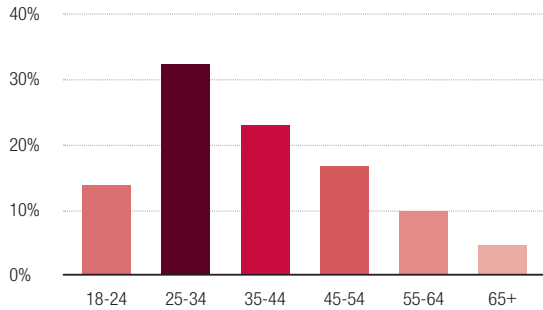


DEMOGRAPHICS* WHO ARE THE BANNER'S ONLINE READERS?

AGE:



22%
OF WEBSITE USERS ARE
18-24

45%
OF WEBSITE USERS ARE
25-44

INTERESTS:

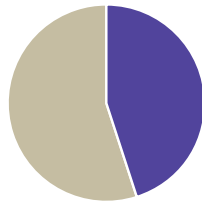
USERS IN THESE SEGMENTS ARE MORE LIKELY TO BE READY TO MAKE A PURCHASE OR TAKE AN ACTION

1. EDUCATION/POST-SECONDARY EDUCATION
2. EMPLOYMENT
3. DATING SERVICES
4. TRAVEL/HOTELS & ACCOMMODATIONS
5. REAL ESTATE/RESIDENTIAL PROPERTIES

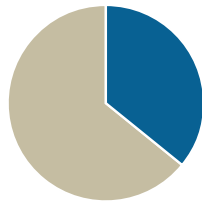
ETHNICITY:

IT IS NOT A SURPRISE THAT THE BANNER SITE INDEXES** AT **367** WITH AFRICAN AMERICANS. WHAT IS PERHAPS SURPRISING IS THAT **ALMOST 50% OF OUR ONLINE AUDIENCE IS CAUCASIAN** AND **10% OF ONLINE READERSHIP IS HISPANIC.**

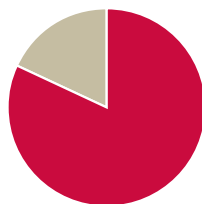
POLITICAL AFFILIATION:



45%
OF WEBSITE USERS ARE
INDEPENDENT



36%
OF WEBSITE USERS ARE
DEMOCRATS



82%
OF USERS CONSIDER THEMSELVES
POLITICALLY ACTIVE

GENDER:

42.1%
FEMALE

57.9%
MALE

INCOME:

THE BANNER INDEXES AT **149** FOR READERS MAKING \$150K+

45%
OF USERS ARE MAKING
\$50K-\$150K

12%
OF USERS ARE MAKING
OVER \$150K

EDUCATION:

OUR READERS INDEX** MUCH HIGHER THAN AVERAGE ON EDUCATION LEVELS. THE BAY STATE BANNER INDEXES AT **217** FOR GRADUATE SCHOOL.

47%
OF READERS HAVE A
COLLEGE DEGREE

31%
HAVE ATTENDED
GRAD SCHOOL

IN SUM, THE BANNER'S ONLINE AUDIENCE IS YOUNG, EDUCATED, MULTICULTURAL AND POLITICALLY ENGAGED.

*PROFILE DATA PROVIDED BY QUANTCAST

** INDEX: A COMPARISON OF THE AUDIENCE COMPOSITION OF THIS PROPERTY TO THE INTERNET POPULATION. THE HIGHER THE INDEX NUMBER, THE MORE CONCENTRATED THE PROPERTY IS IN A PARTICULAR DEMOGRAPHIC, WITH 100 BEING THE BASE.