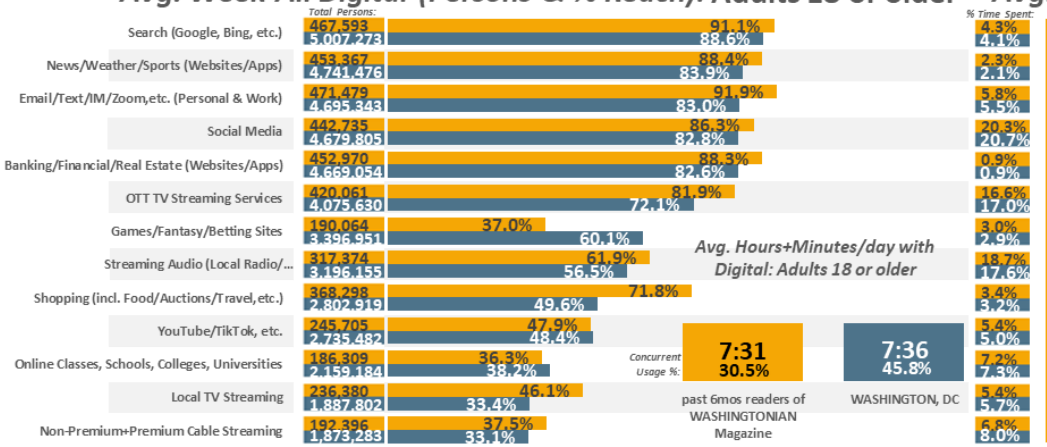
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Magazines read past 6 months: Seattle Met Magazine

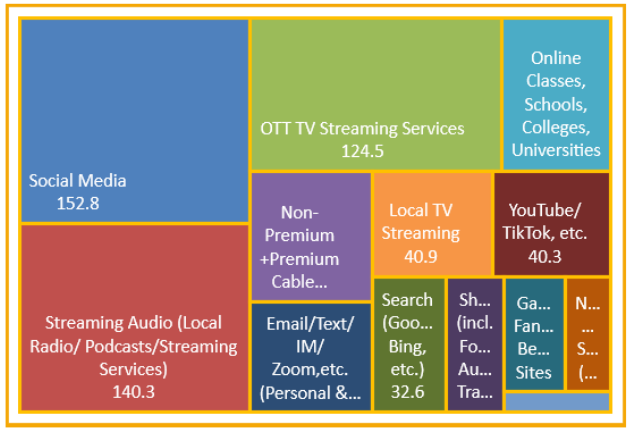
WASHINGTONIAN MAGAZINE

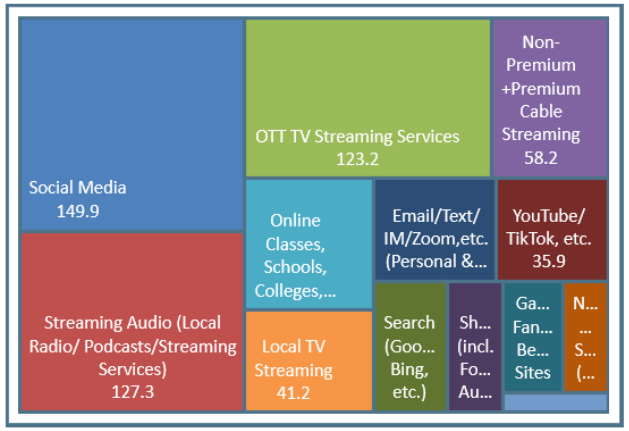
382,875 or 74.6% of Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine use Ad-Supported Social Media for an average of 132.1 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

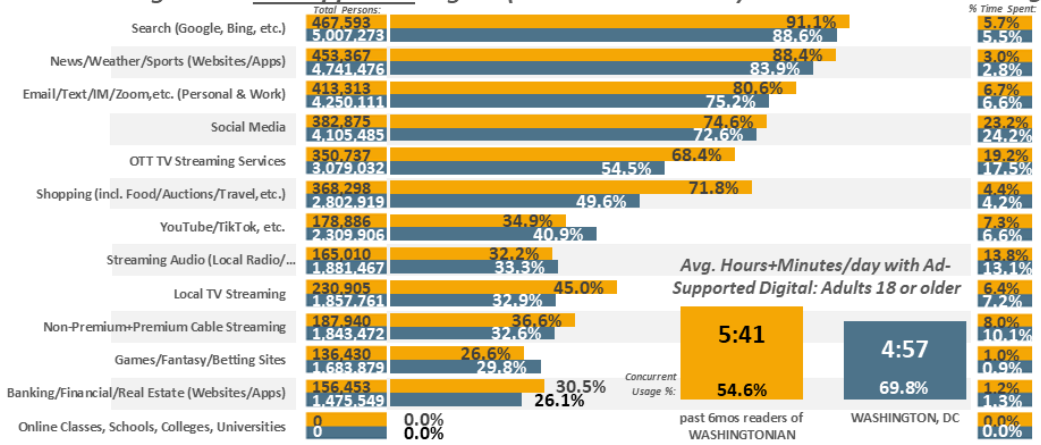


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

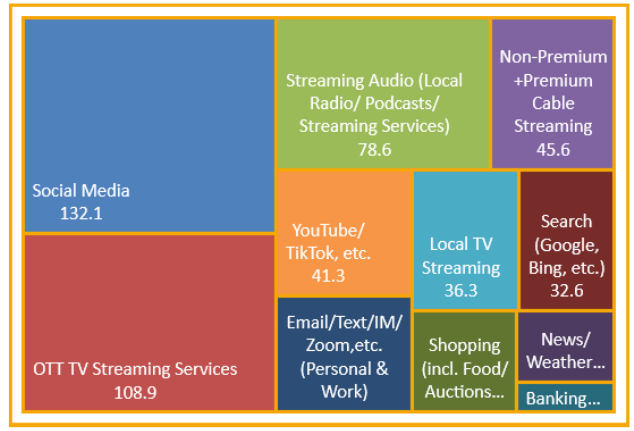


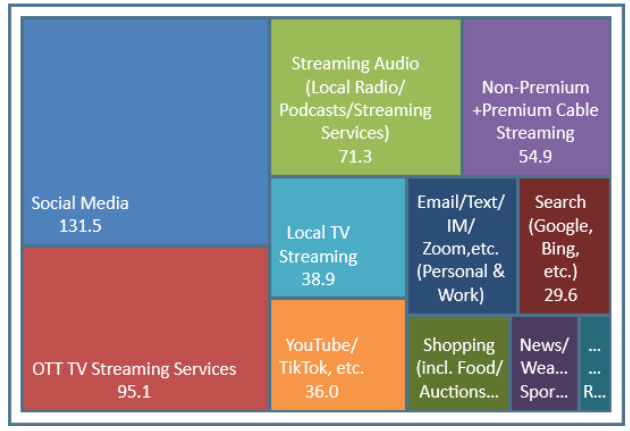


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

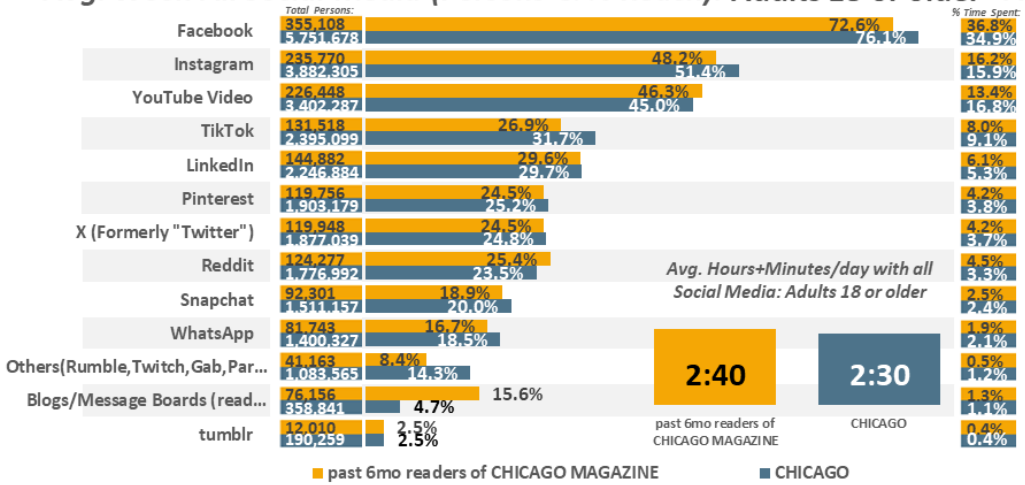
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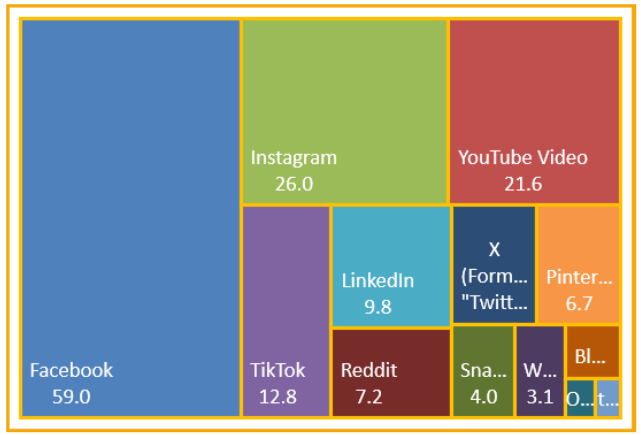
CHICAGO MAGAZINE

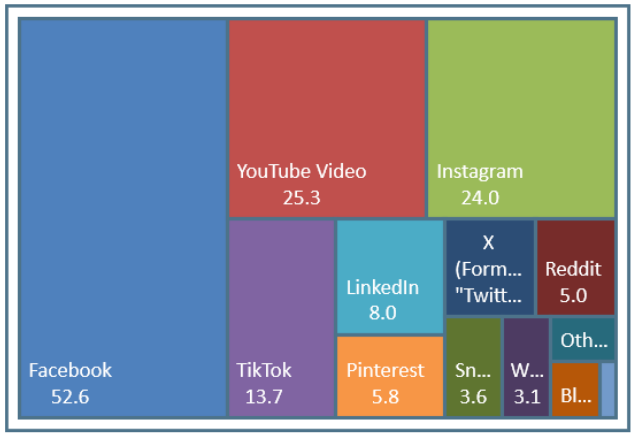
355,108 or 72.6% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE use Ad-Supported Facebook for an average of 55.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

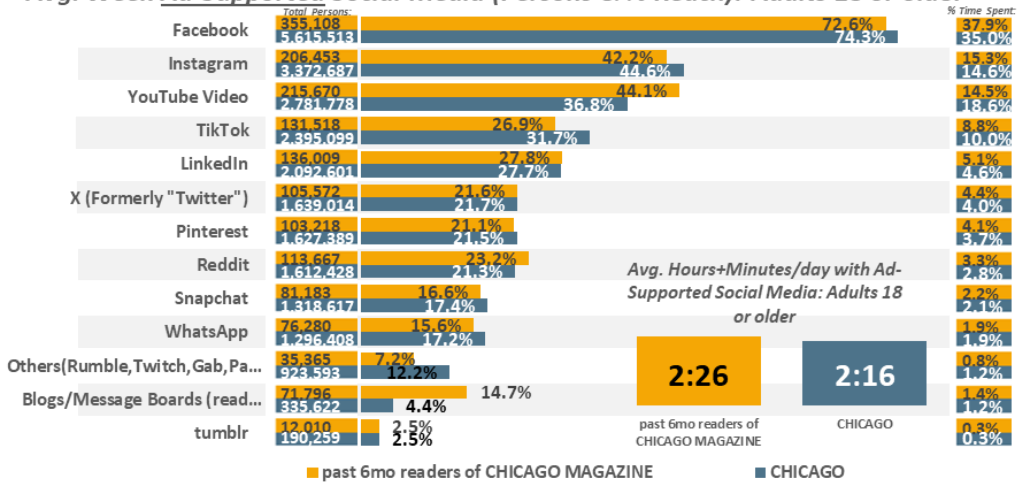


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

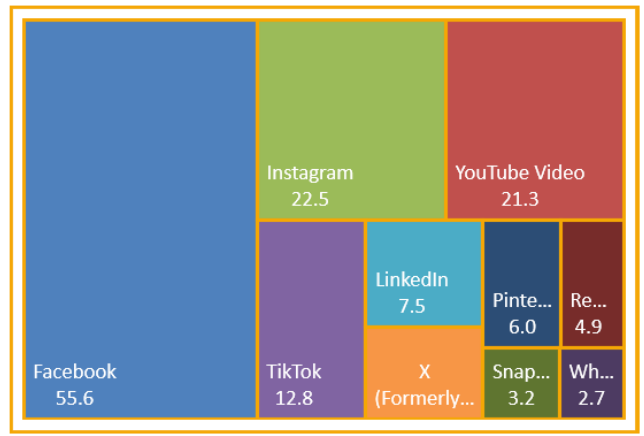


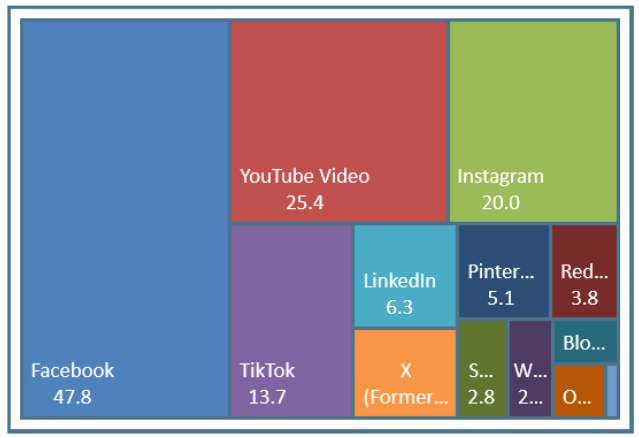


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

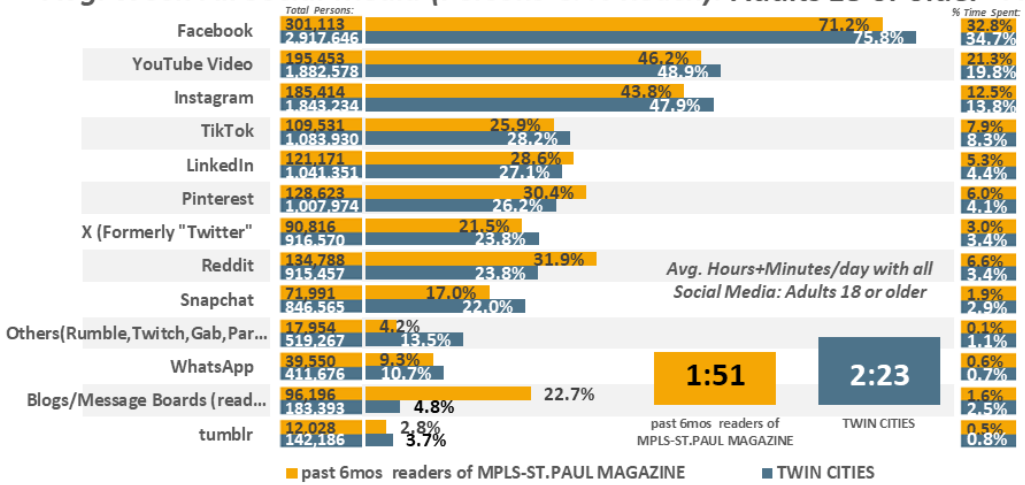
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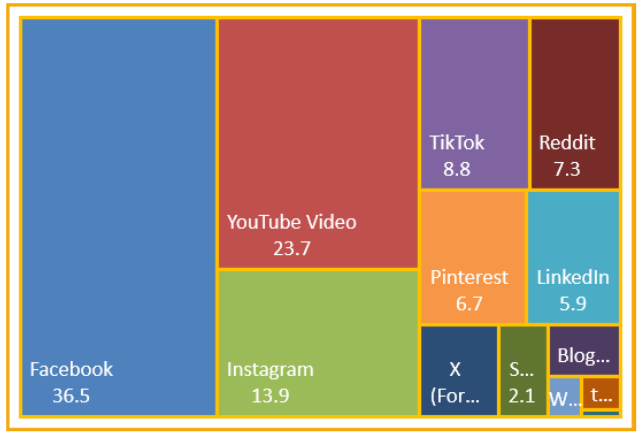
Mpls St Paul MAGAZINE MSPMAG.COM

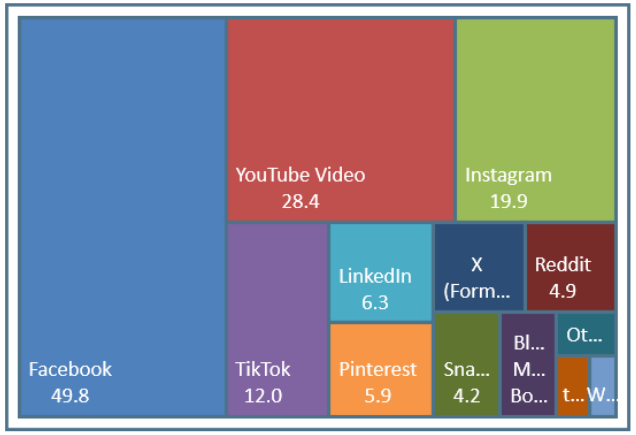
301,113 or 71.2% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE use Ad-Supported Facebook for an average of 32.1 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

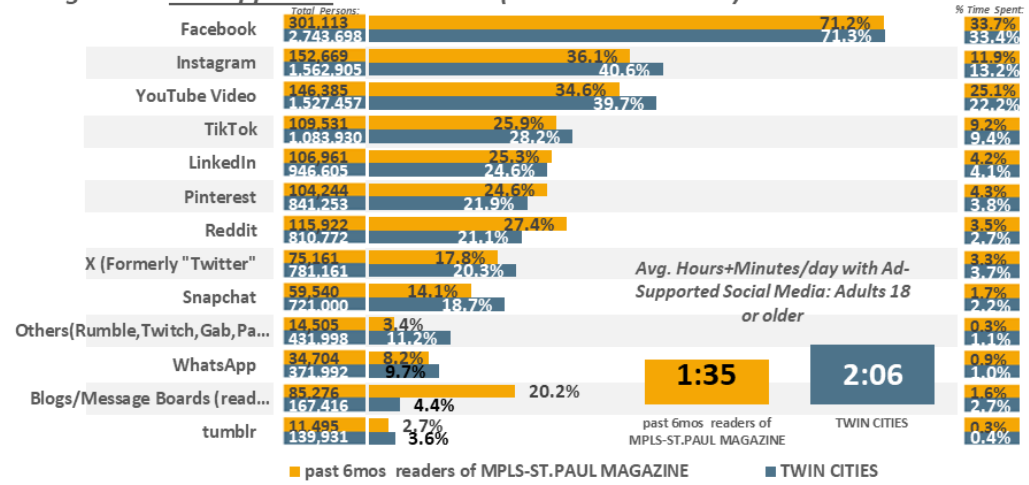


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

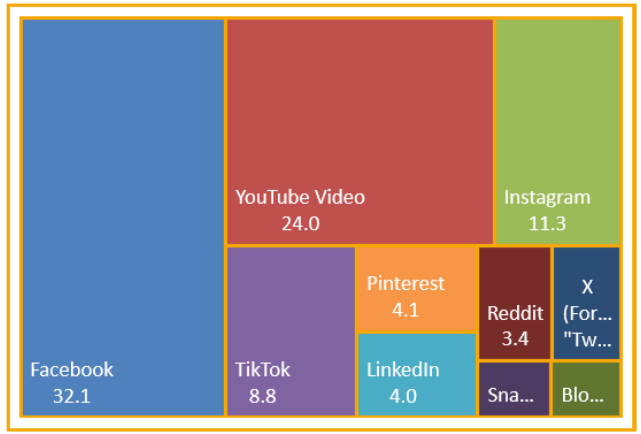


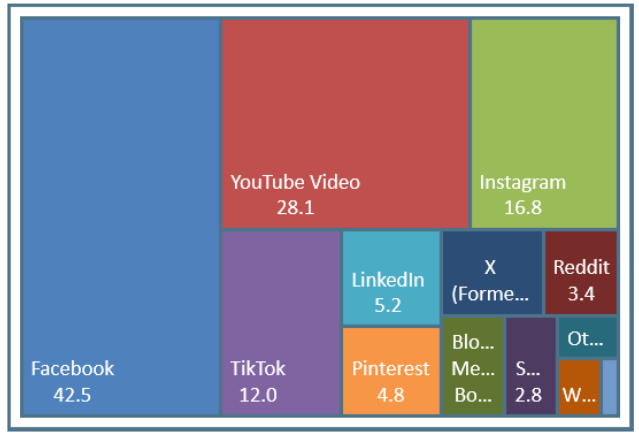


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

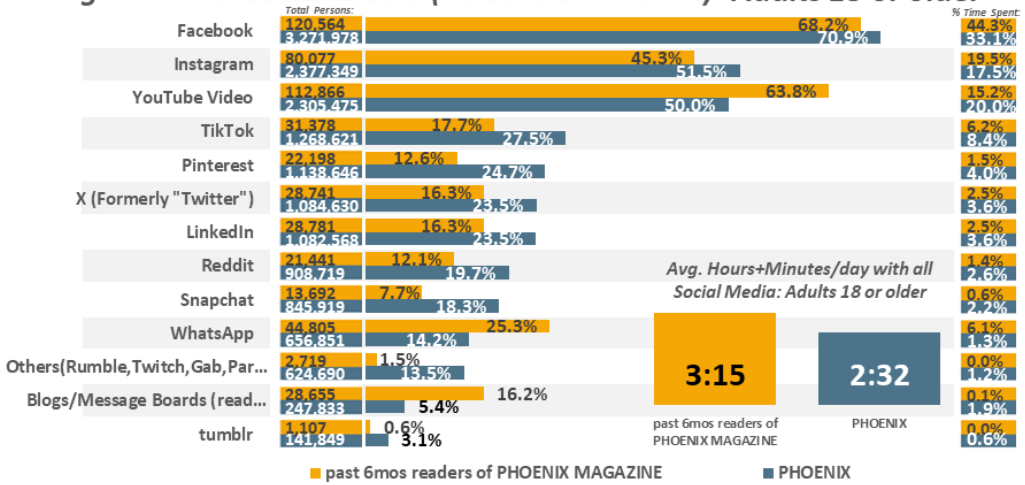
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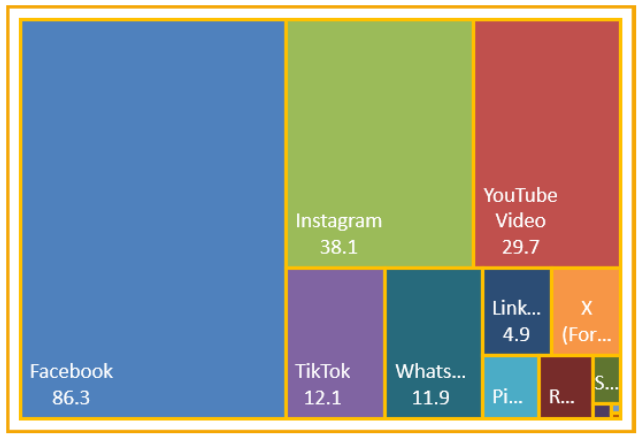
PHOENIX MAGAZINE

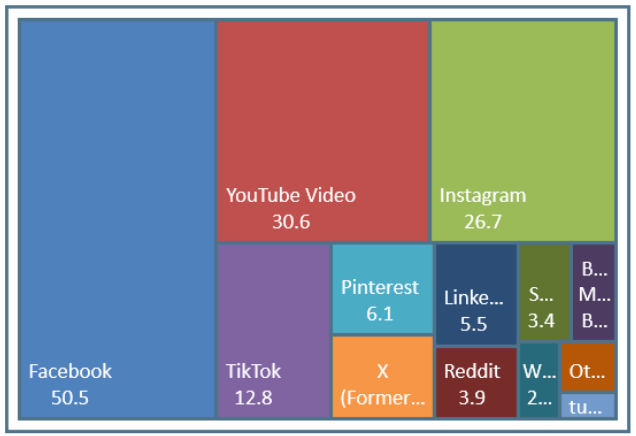
120,564 or 68.2% of Adults 18 or older past 6mos readers of PHOENIX MAGAZINE use Ad-Supported Facebook for an average of 80.1 minutes every day representing 42.5% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

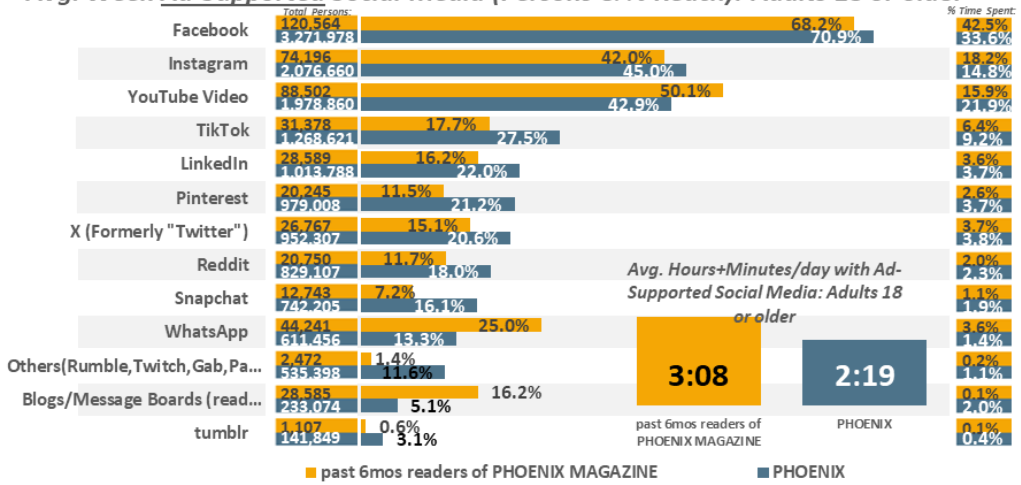


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

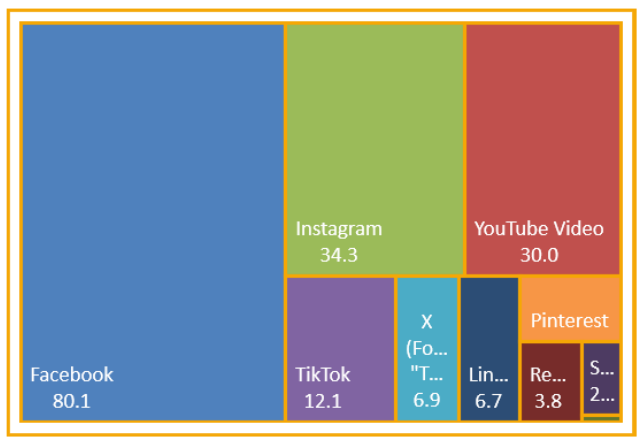


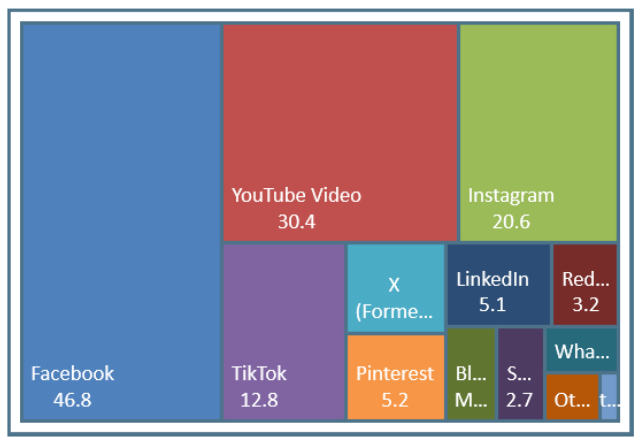


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

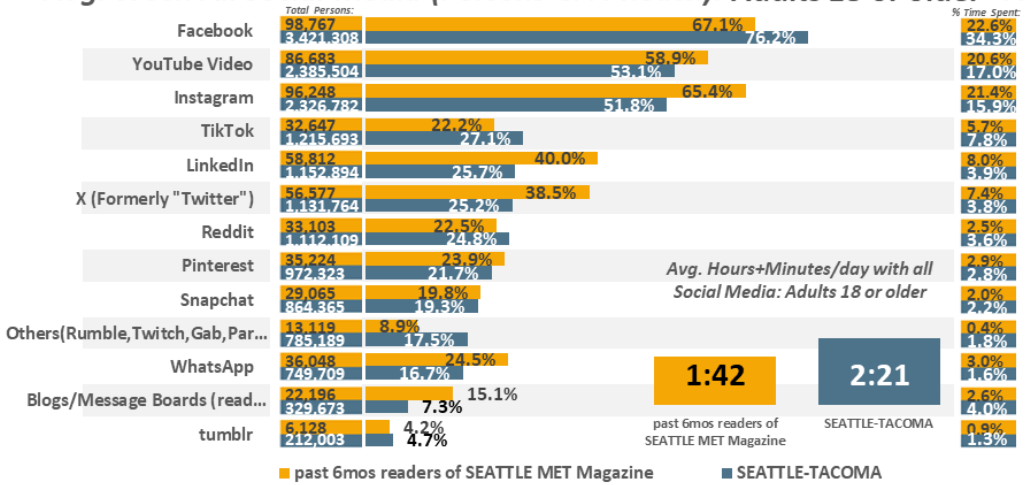
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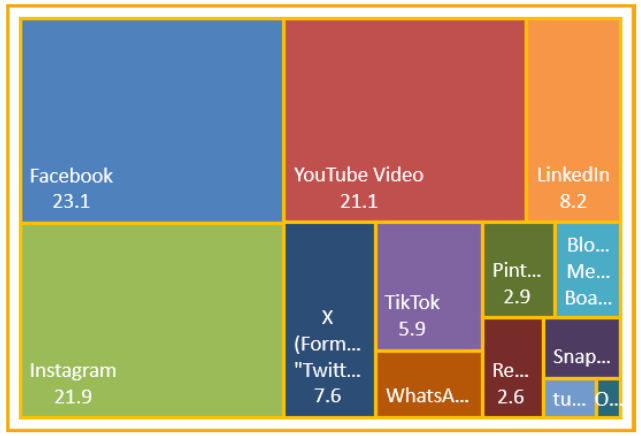
Magazines read past 6 months: PHOENIX Magazine

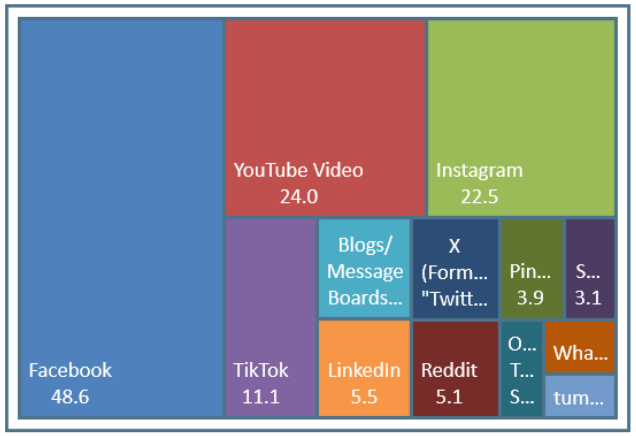
98,767 or 67.1% of Adults 18 or older past 6mos readers of SEATTLE MET Magazine use Ad-Supported Facebook for an average of 27.2 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

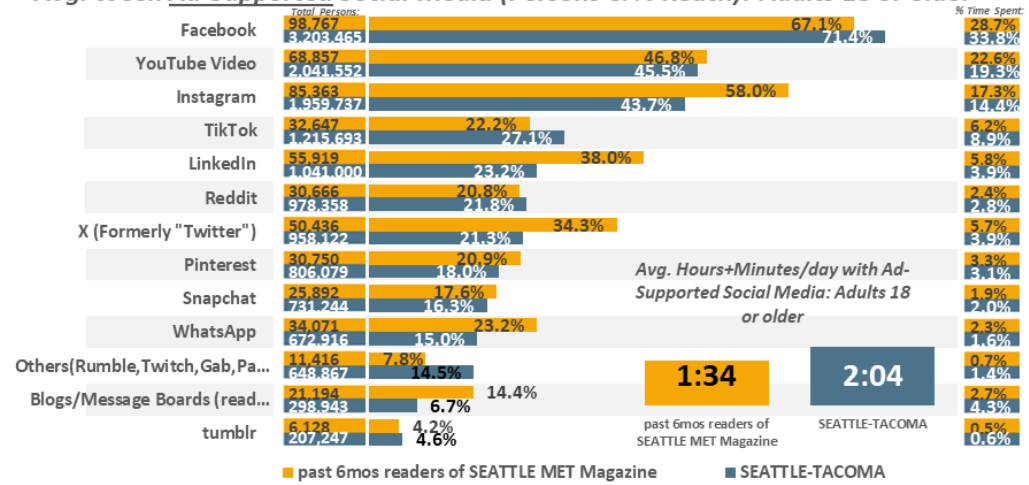


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

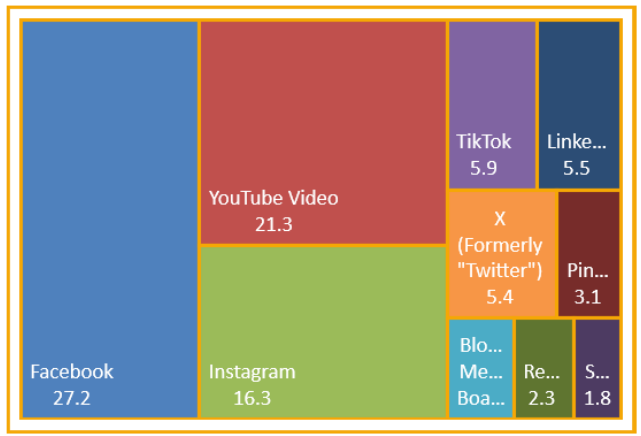


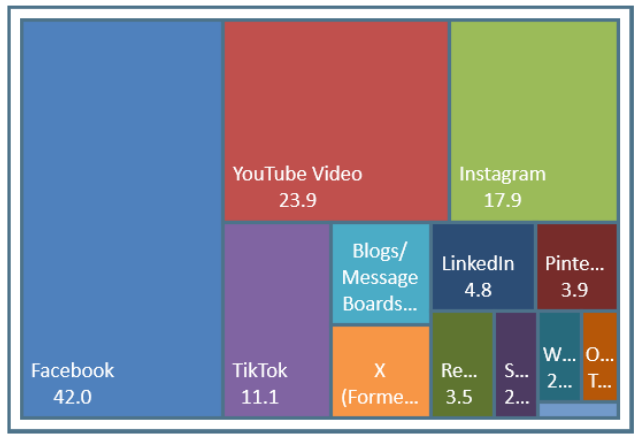


Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 18 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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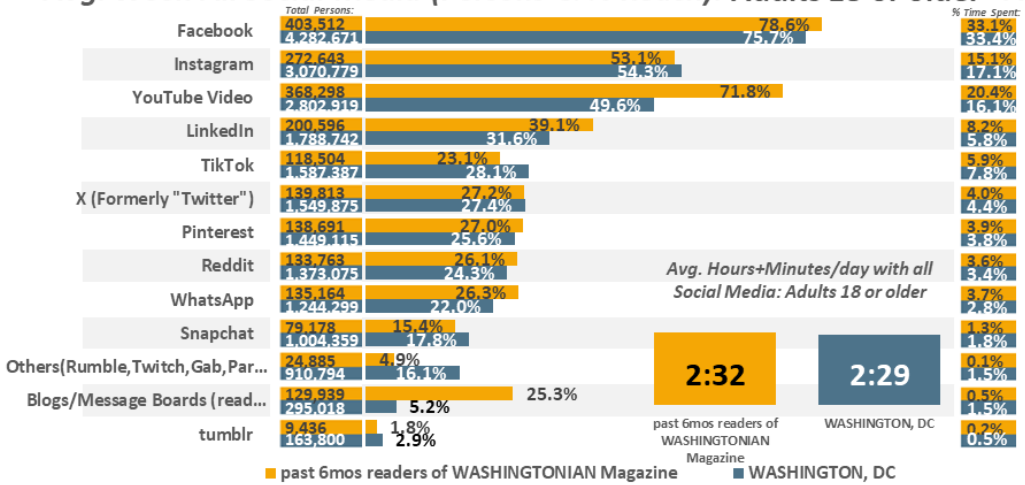
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Magazines read past 6 months: Seattle Met Magazine

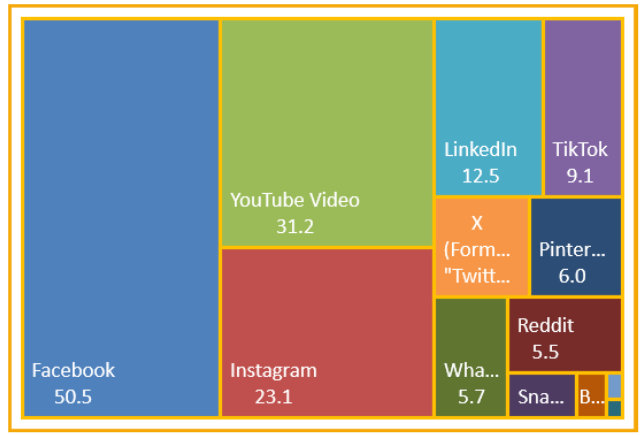
WASHINGTONIAN MAGAZINE

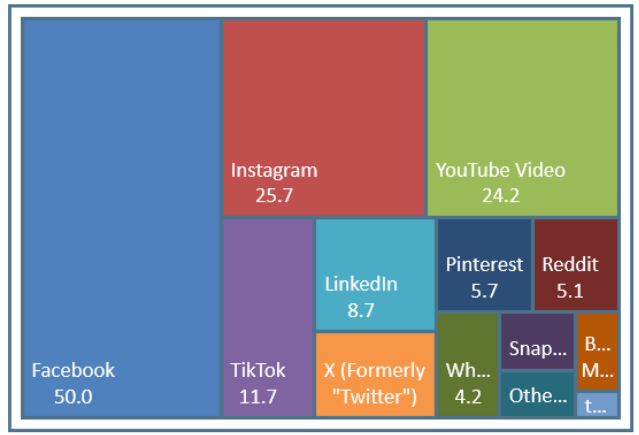
382,875 or 74.6% of Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine use Ad-Supported Facebook for an average of 44.6 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

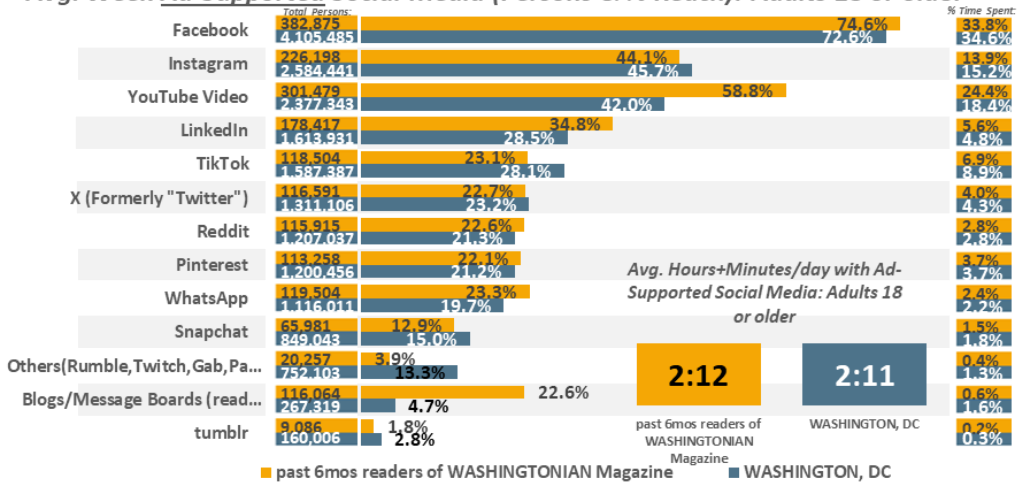


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

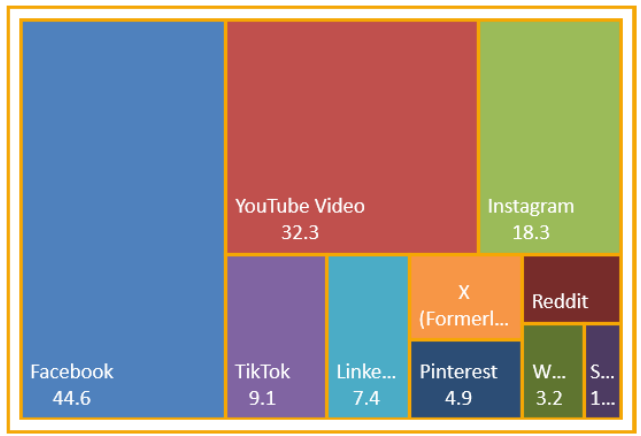


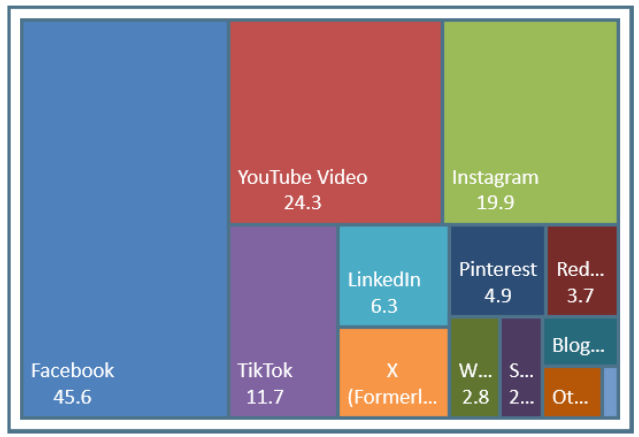


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





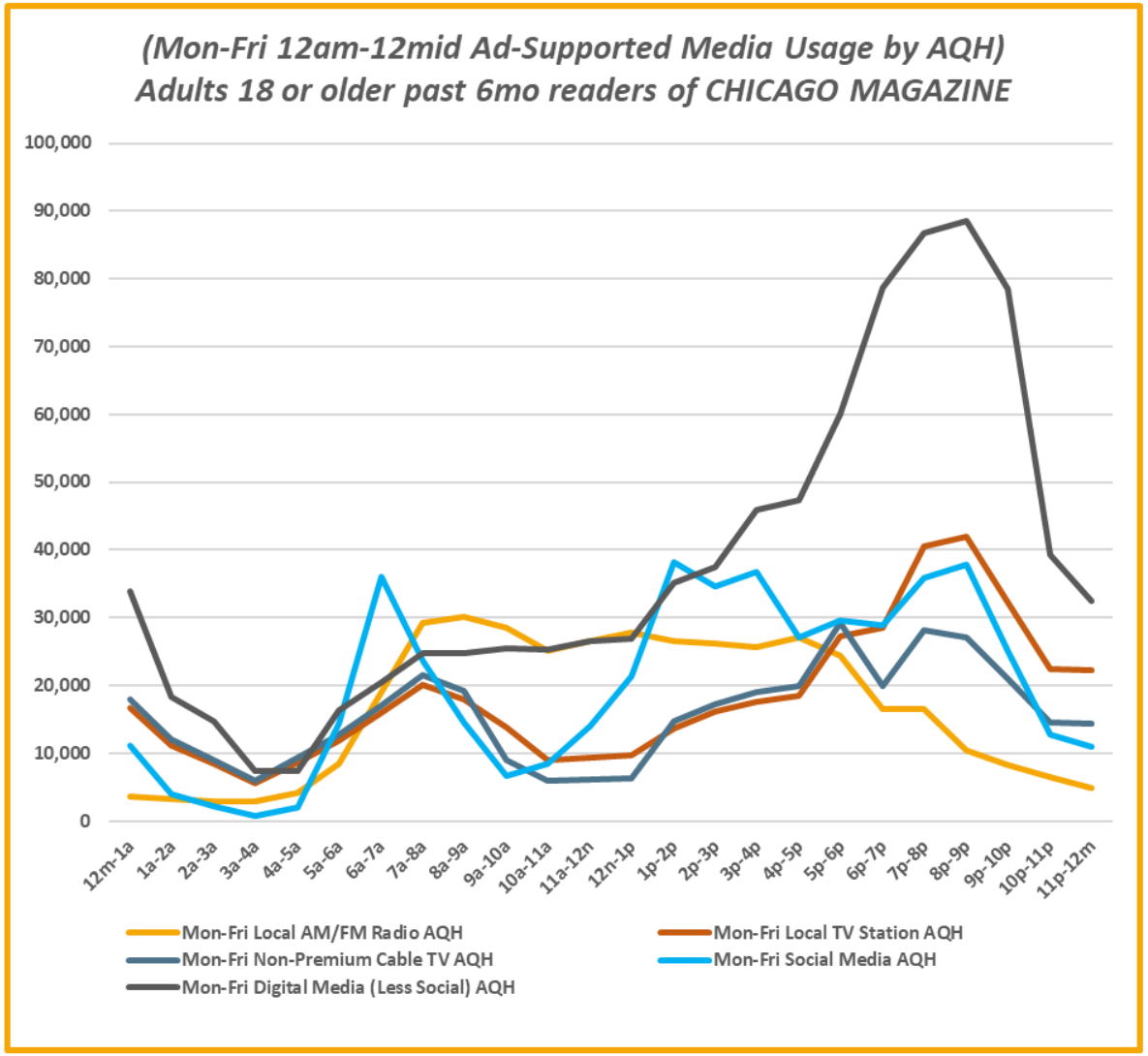
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

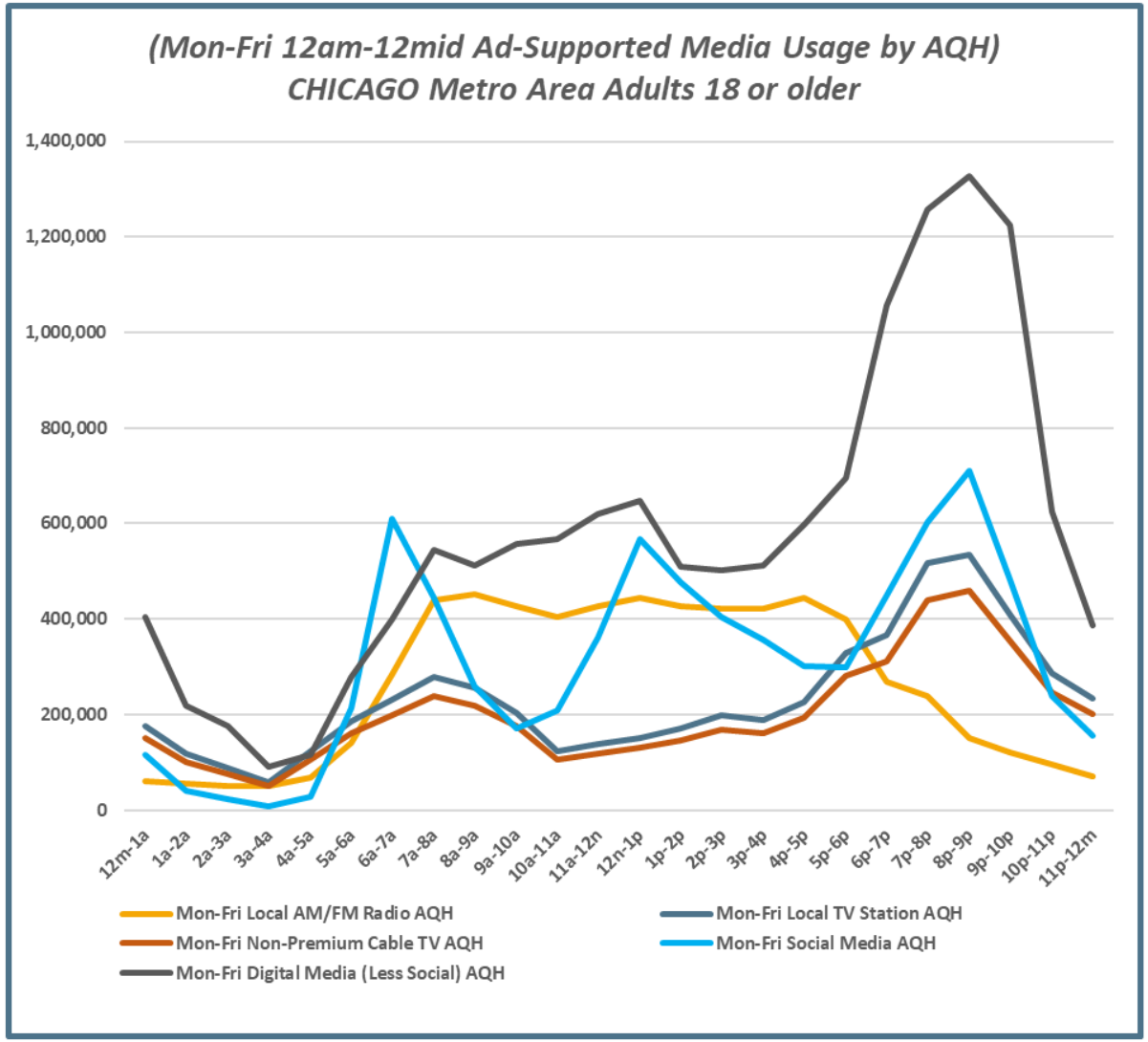
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CHICAGO MAGAZINE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,819; Local Radio: 25,580; Social Media: 24,601; Local TV: 16,709; Non-Prem. Cable: 15,737 reaching Adults 18 or older past 6mo readers of CHICAGO MAGAZINE.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

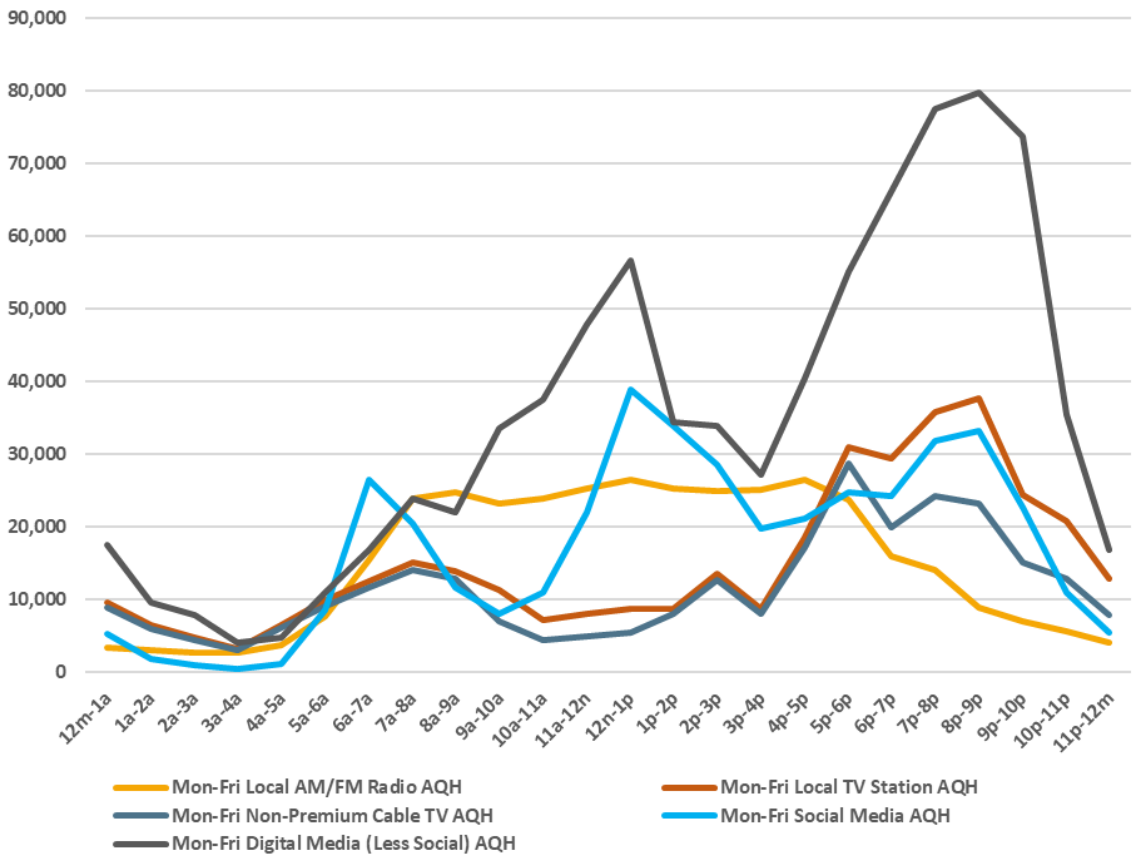
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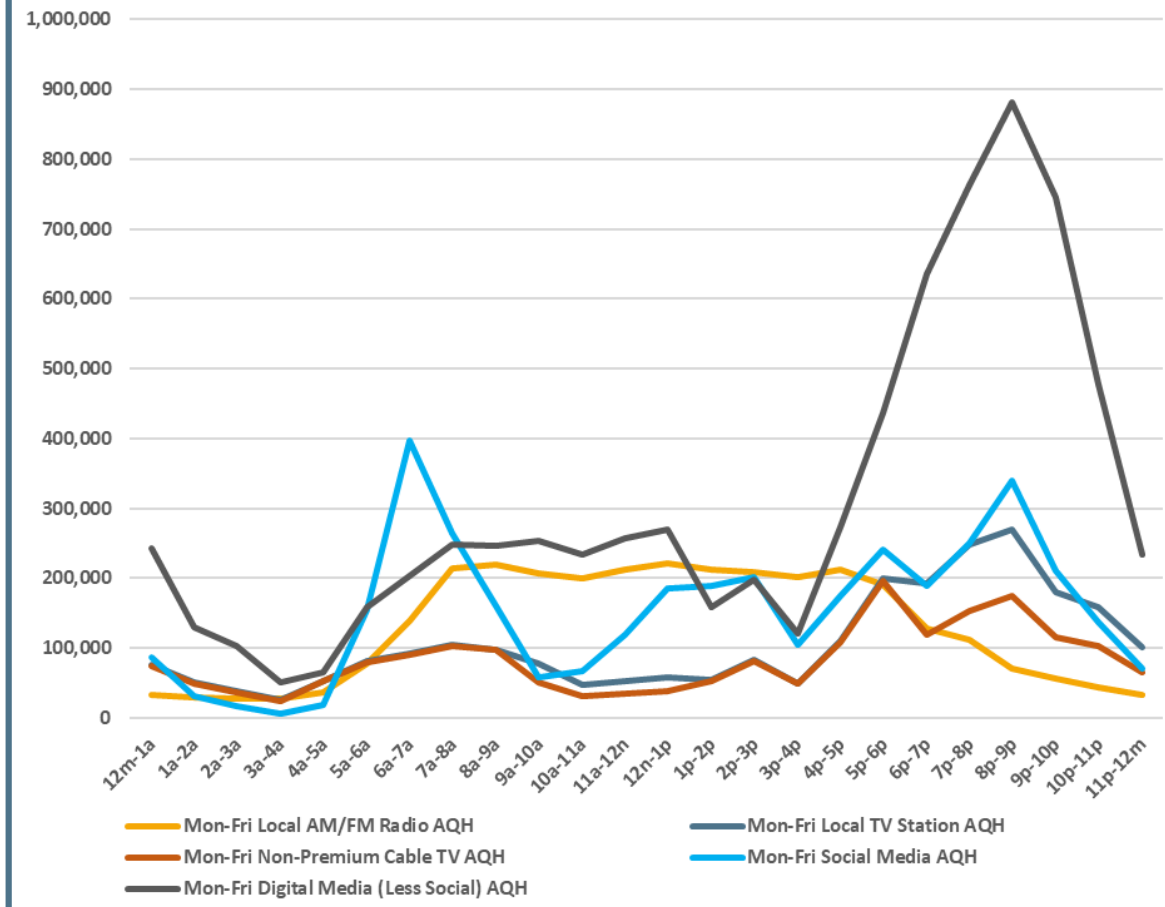
Mpls St Paul MAGAZINE MSPMAG.COM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 38,117; Local Radio: 23,420; Social Media: 22,367; Local TV: 14,325; Non-Prem. Cable: 11,890 reaching Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) TWIN CITIES Metro Area Adults 18 or older



TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

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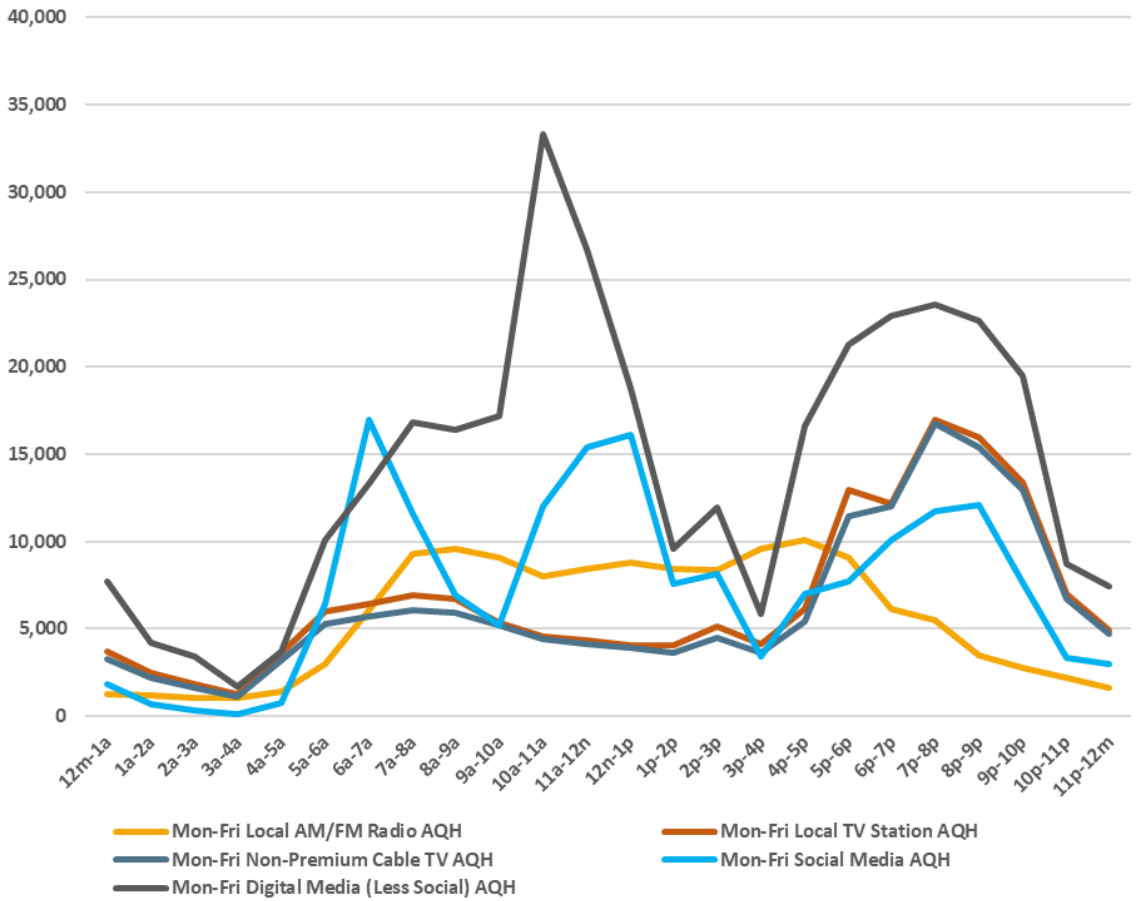
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Magazines read past 6 months: Mpls.St.Paul Magazine

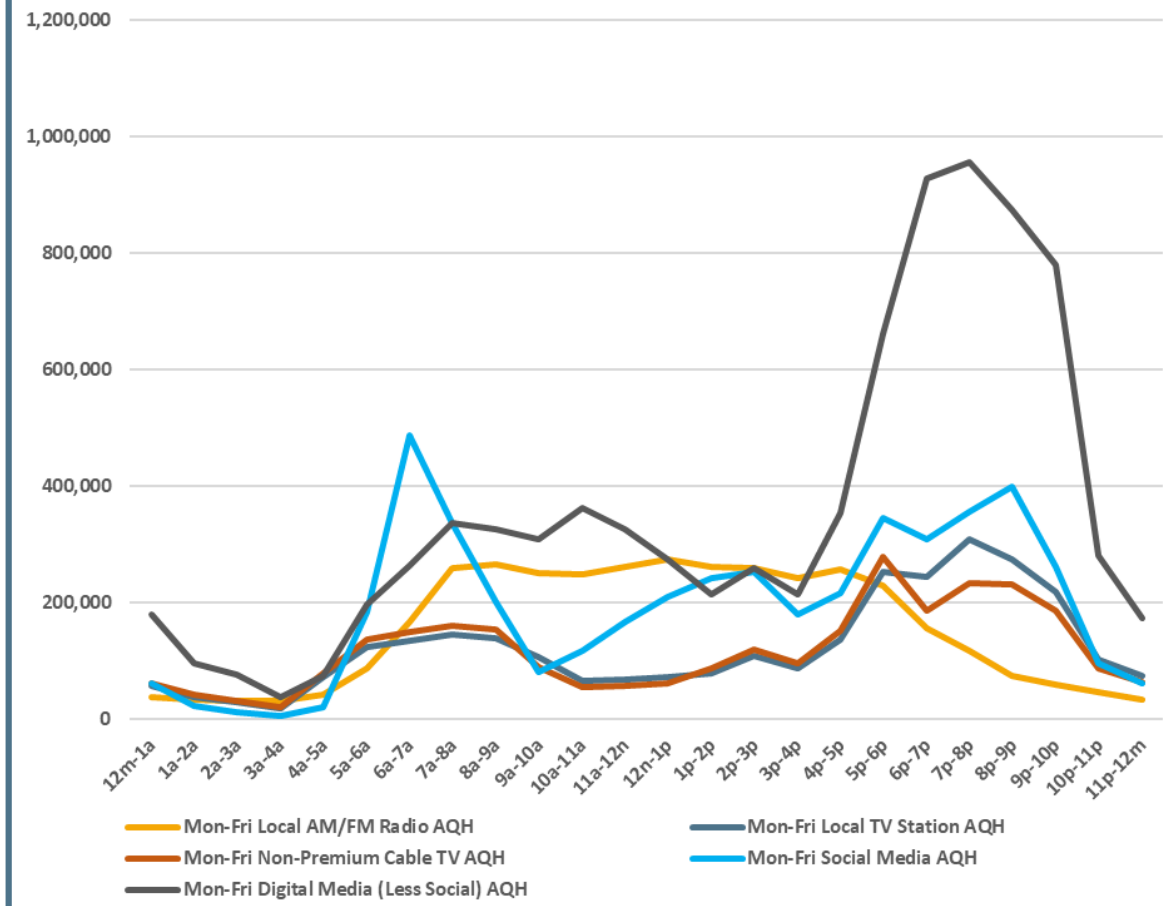
PHOENIX MAGAZINE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,747; Social Media: 9,851; Local Radio: 8,532; Local TV: 6,374; Non-Prem. Cable: 5,841 reaching Adults 18 or older past 6mos readers of PHOENIX MAGAZINE.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older past 6mos readers of PHOENIX MAGAZINE



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) PHOENIX Metro Area Adults 18 or older



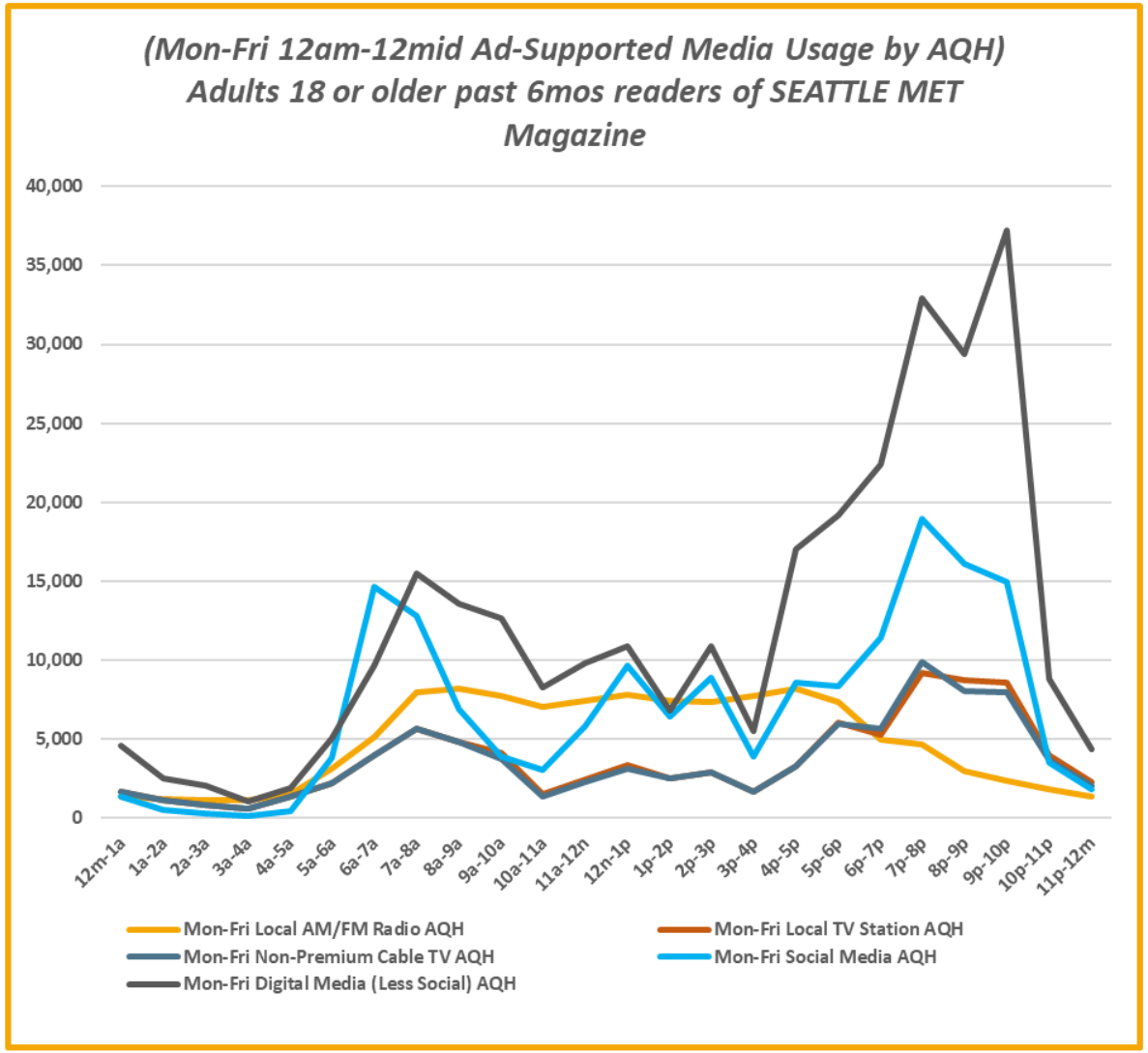
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

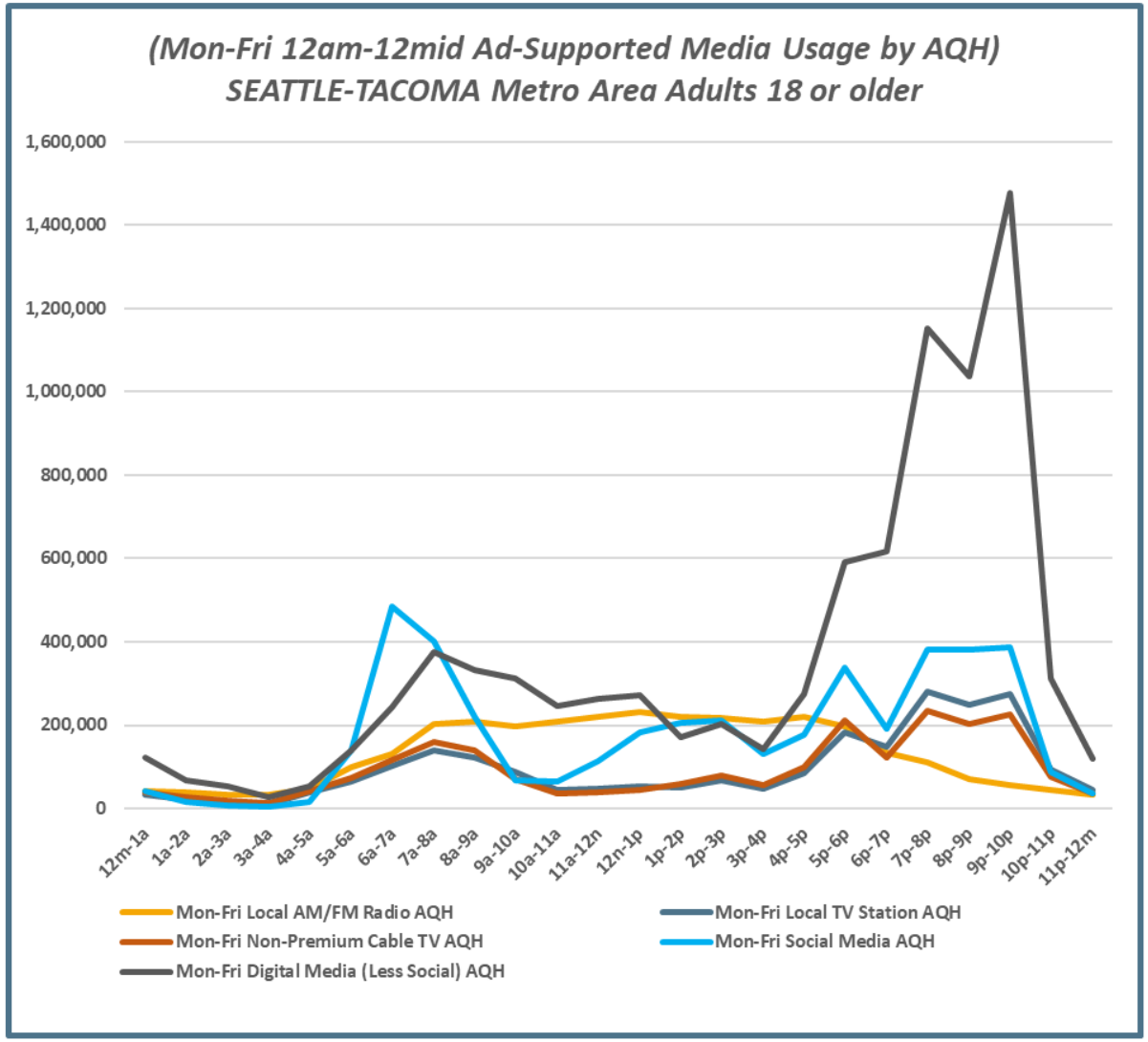
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SeattleMet

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,458; Social Media: 8,011; Local Radio: 7,248; Local TV: 3,641; Non-Prem. Cable: 3,597 reaching Adults 18 or older past 6mos readers of SEATTLE MET Magazine.





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

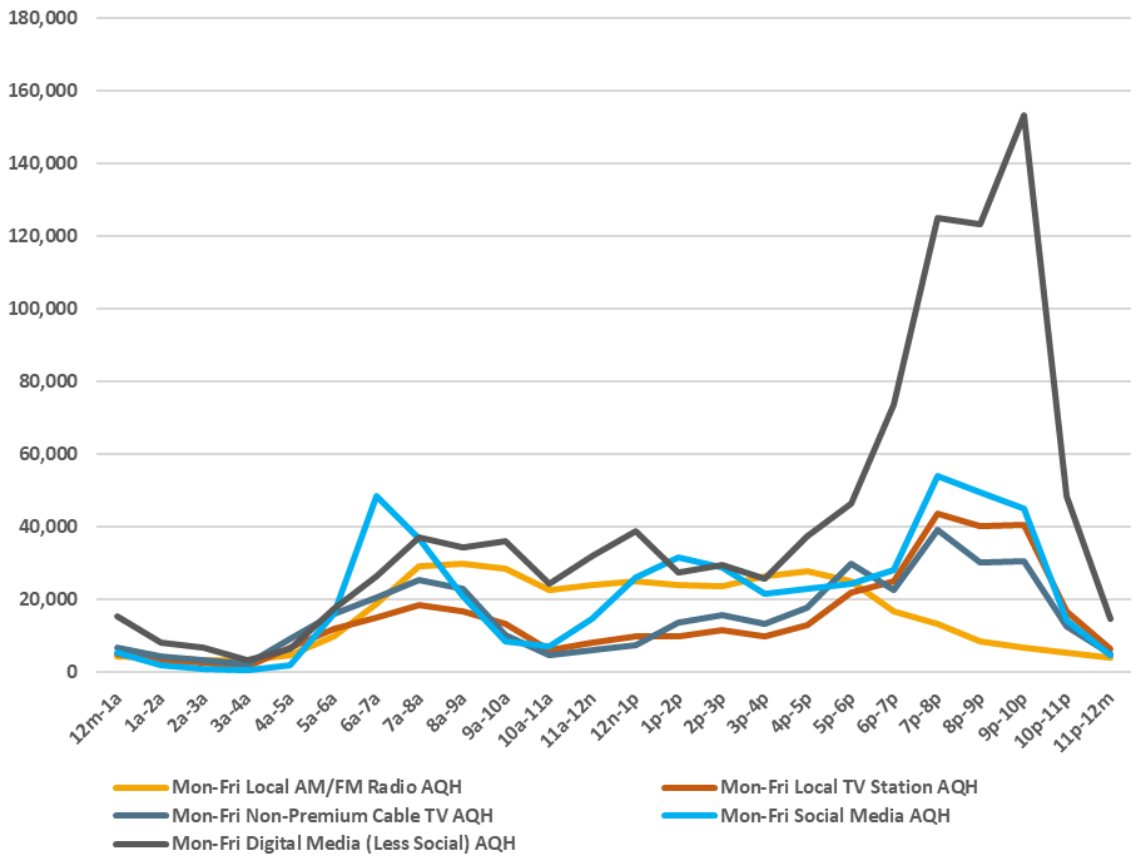
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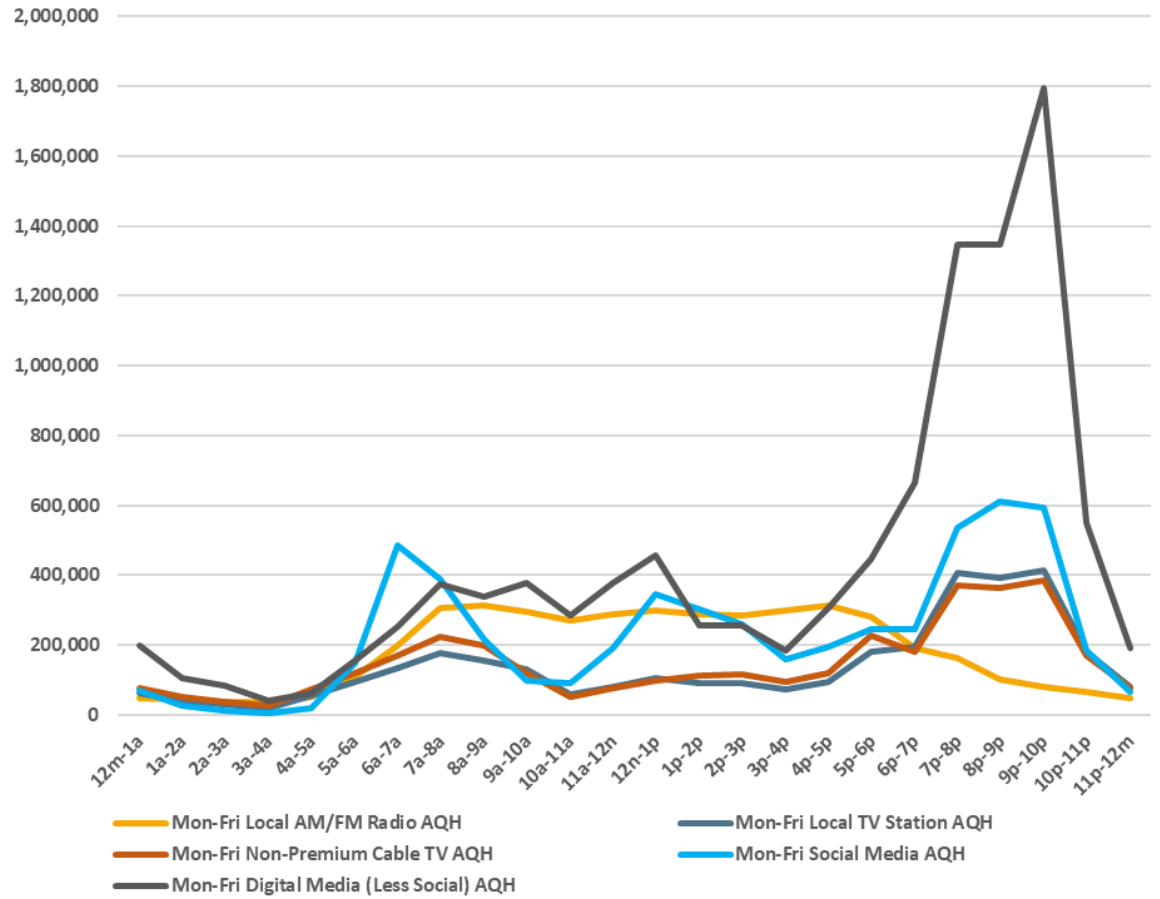
WASHINGTONIAN MAGAZINE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,080; Local Radio: 24,686; Social Media: 24,555; Non-Prem. Cable: 16,106; Local TV: 13,752 reaching Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) WASHINGTON, DC Metro Area Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

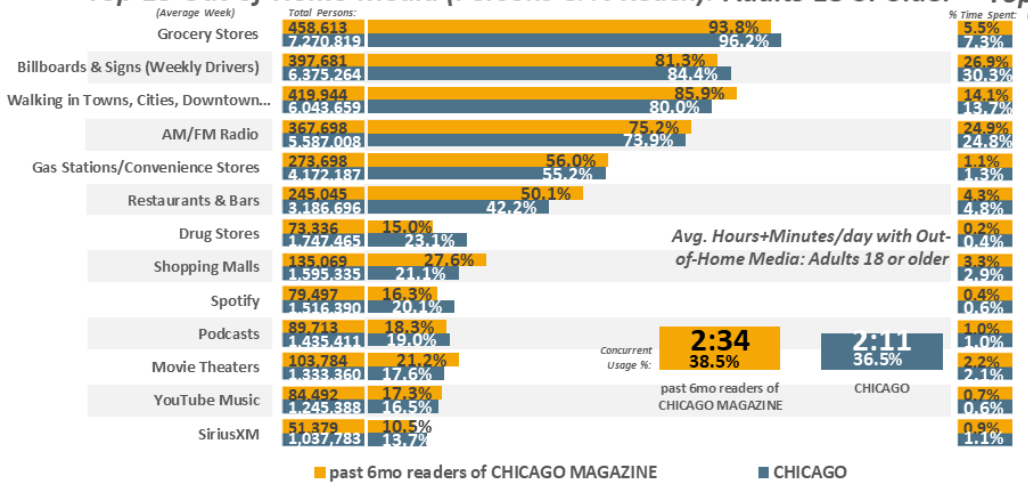
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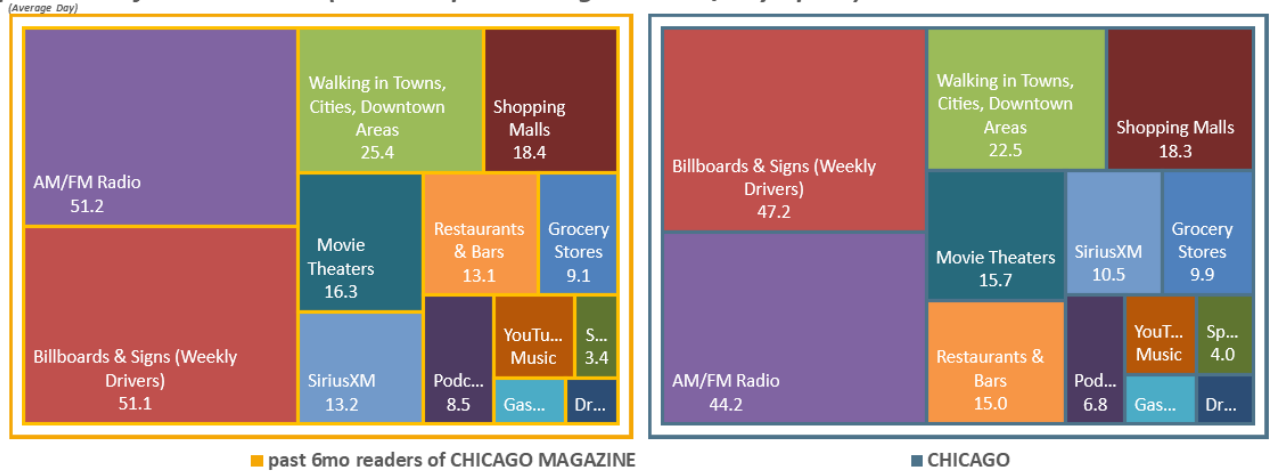
CHICAGO MAGAZINE

397,681 or 81.3% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE spend an average of 51.1 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes/day.

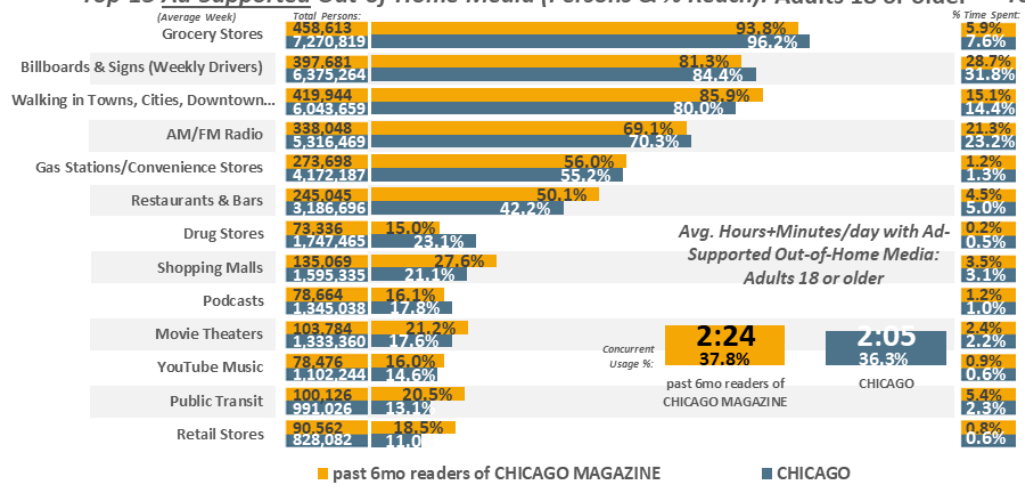
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



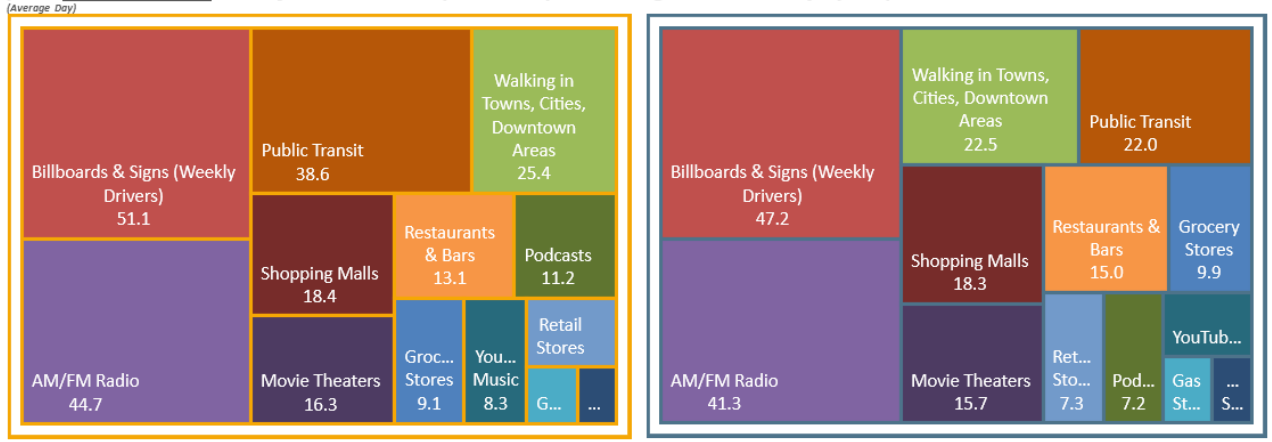
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



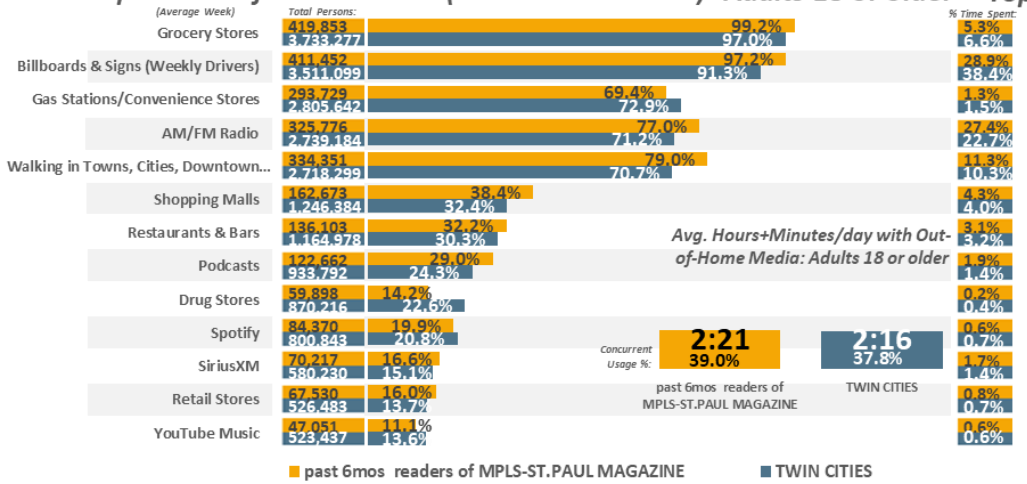
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

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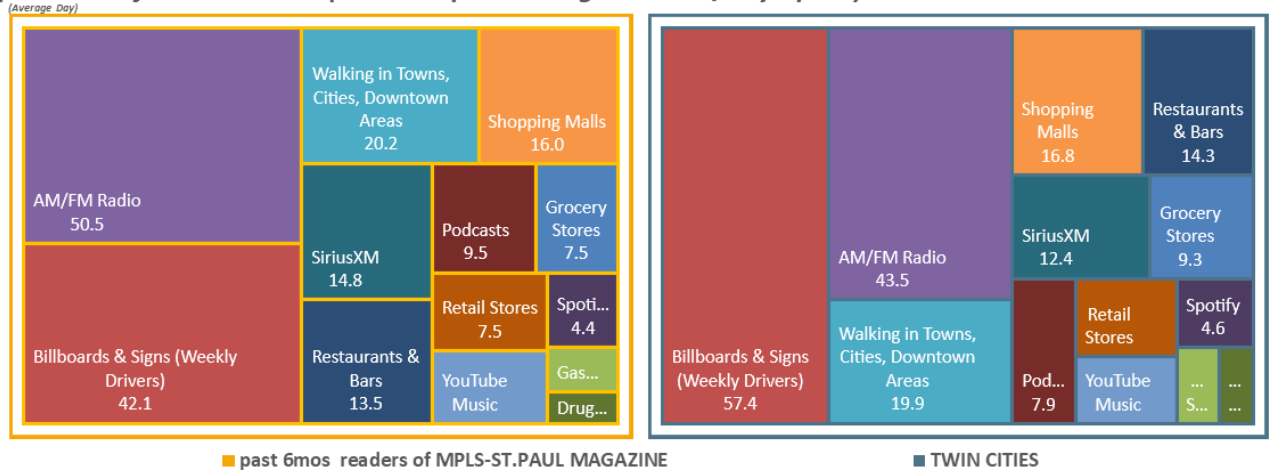
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411,452 or 97.2% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE spend an average of 42.1 minutes per day driving, seeing Billboards and Signs. 72.5% Listen to Local Radio Stations Out-of-Home for an average of 44.1 minutes/day.

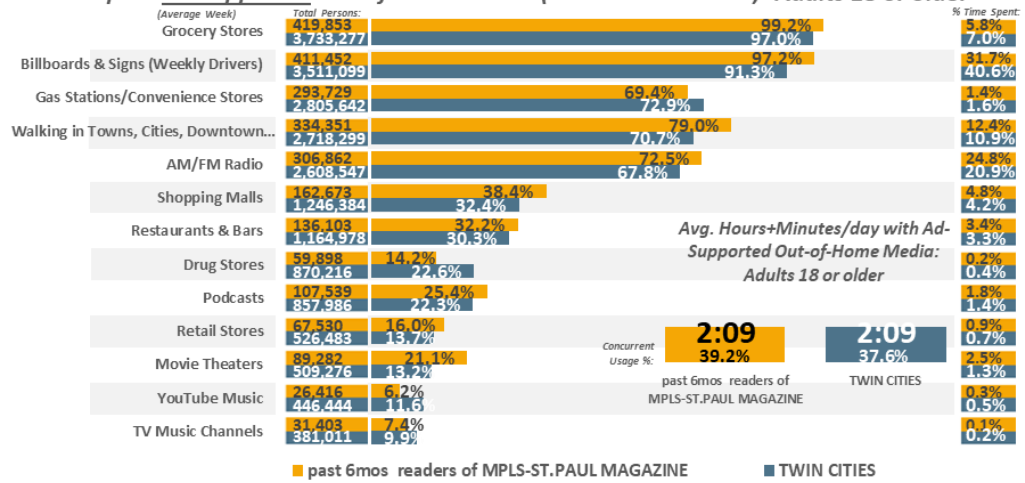
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



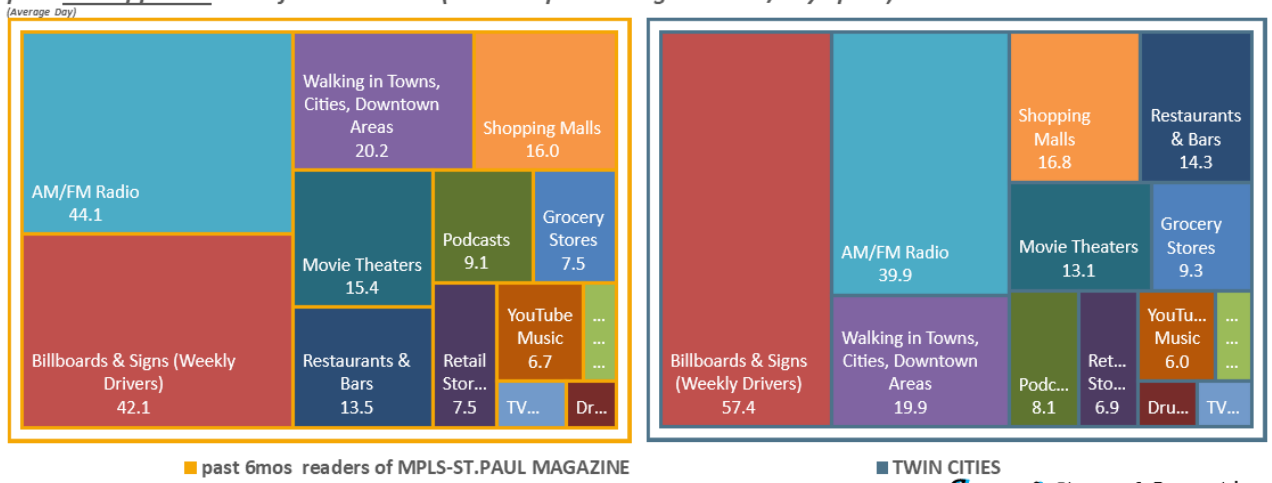
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

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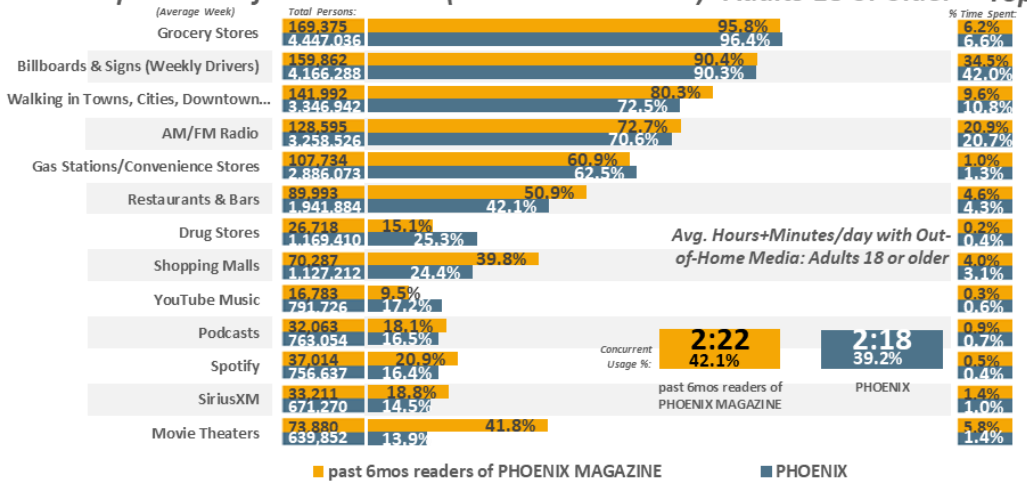
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Magazines read past 6 months: Mpls.St.Paul Magazine

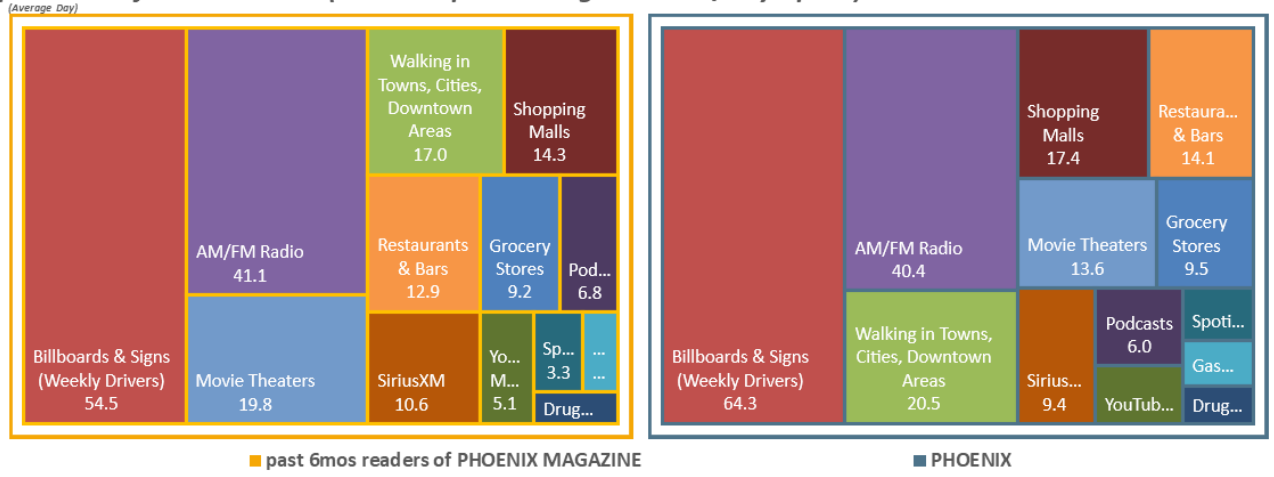
PHOENIX MAGAZINE

159,862 or 90.4% of Adults 18 or older past 6mos readers of PHOENIX MAGAZINE spend an average of 54.5 minutes per day driving, seeing Billboards and Signs. 64.% Listen to Local Radio Stations Out-of-Home for an average of 32.7 minutes/day.

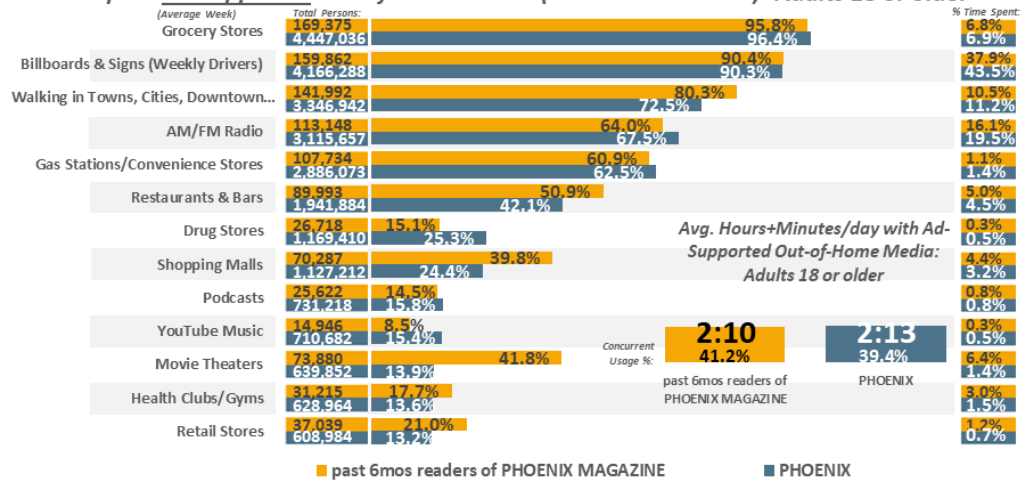
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



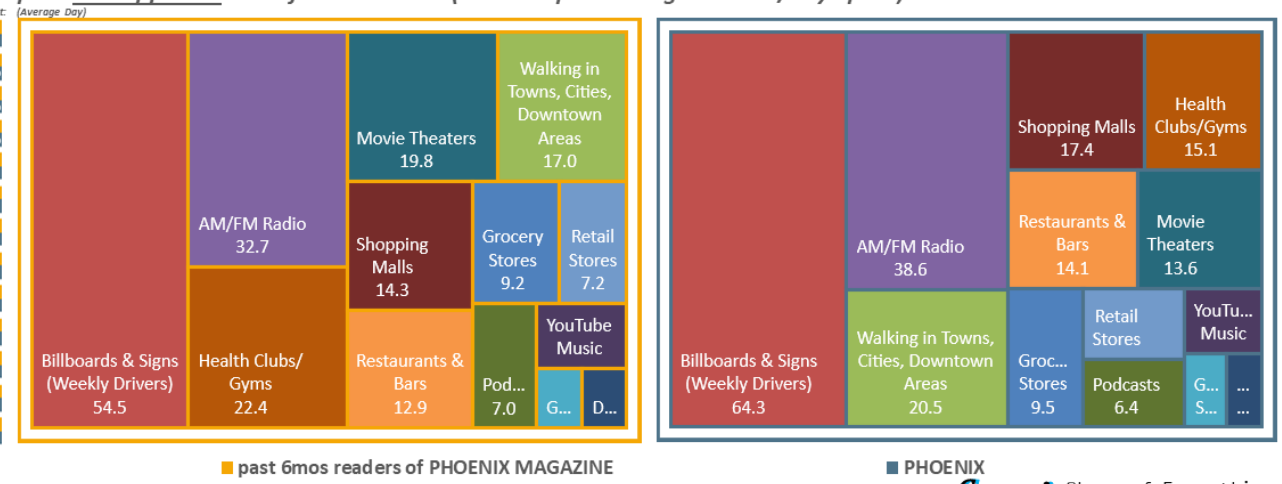
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

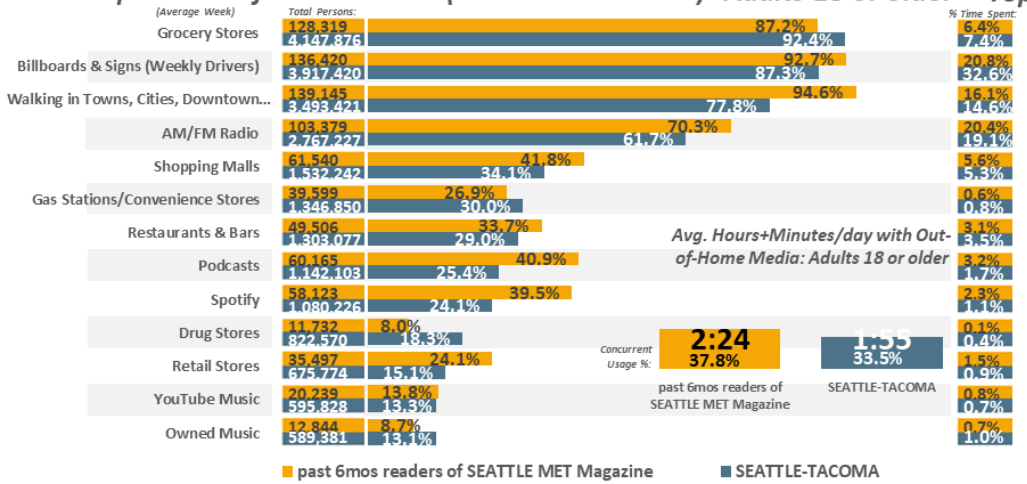
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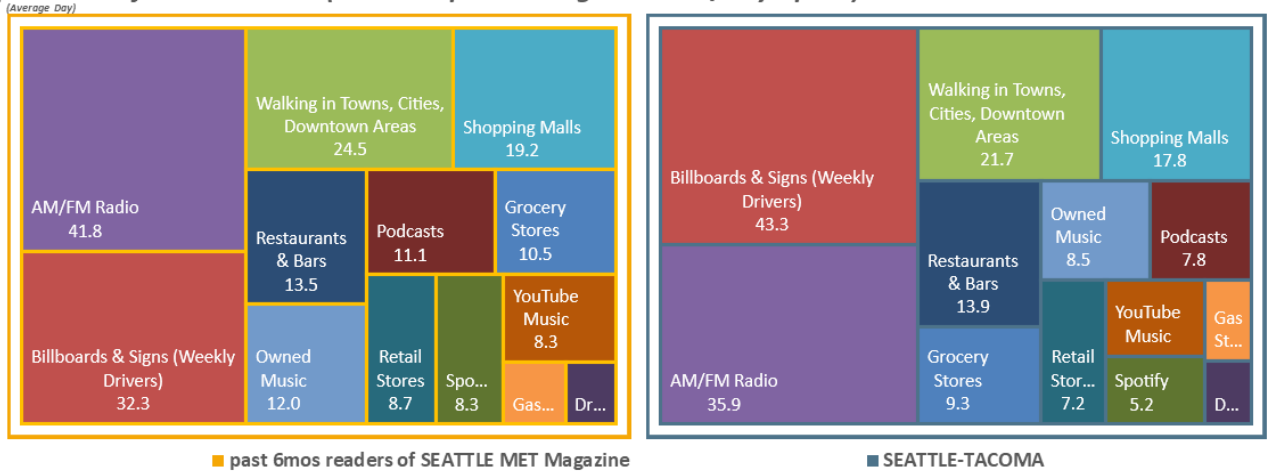
Magazines read past 6 months: PHOENIX Magazine

136,420 or 92.7% of Adults 18 or older past 6mos readers of SEATTLE MET Magazine spend an average of 32.3 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 28.8 minutes/day.

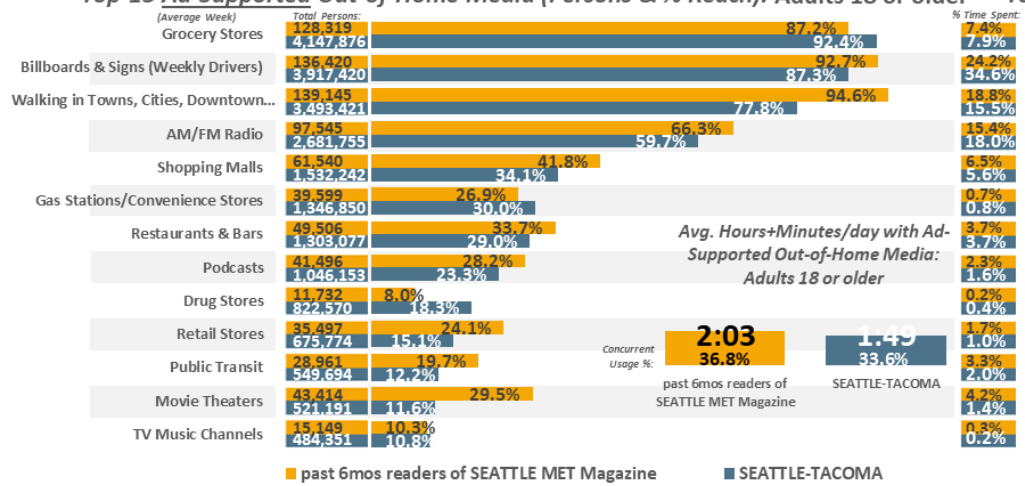
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



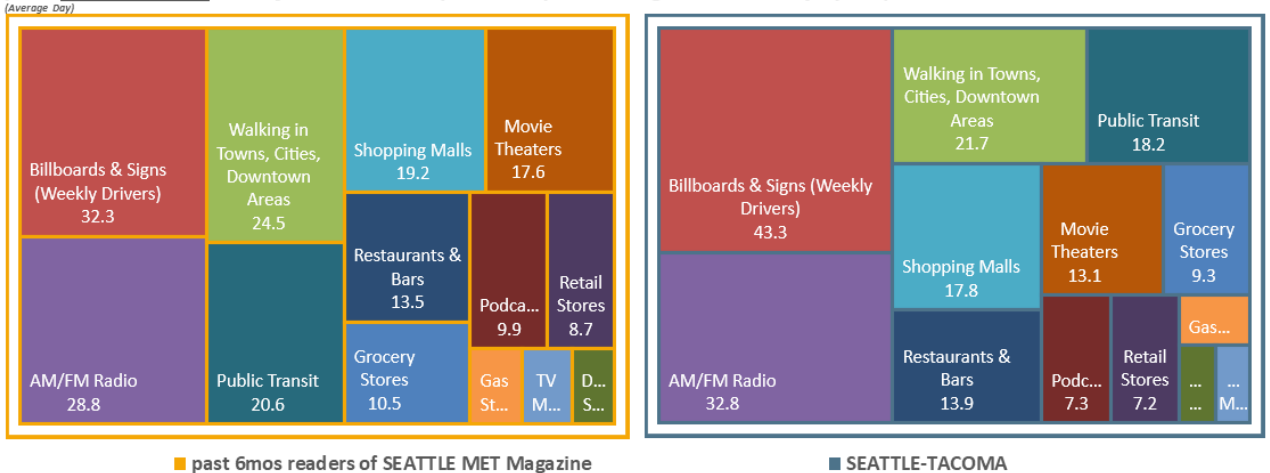
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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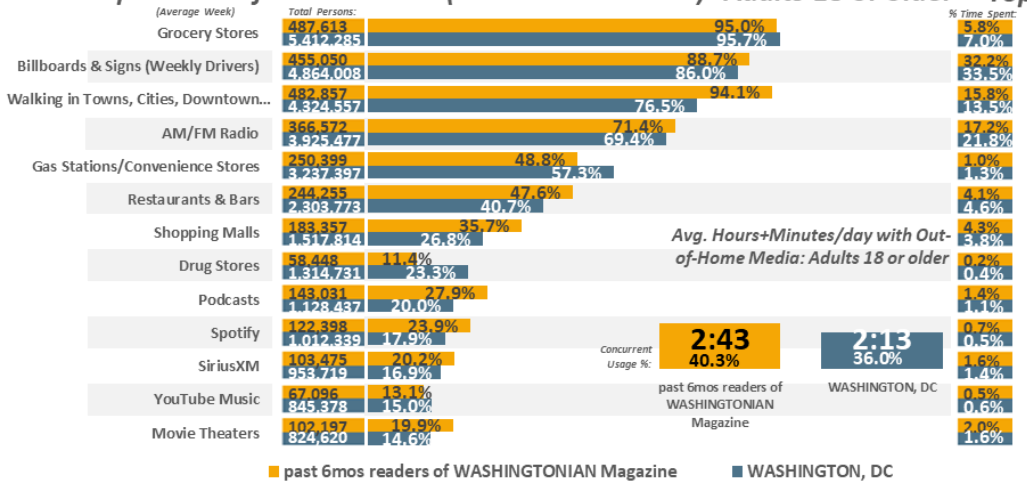
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Magazines read past 6 months: Seattle Met Magazine

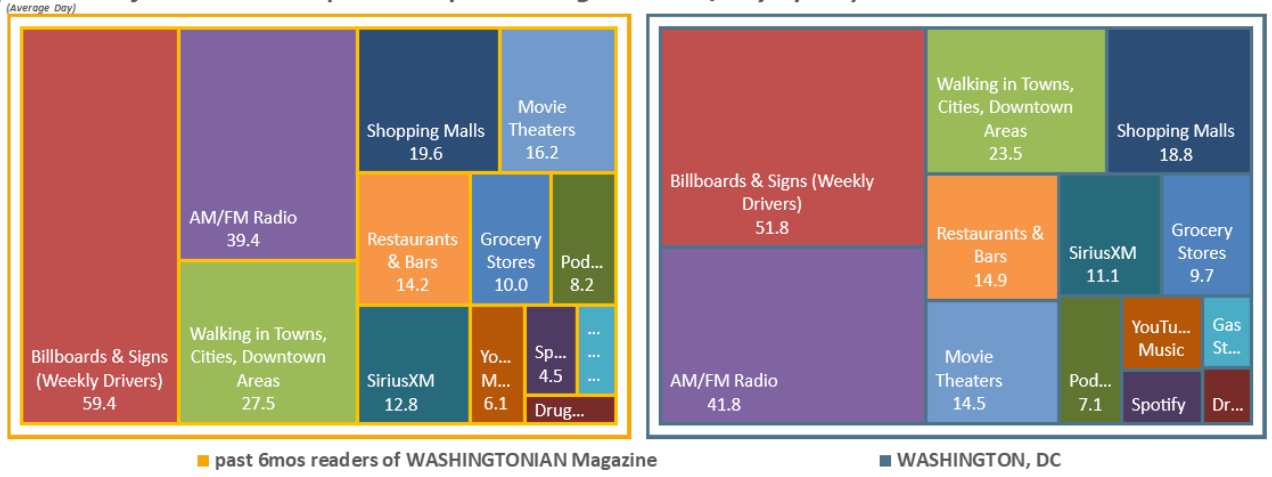
WASHINGTONIAN MAGAZINE

455,050 or 88.7% of Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine spend an average of 59.4 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 31. minutes/day.

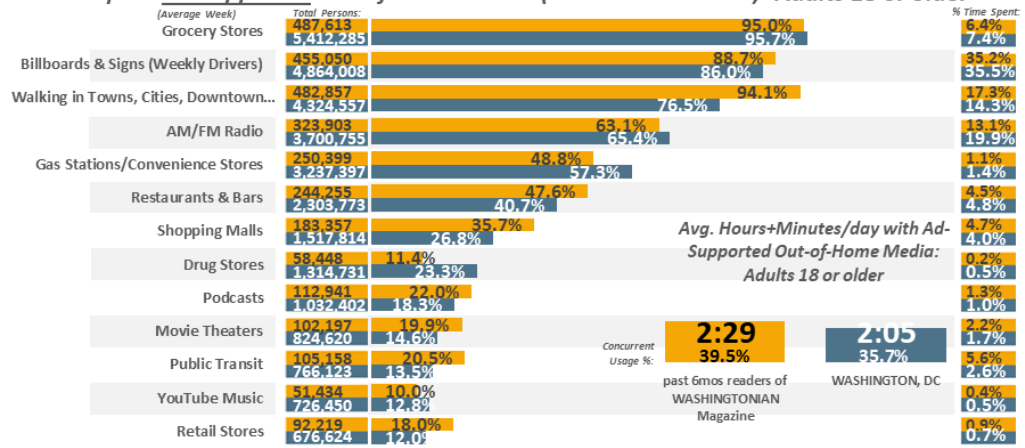
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



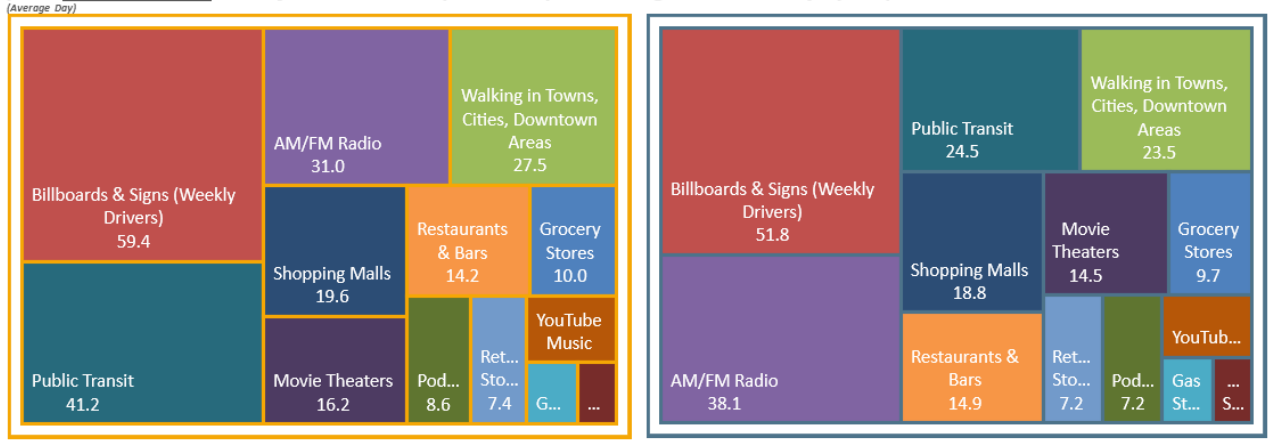
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

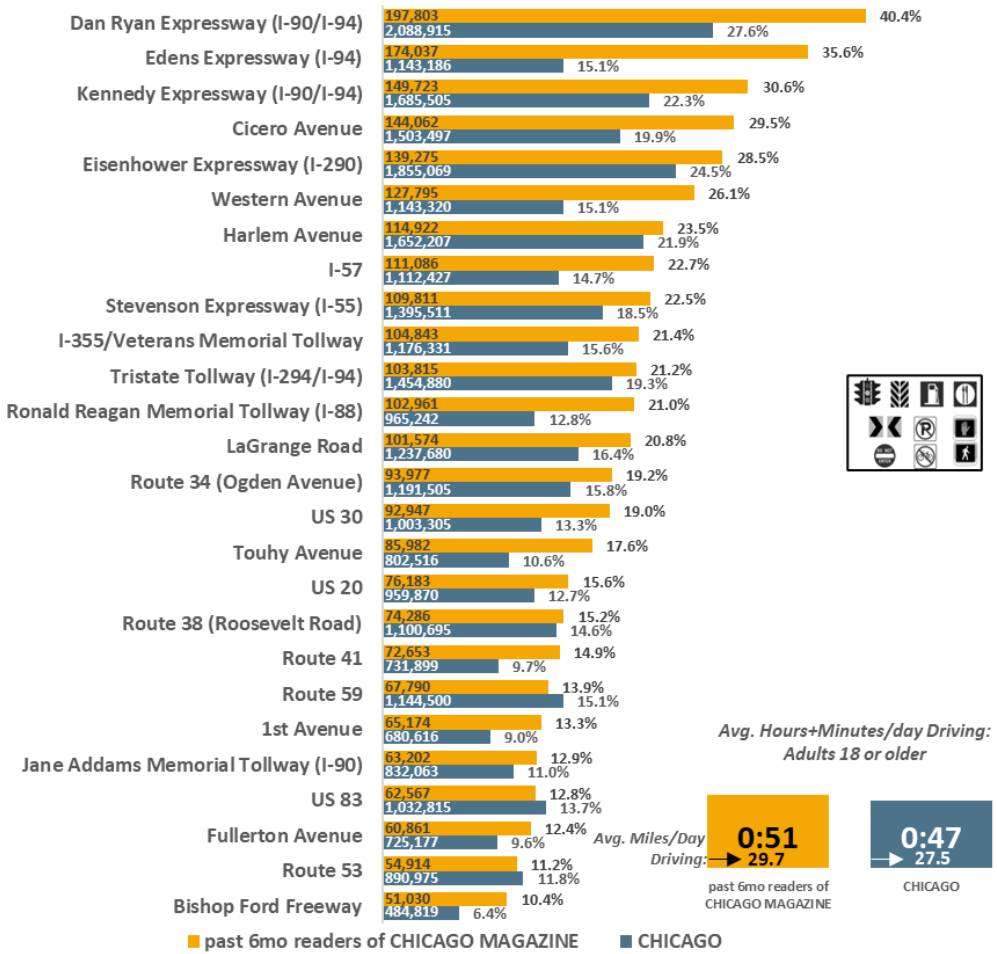
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CHICAGO MAGAZINE

397,681 or 81.3% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE spend an average of 51.1 minutes per day driving an average of 29.7 miles each day and are 135.2% more likely to use Edens Expressway (I-94) than the Metro average.

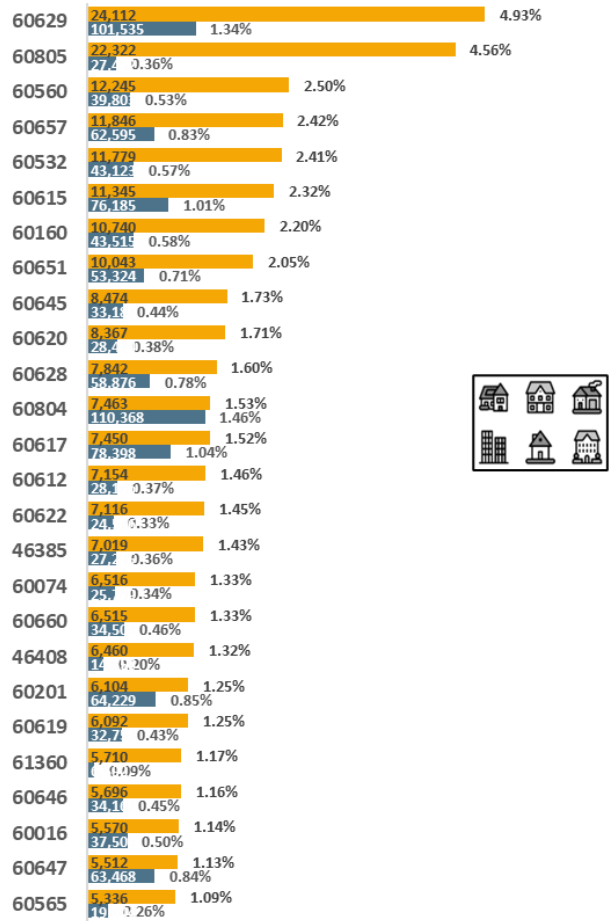
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



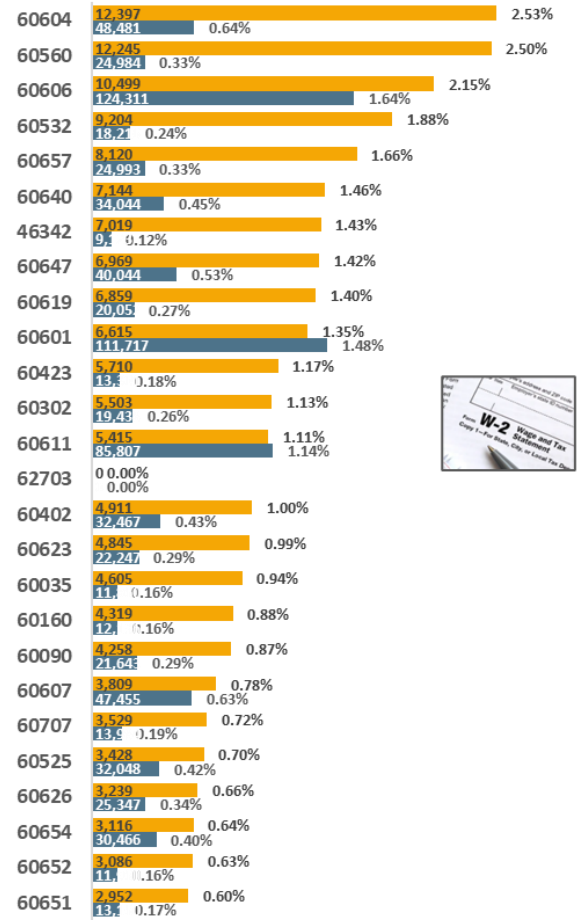
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



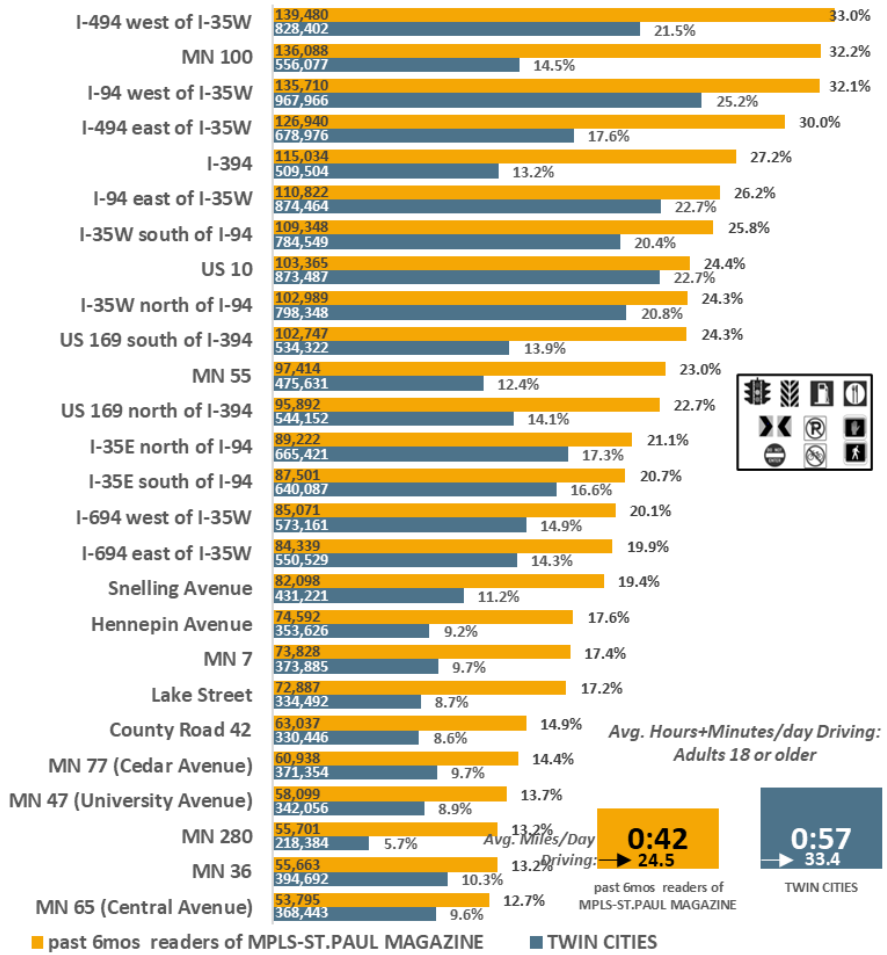
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CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

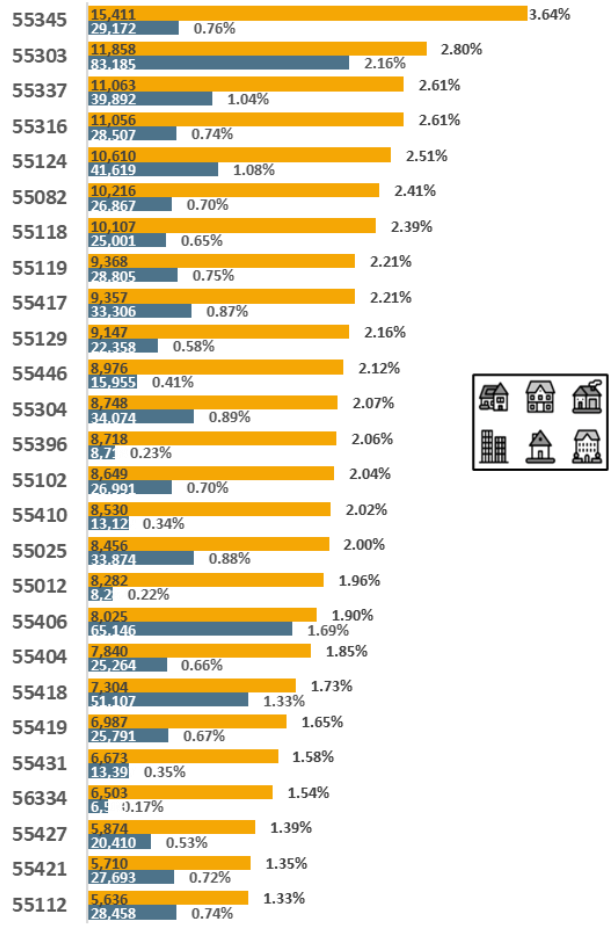
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411,452 or 97.2% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE spend an average of 42.1 minutes per day driving an average of 24.5 miles each day and are 122.5% more likely to use MN 100 than the Metro average.

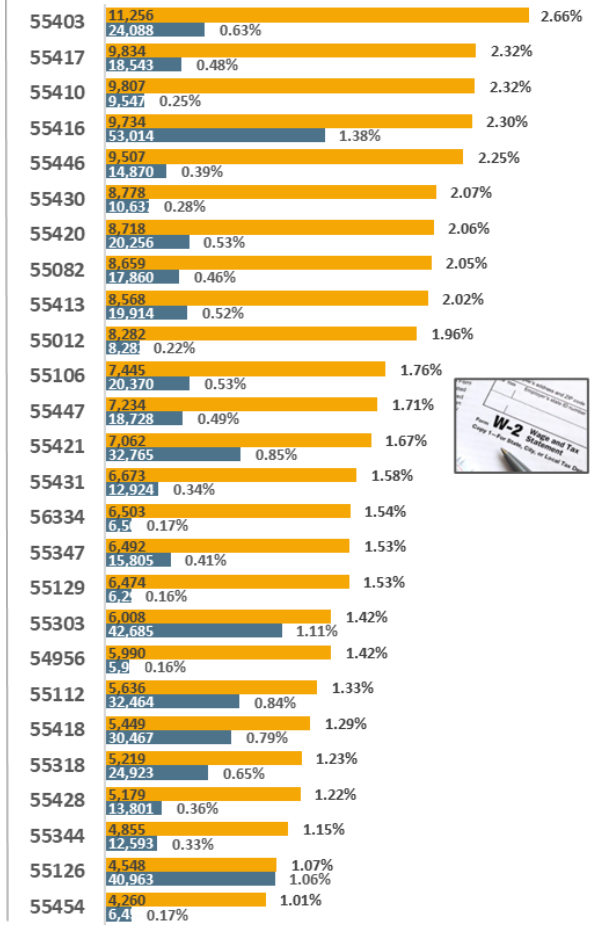
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

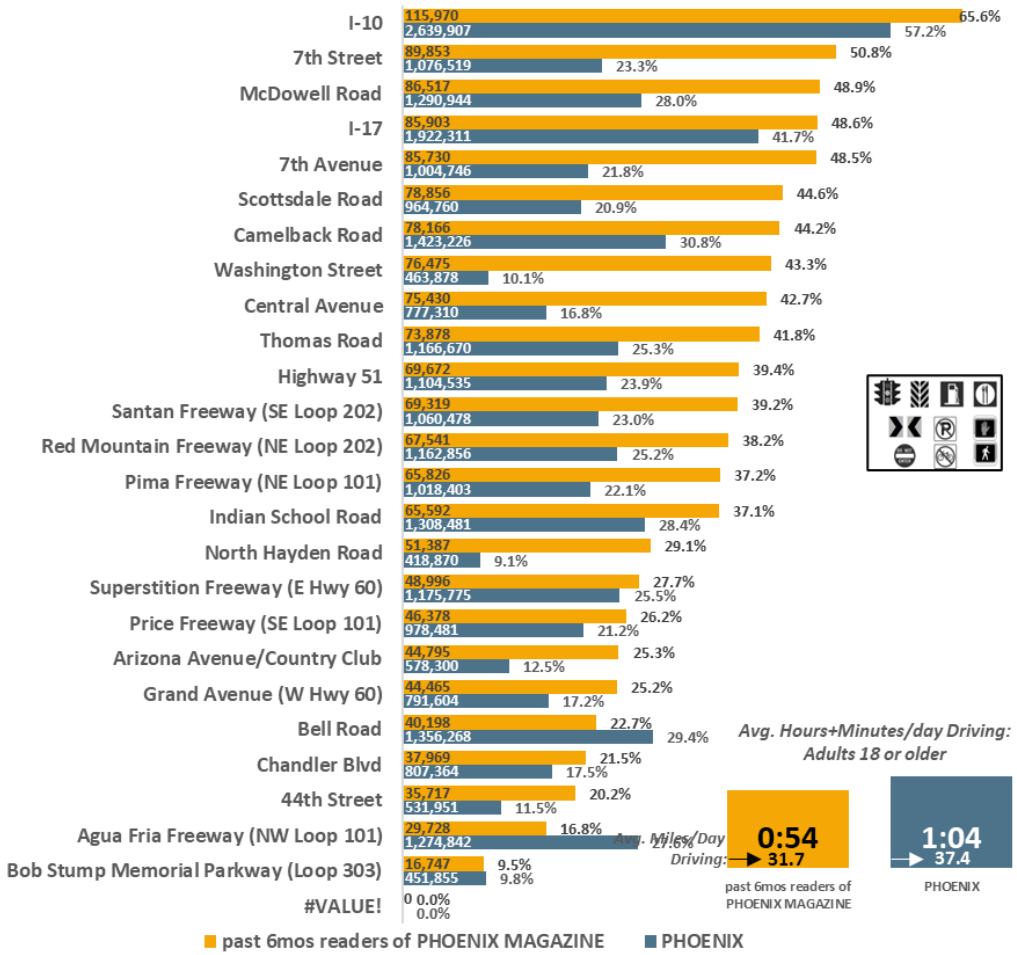
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Magazines read past 6 months: Mpls.St.Paul Magazine

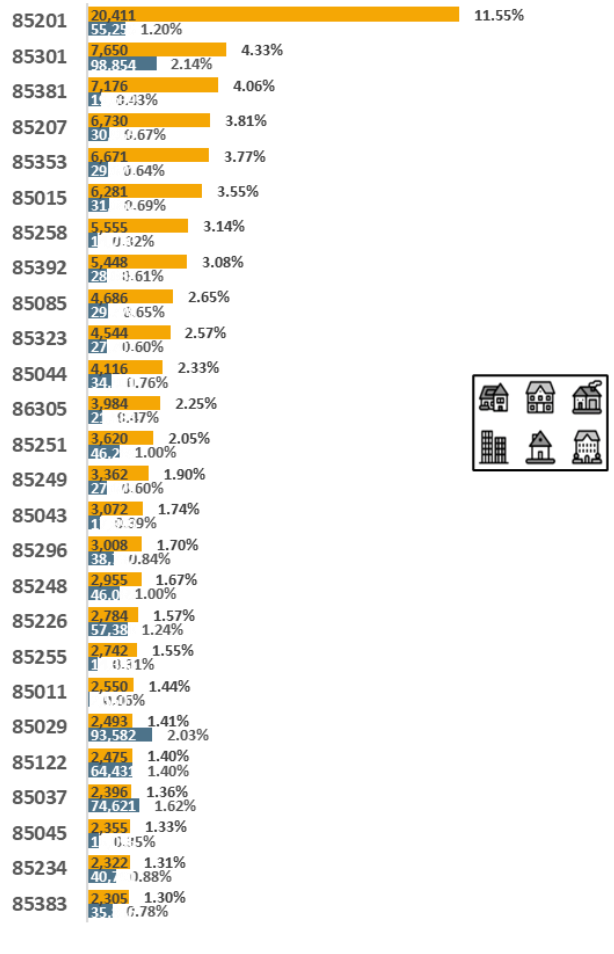
PHOENIX MAGAZINE

159,862 or 90.4% of Adults 18 or older past 6mos readers of PHOENIX MAGAZINE spend an average of 54.5 minutes per day driving an average of 31.7 miles each day and are 330.3% more likely to use Washington Street than the Metro average.

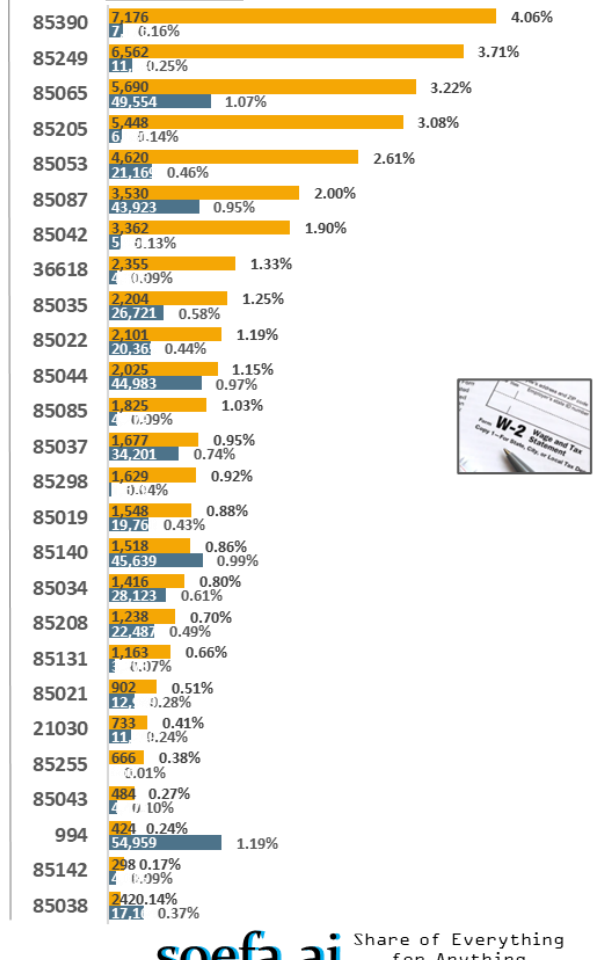
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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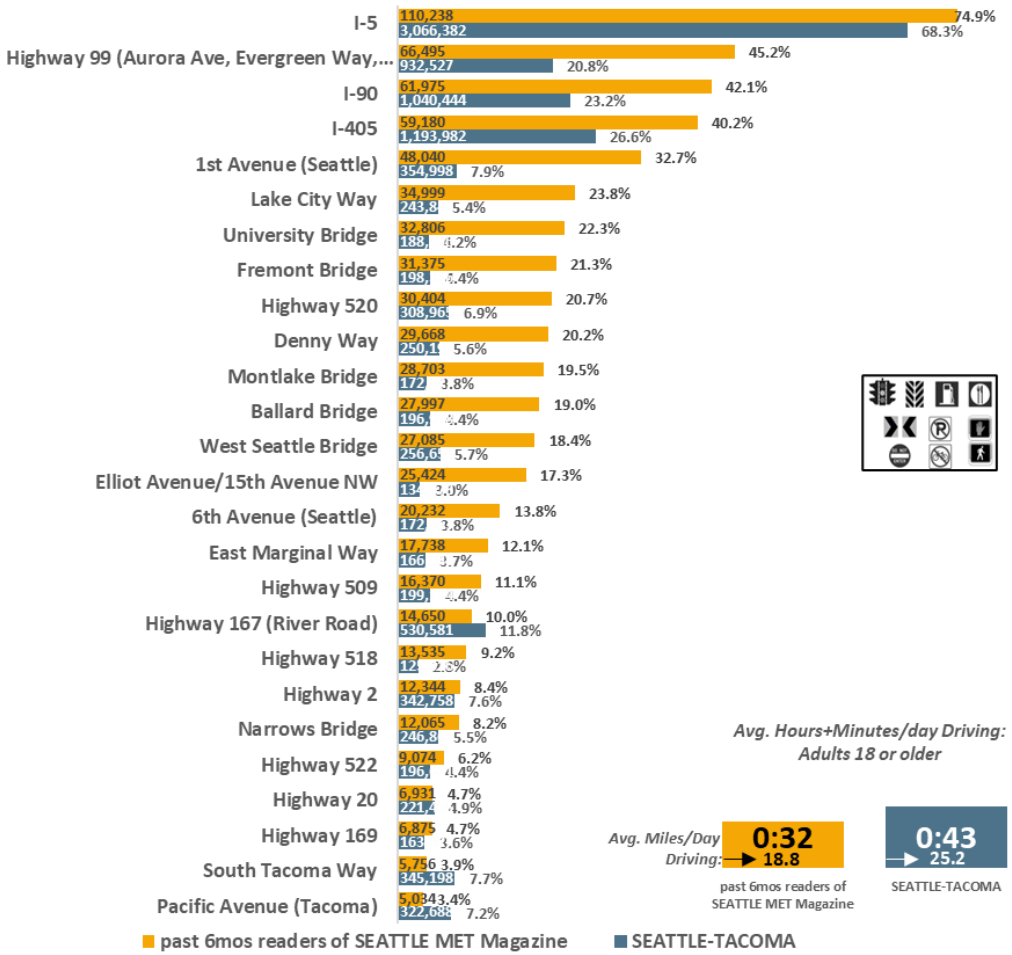
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

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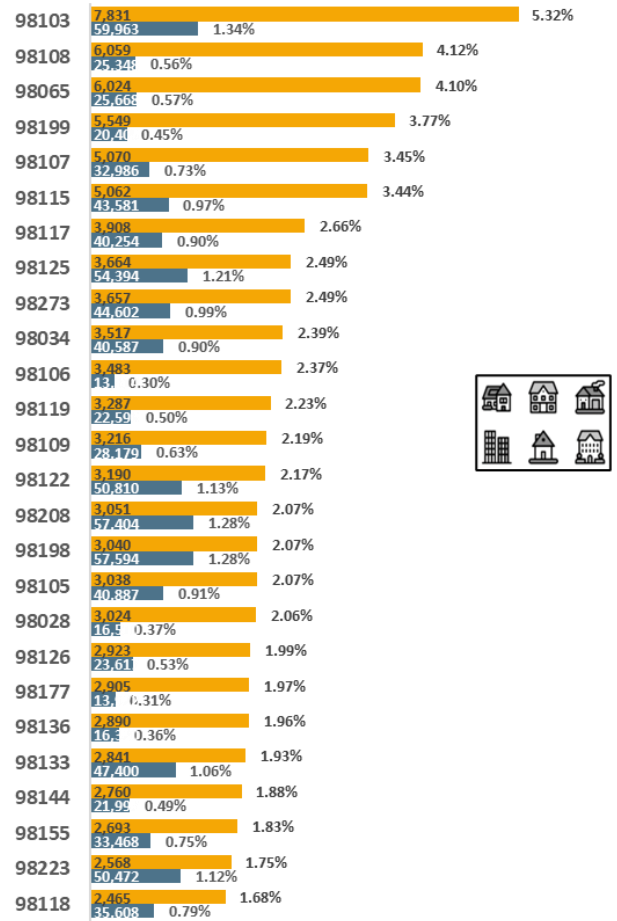
Seattle Met

136,420 or 92.7% of Adults 18 or older past 6mos readers of SEATTLE MET Magazine spend an average of 32.3 minutes per day driving an average of 18.8 miles each day and are 475.2% more likely to use Elliot Avenue/15th Avenue NW than the Metro average.

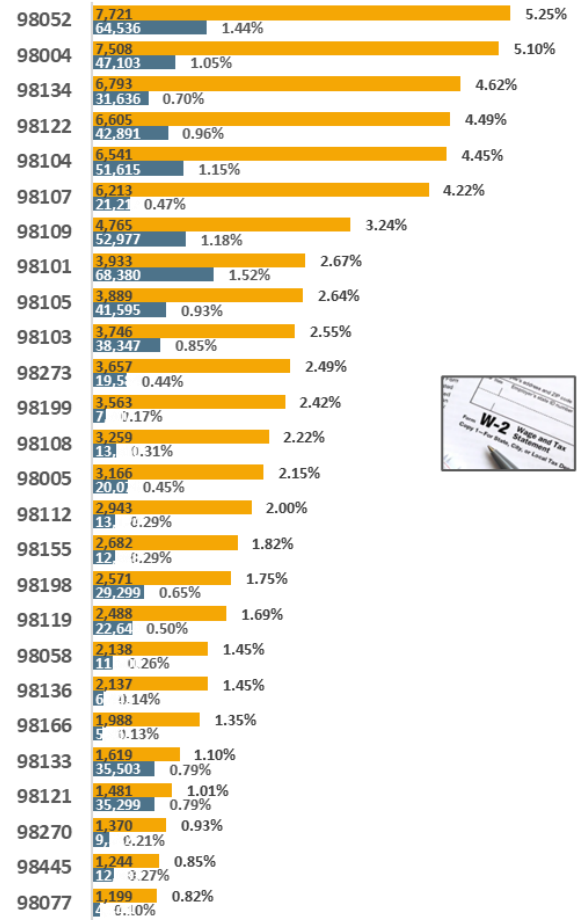
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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Magazines read past 6 months: Seattle Met Magazine

WASHINGTONIAN MAGAZINE

455,050 or 88.7% of Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine spend an average of 59.4 minutes per day driving an average of 34.6 miles each day and are 198.4% more likely to use Independence Avenue than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

	past 6mos readers of WASHINGTONIAN Magazine		WASHINGTON, DC	
I-95/I-495/Capital Beltway	361,300	70.4%	3,085,995	54.6%
I-66	187,976	36.6%	1,652,981	29.2%
14th Street	156,488	30.5%	580,984	10.3%
I-295/Baltimore Washington Parkway	148,822	29.0%	1,207,534	21.4%
Route 1	140,944	27.5%	1,209,774	21.4%
Route 355/Rockville Pike/Wisconsin Avenue	123,317	24.0%	765,697	13.5%
Massachusetts Avenue	121,940	23.8%	466,825	8.3%
16th Street	114,922	22.4%	502,365	8.9%
Constitution Avenue	109,319	21.3%	448,904	7.9%
Route 185/Connecticut Avenue	101,033	19.7%	465,866	8.2%
Route 97/Georgia Avenue	98,946	19.3%	651,900	11.5%
K Street	97,576	19.0%	457,077	8.1%
Route 29/Colesville Road	95,123	18.5%	604,032	10.7%
Route 50/New York Avenue	92,773	18.1%	684,824	12.1%
Pennsylvania Avenue	84,522	16.5%	555,823	9.8%
East-West Highway	84,125	16.4%	613,198	10.8%
Independence Avenue	78,567	15.3%	290,1	5.1%
New Hampshire Avenue	70,441	13.7%	487,765	8.6%
Route 28	67,028	13.1%	764,557	13.5%
Veirs Mill Road	56,964	11.1%	456,728	8.1%
H Street/Benning Road	49,541	9.7%	272,7	4.8%
Randolph Road	47,063	9.2%	407,320	7.2%
Montrose Road	46,158	9.0%	269,3	4.8%
Route 301	38,260	7.5%	476,863	8.4%
Nebraska Avenue	35,396	6.9%	12	2.1%
Kenilworth Avenue	31,125	6.1%	412,125	7.3%

Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

past 6mos readers of WASHINGTONIAN Magazine	WASHINGTON, DC
0:59	0:51
34.6	30.1

Top-26 Residential Zip Codes: Adults 18 or older

20001	18,024	3.51%	48,529	0.86%
20783	17,014	3.32%	87,881	1.55%
20009	13,972	2.72%	42,897	0.76%
20003	13,747	2.68%	47,082	0.83%
20011	11,719	2.28%	50,636	0.90%
22204	11,253	2.19%	70,036	1.24%
20853	9,895	1.93%	43,929	0.78%
22003	9,288	1.81%	58,560	1.04%
20002	8,818	1.72%	50,931	0.90%
22201	8,647	1.69%	22,804	0.40%
20886	8,564	1.67%	22,605	0.40%
20850	7,363	1.44%	50,417	0.89%
20747	7,047	1.37%	30,653	0.54%
20008	6,974	1.36%	37,323	0.66%
20737	6,959	1.36%	37,820	0.67%
20176	6,904	1.35%	50,332	0.89%
20817	6,851	1.34%	24,502	0.43%
22180	6,734	1.31%	27,599	0.49%
20772	6,435	1.25%	39,139	0.69%
22203	6,433	1.25%	16,6	0.29%
20124	6,379	1.24%	14,1	0.25%
20019	6,316	1.23%	43,052	0.76%
22202	6,008	1.17%	29,231	0.52%
20904	5,691	1.11%	43,930	0.78%
22015	5,623	1.10%	39,408	0.70%
20906	5,590	1.09%	46,731	0.83%

Top-26 Employment Zip Codes: Adults 18 or older

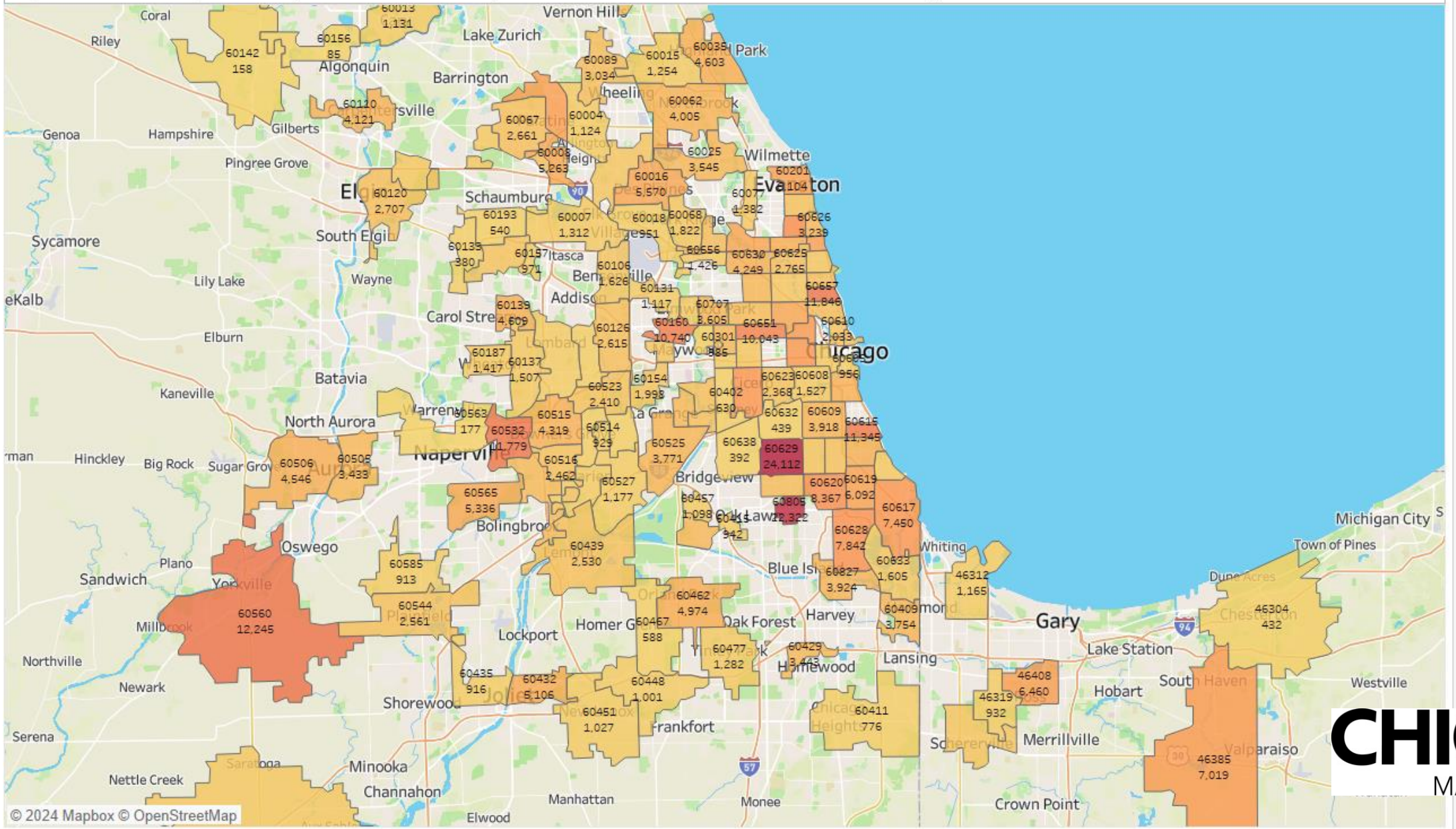
20001	12,486	2.43%	65,711	1.16%
20852	10,667	2.08%	78,175	1.38%
20036	10,018	1.95%	41,729	0.74%
20743	8,641	1.68%	13,88	0.25%
20002	8,639	1.68%	54,930	0.97%
22101	8,329	1.62%	21,051	0.37%
20004	7,802	1.52%	22,880	0.40%
20005	7,533	1.47%	63,176	1.12%
20817	6,985	1.36%	21,945	0.39%
20124	6,379	1.24%	9,1	0.16%
20009	6,222	1.21%	27,886	0.49%
20006	6,038	1.18%	37,606	0.67%
22202	5,894	1.15%	35,042	0.62%
22201	5,570	1.09%	30,602	0.54%
20151	5,527	1.08%	44,259	0.78%
20535	5,468	1.07%	7,5	0.13%
20171	5,369	1.05%	36,496	0.65%
20037	5,251	1.02%	22,299	0.39%
22204	5,248	1.02%	27,841	0.49%
20814	5,118	1.00%	20,466	0.36%
20003	4,877	0.95%	29,713	0.53%
22209	4,603	0.90%	22,453	0.40%
20010	4,469	0.87%	13,45	0.24%
20772	4,251	0.83%	20,730	0.37%
22150	4,076	0.79%	18,369	0.32%
22308	4,046	0.79%	9,1	0.16%

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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

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Top Residential Zip Codes: (Adults 18 or older past 6mo readers of CHICAGO MAGAZINE)



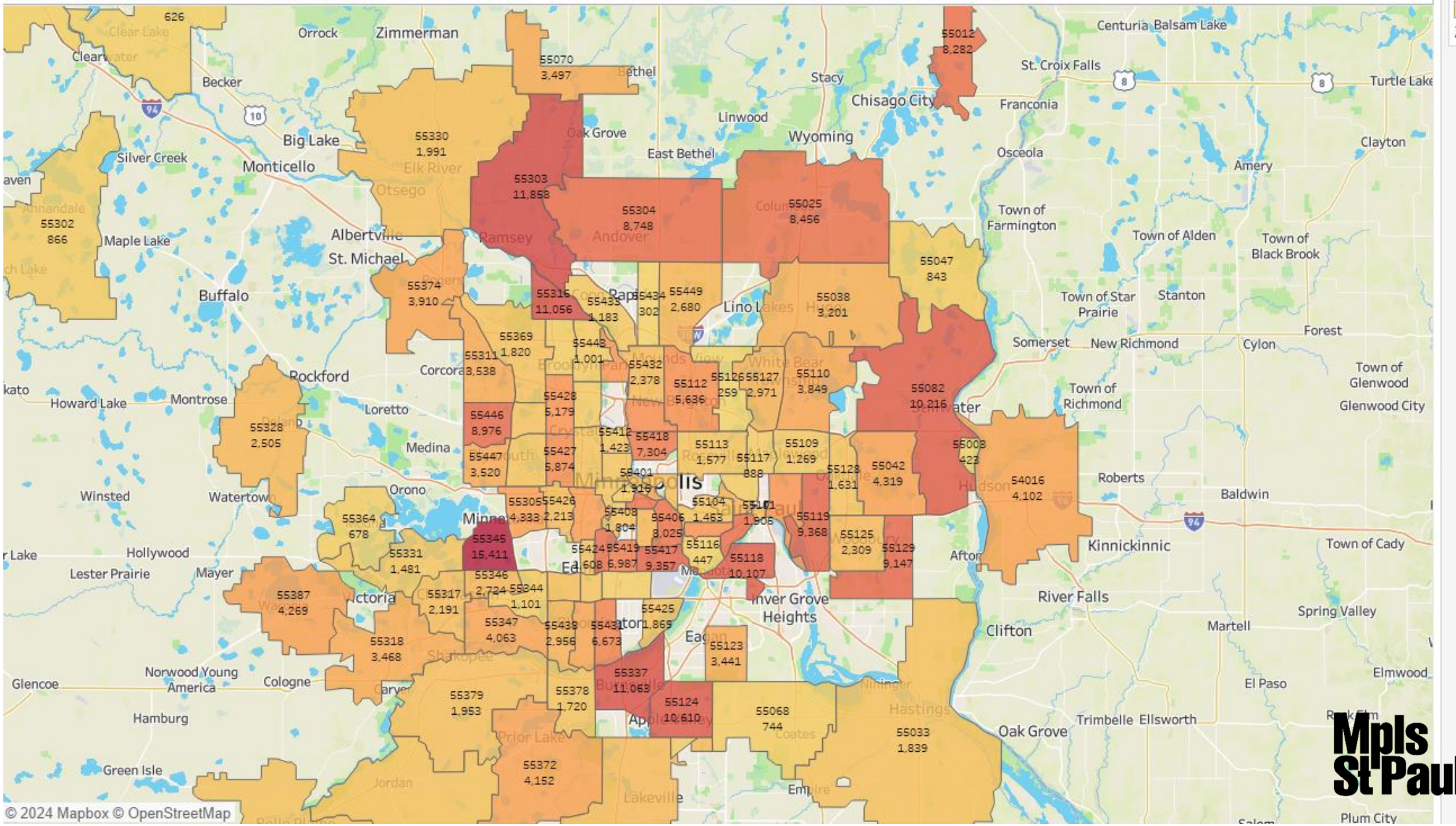
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CHICAGO MAGAZINE

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Top Residential Zip Codes: (Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE)



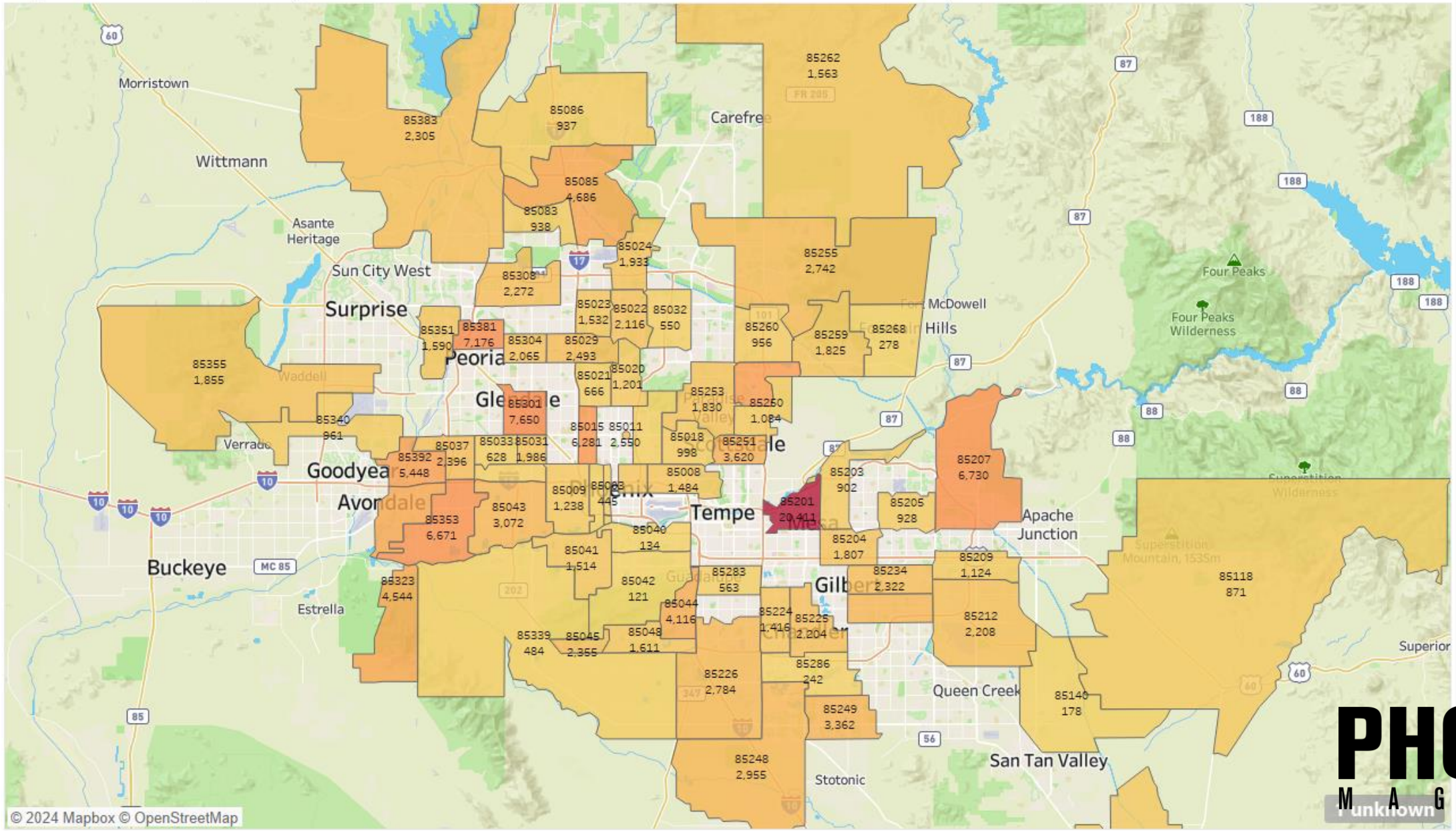
Mpls St Paul MAGAZINE MSPMAG.COM

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Magazines read past 6 months: Mpls.St.Paul Magazine

Top Residential Zip Codes: (Adults 18 or older past 6mos readers of PHOENIX MAGAZINE)



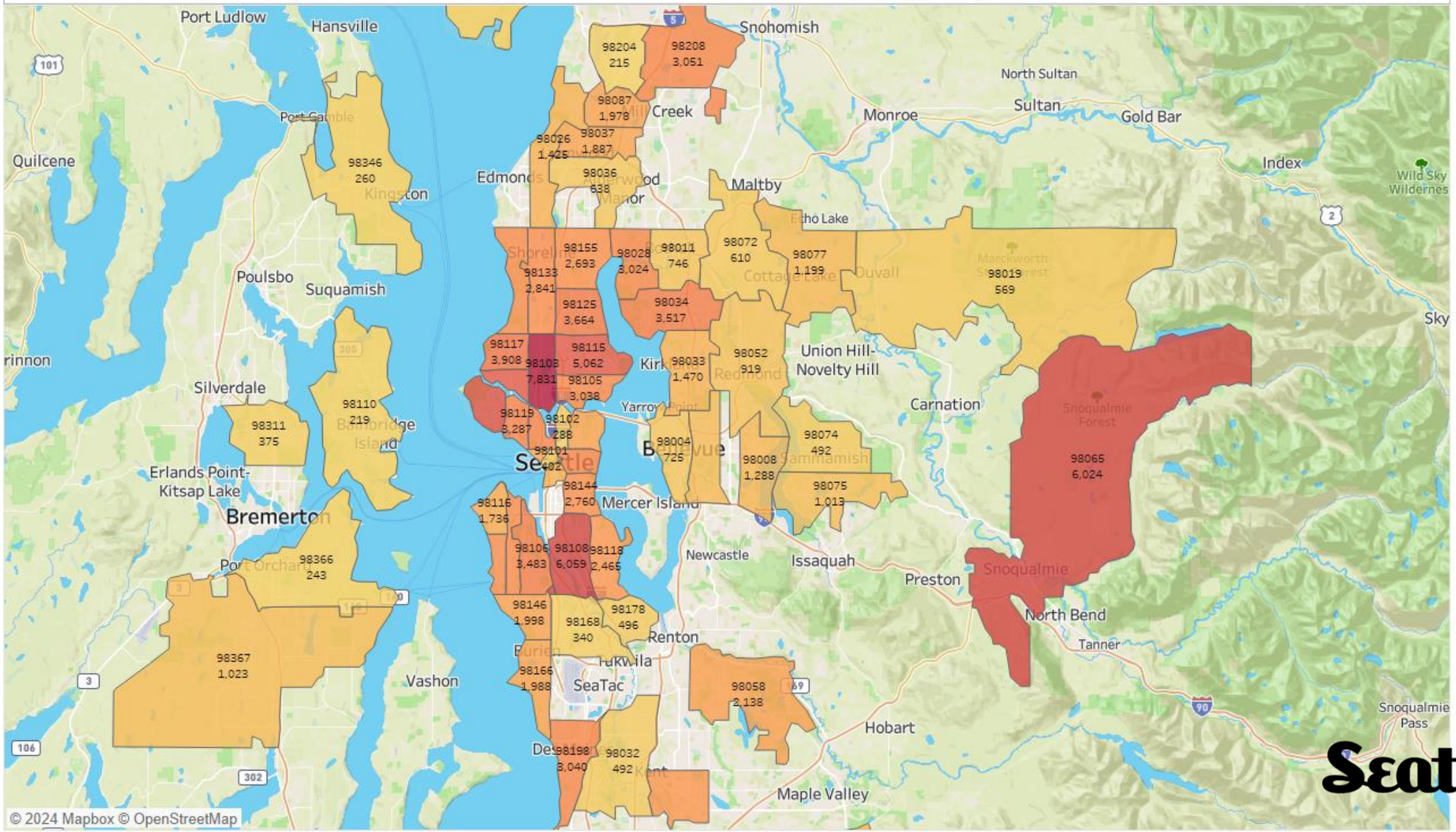
PHOENIX MAGAZINE

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Magazines read past 6 months: PHOENIX Magazine

Top Residential Zip Codes: (Adults 18 or older past 6mos readers of SEATTLE MET Magazine)



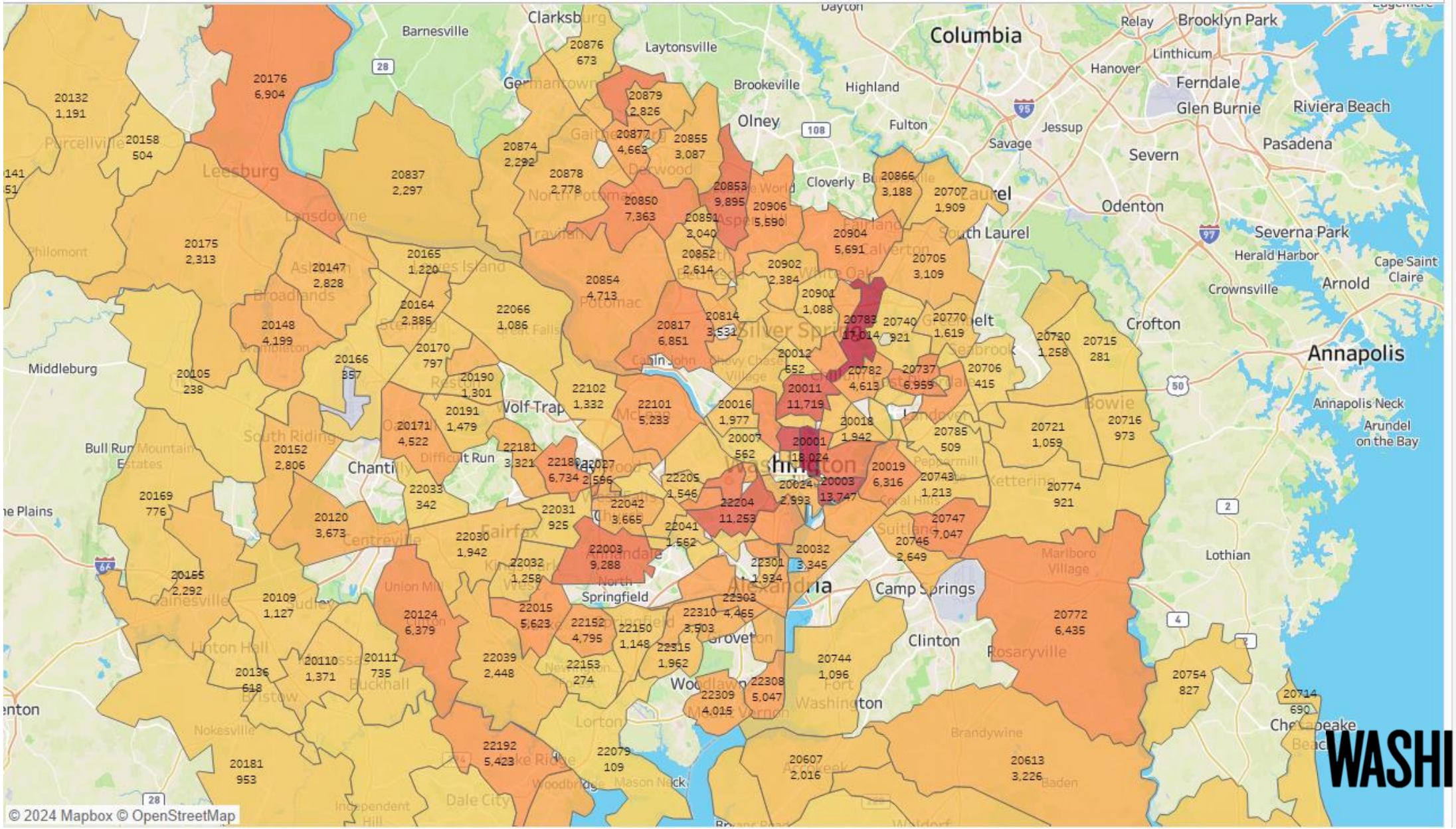
SeattleMet

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Magazines read past 6 months: Seattle Met Magazine

Top Residential Zip Codes: (Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine)



WASHINGTONIAN MAGAZINE

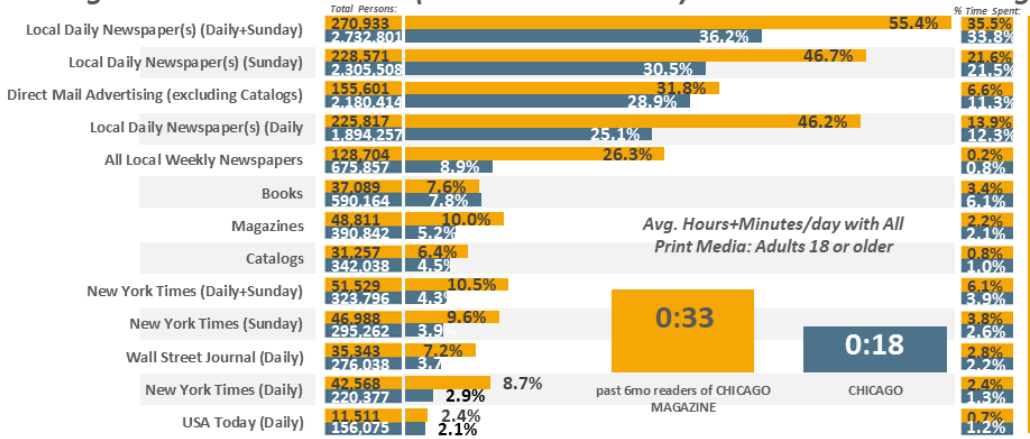
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541
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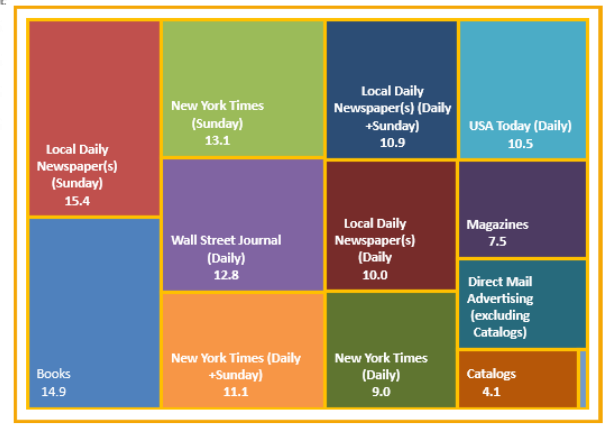
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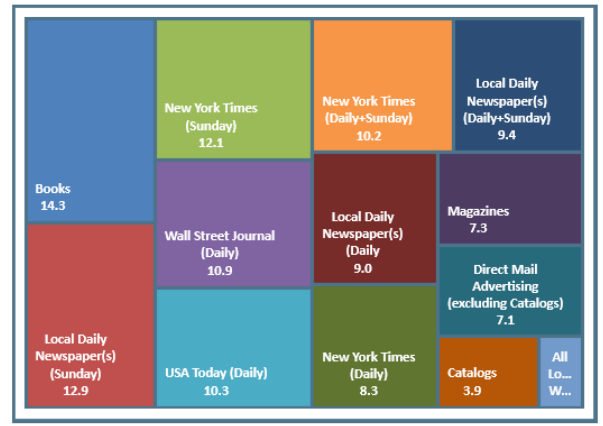
CHICAGO MAGAZINE

270,933 or 55.4% of Adults 18 or older past 6mo readers of CHICAGO MAGAZINE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 36.7% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



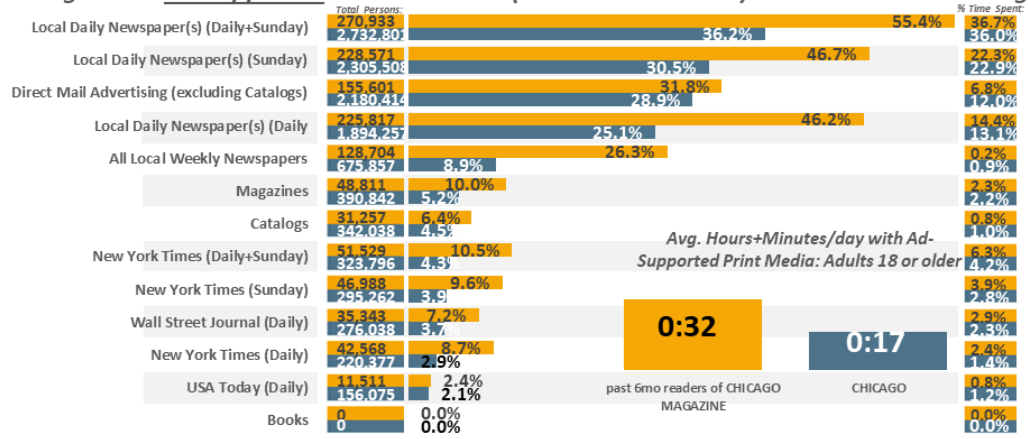




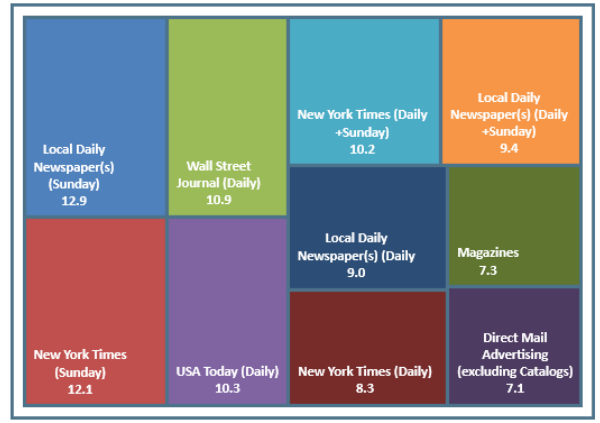
past 6mo readers of CHICAGO MAGAZINE ■ CHICAGO

past 6mo readers of CHICAGO MAGAZINE ■ CHICAGO

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







past 6mo readers of CHICAGO MAGAZINE ■ CHICAGO

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 261

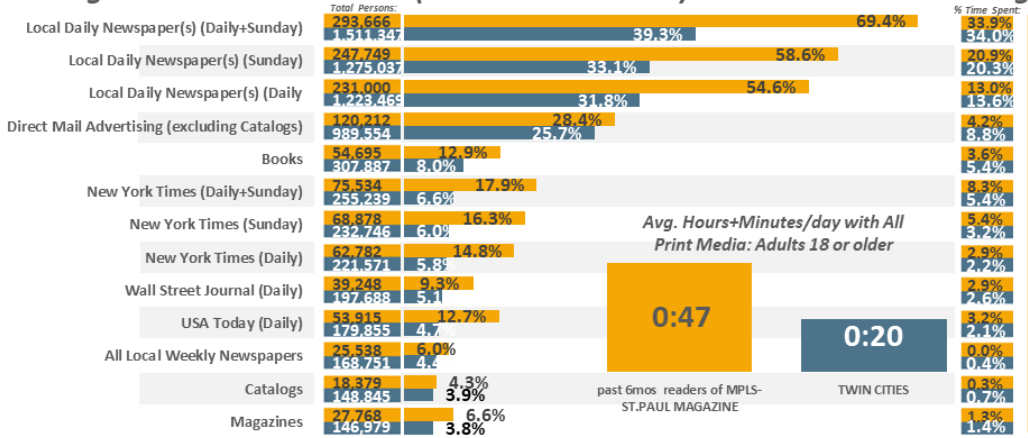
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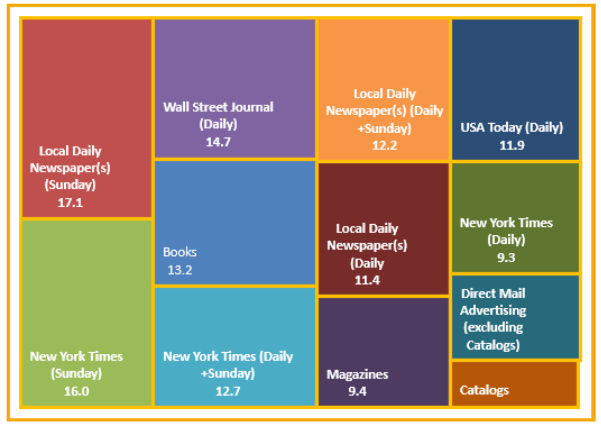
Magazines read past 6 months: Chicago Magazine

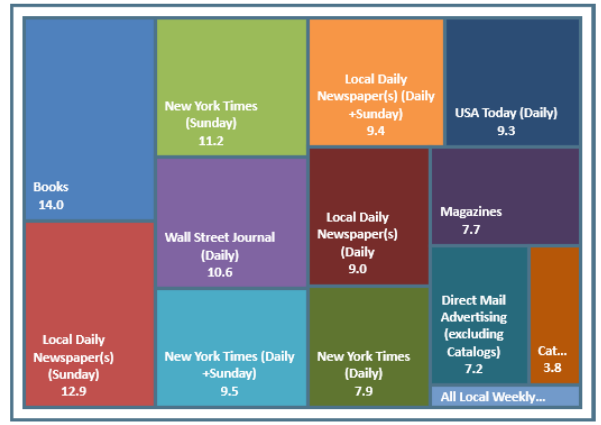
293,666 or 69.4% of Adults 18 or older past 6mos readers of MPLS-ST.PAUL MAGAZINE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.2 minutes every day representing 35.2% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



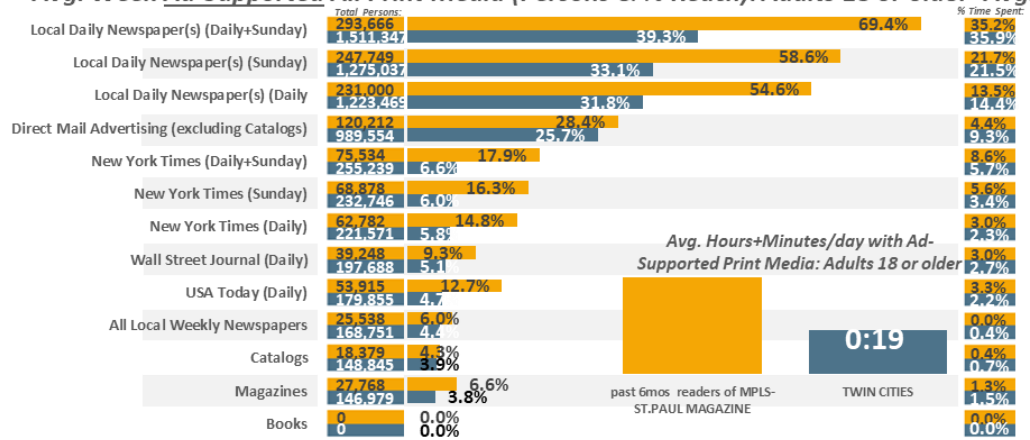
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



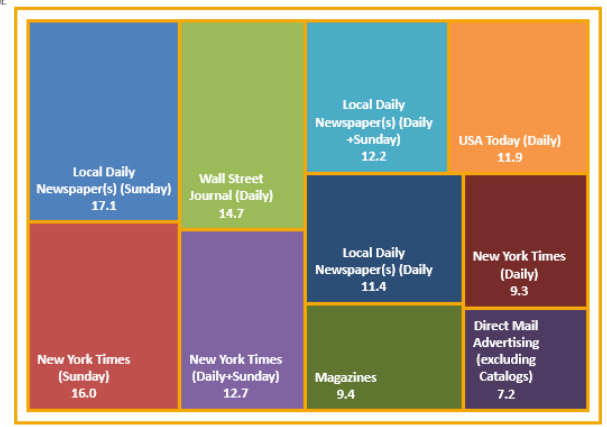


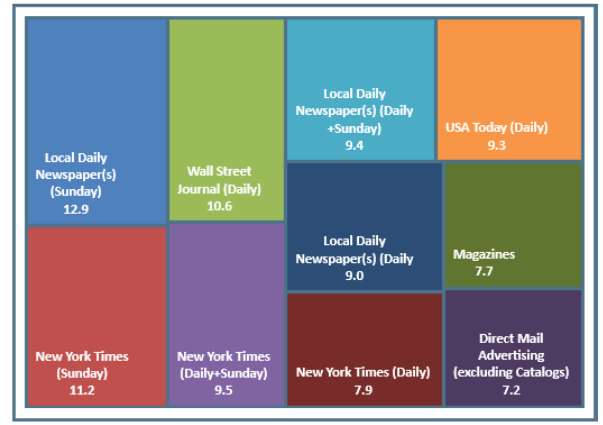
past 6mos readers of MPLS-ST.PAUL MAGAZINE TWIN CITIES

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





past 6mos readers of MPLS-ST.PAUL MAGAZINE TWIN CITIES

TWIN CITIES DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 208

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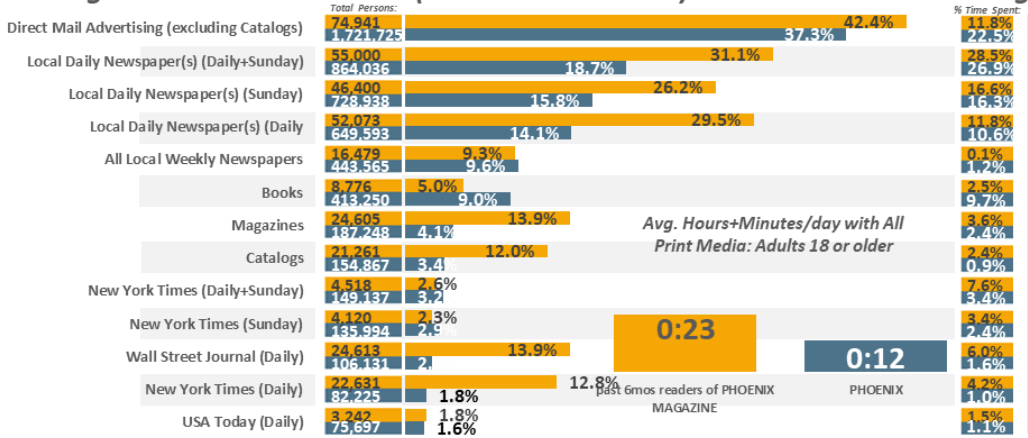
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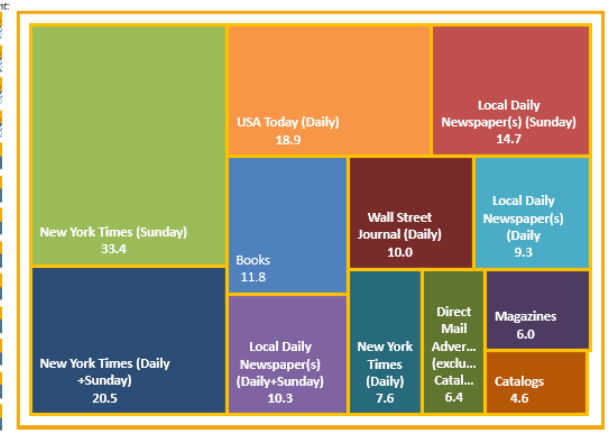
Magazines read past 6 months: Mpls.St.Paul Magazine

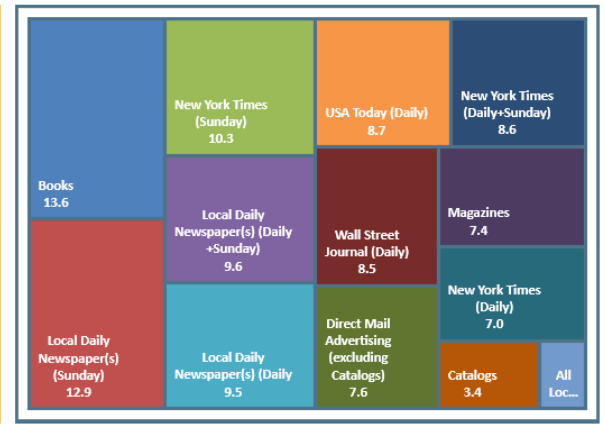
PHOENIX MAGAZINE

55,000 or 31.1% of Adults 18 or older past 6mos readers of PHOENIX MAGAZINE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

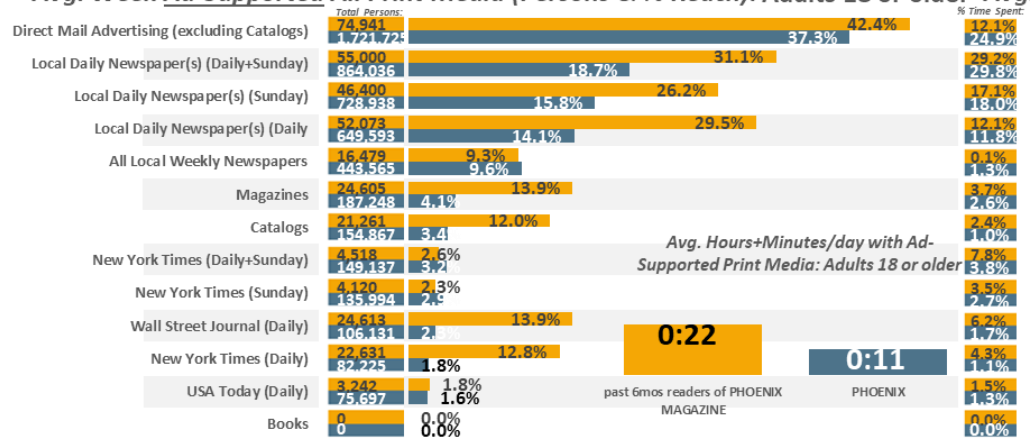
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

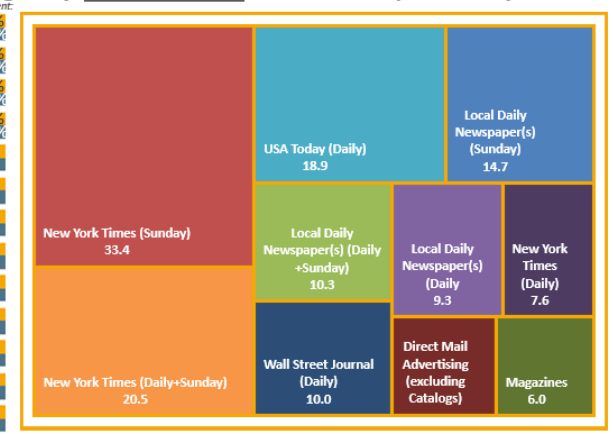


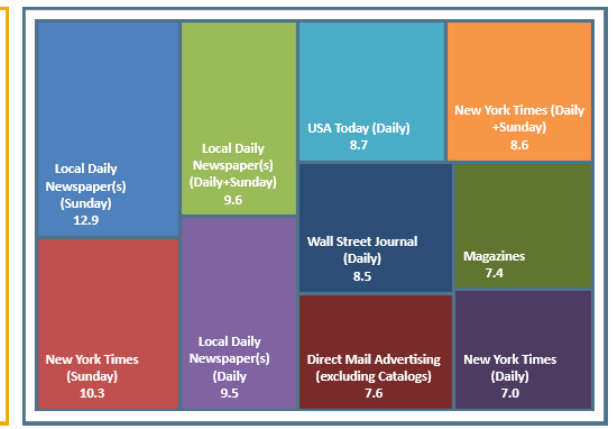




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 115

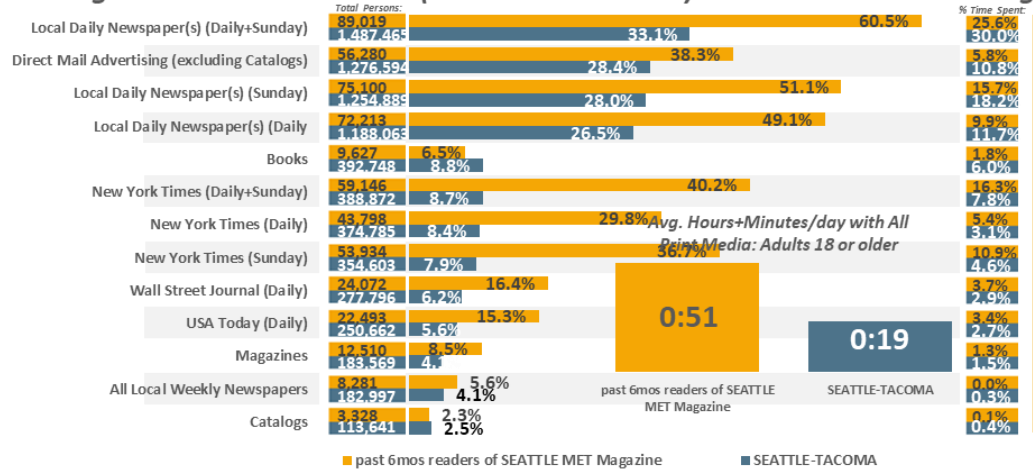
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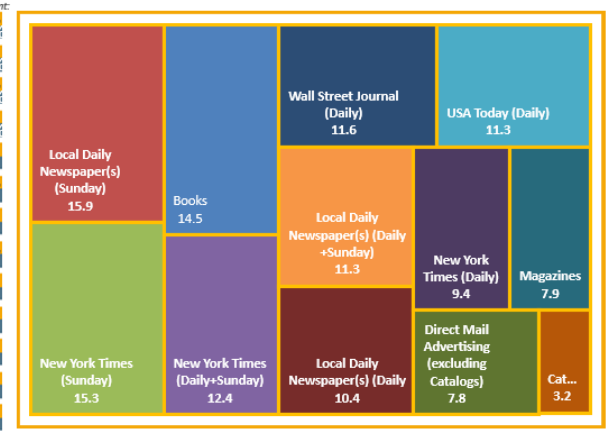
Magazines read past 6 months: PHOENIX Magazine

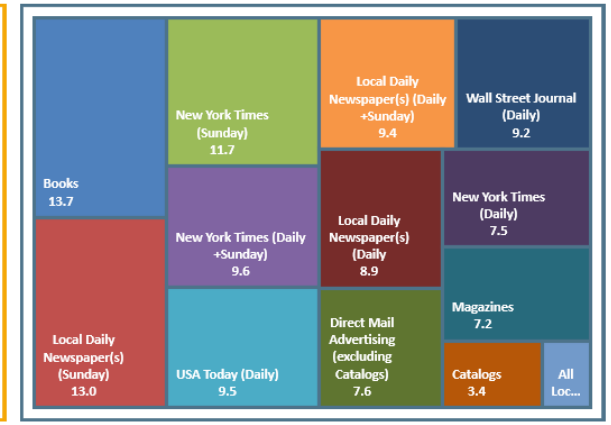
89,019 or 60.5% of Adults 18 or older past 6mos readers of SEATTLE MET Magazine read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 26.1% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

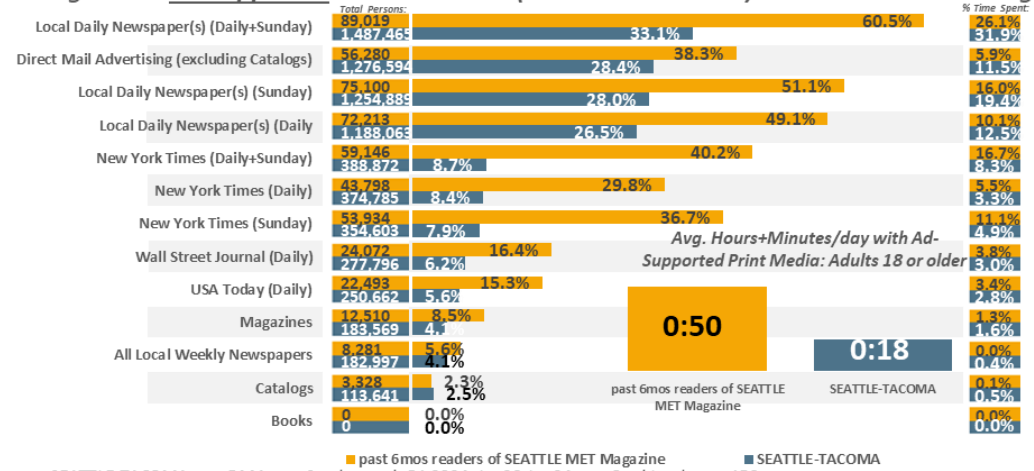


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

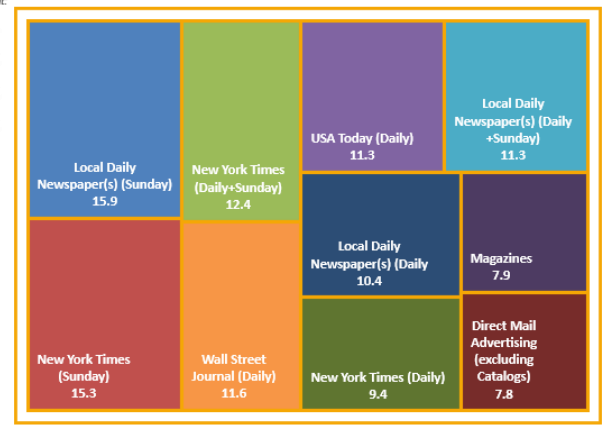


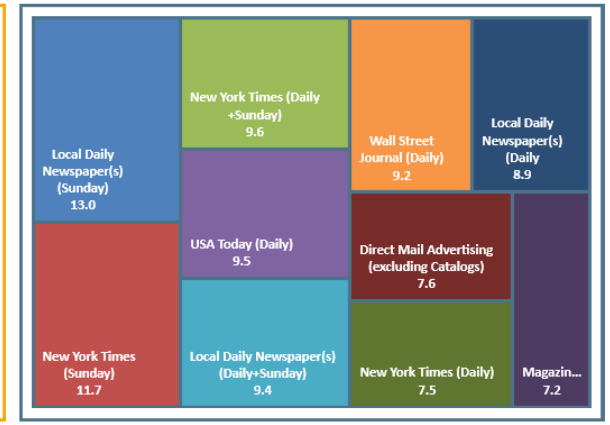


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 159

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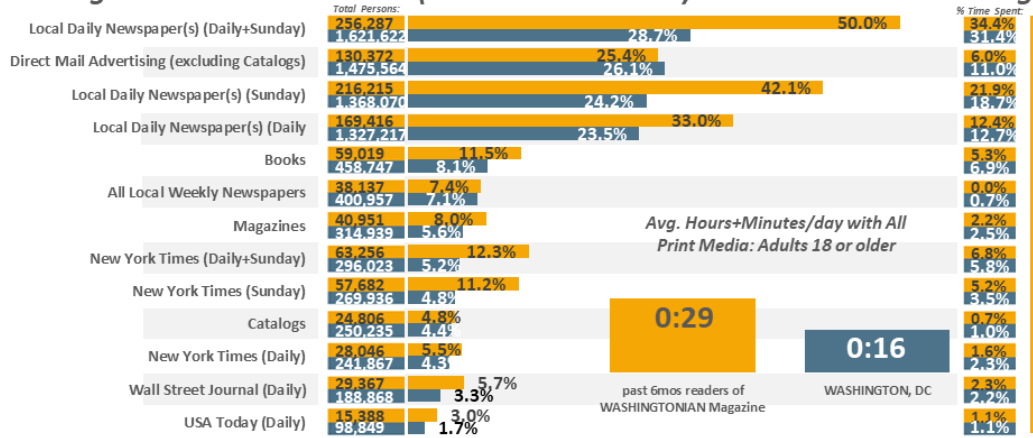
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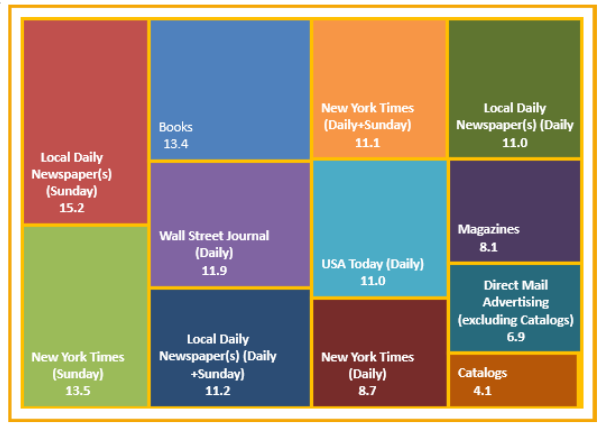
Magazines read past 6 months: Seattle Met Magazine

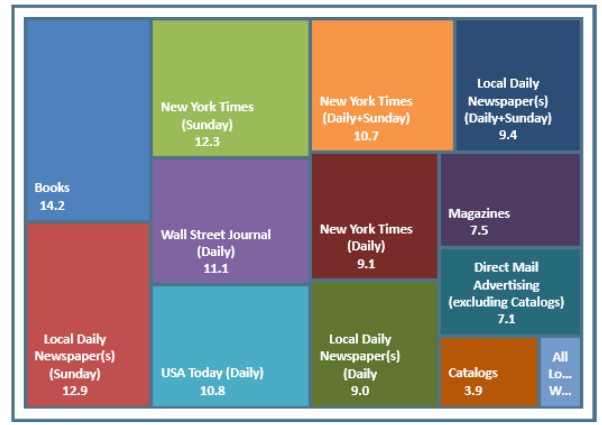
WASHINGTONIAN MAGAZINE

256,287 or 50.% of Adults 18 or older past 6mos readers of WASHINGTONIAN Magazine read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 36.3% of all time spent daily with All forms of Print Media.

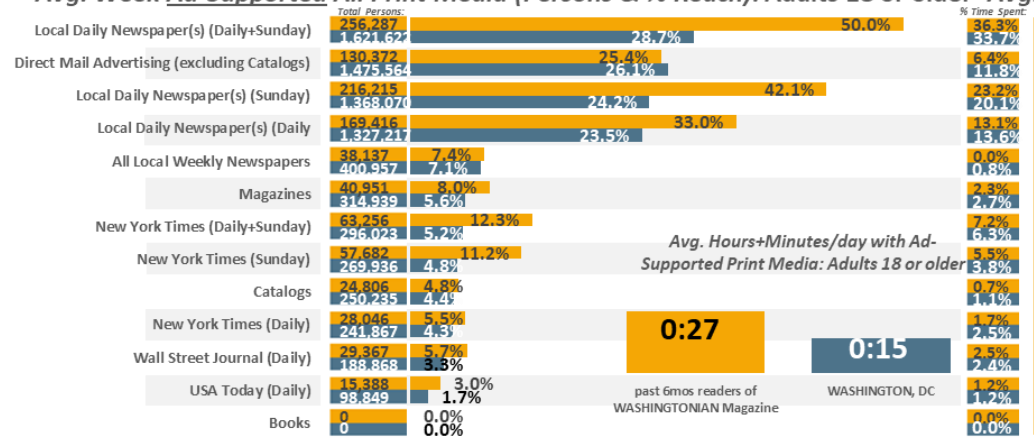
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

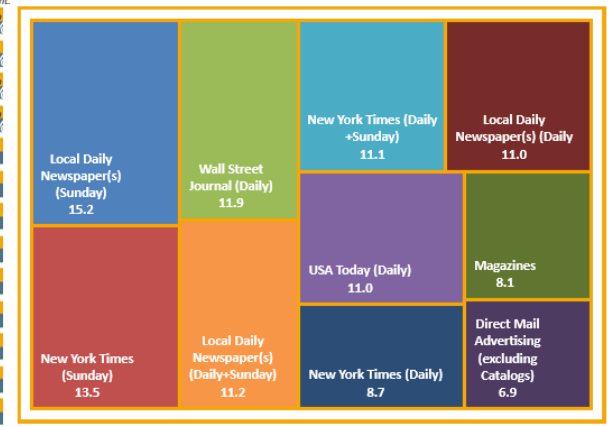


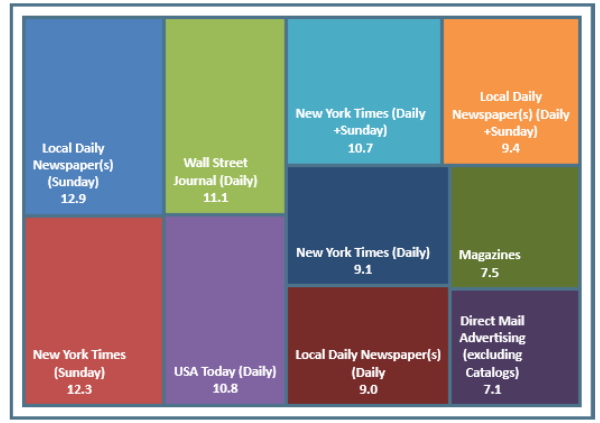




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 541

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