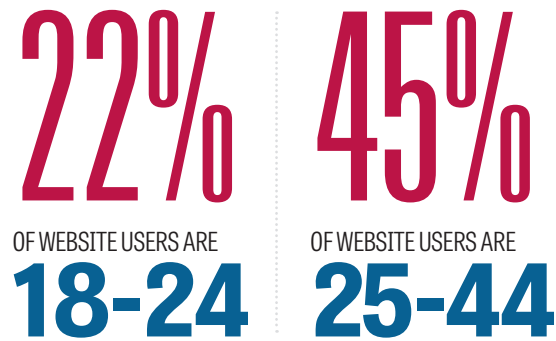
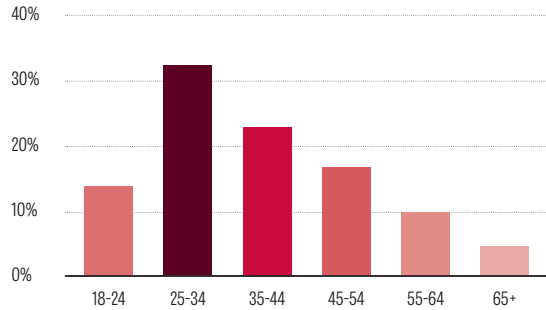


WHO ARE THE BANNER'S ONLINE READERS?

AGE:

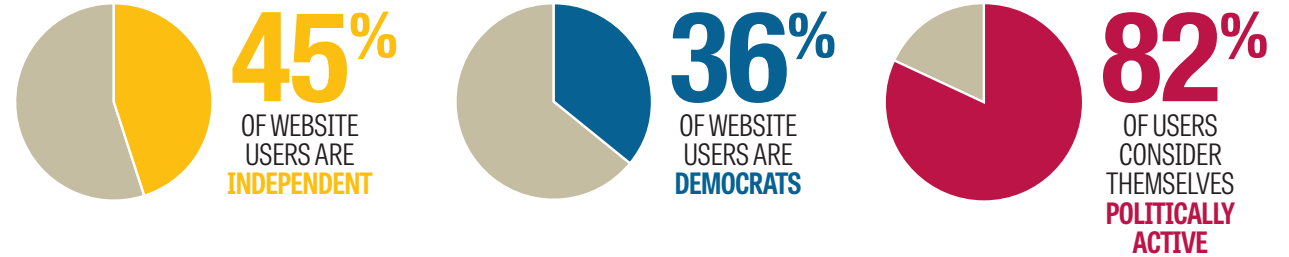


INTERESTS:

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

1. NEWS JUNKIES
2. ART AND THEATER AFICIONADOS
3. SHOPPERS/VALUE SHOPPERS
4. GREEN LIVING ENTHUSIASTS
5. TRAVEL BUFFS

POLITICAL AFFILIATION:



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

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.**

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, MULTI-CULTURAL 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.