



## **MEDIA IMPACT REPORT**

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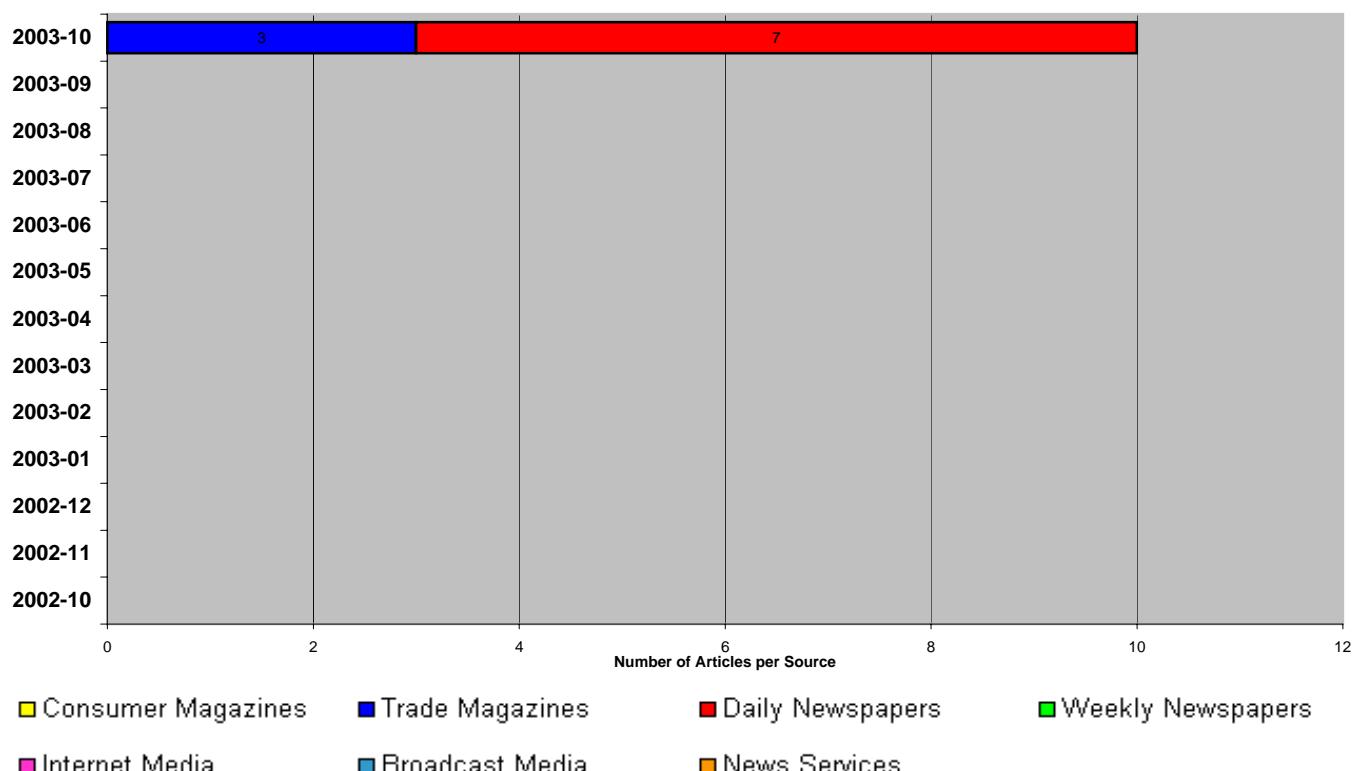
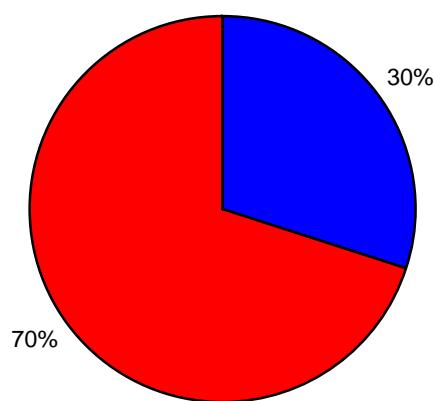
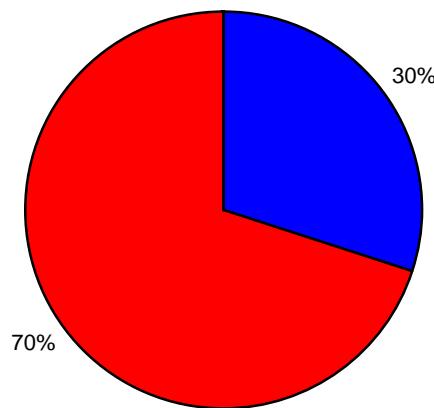
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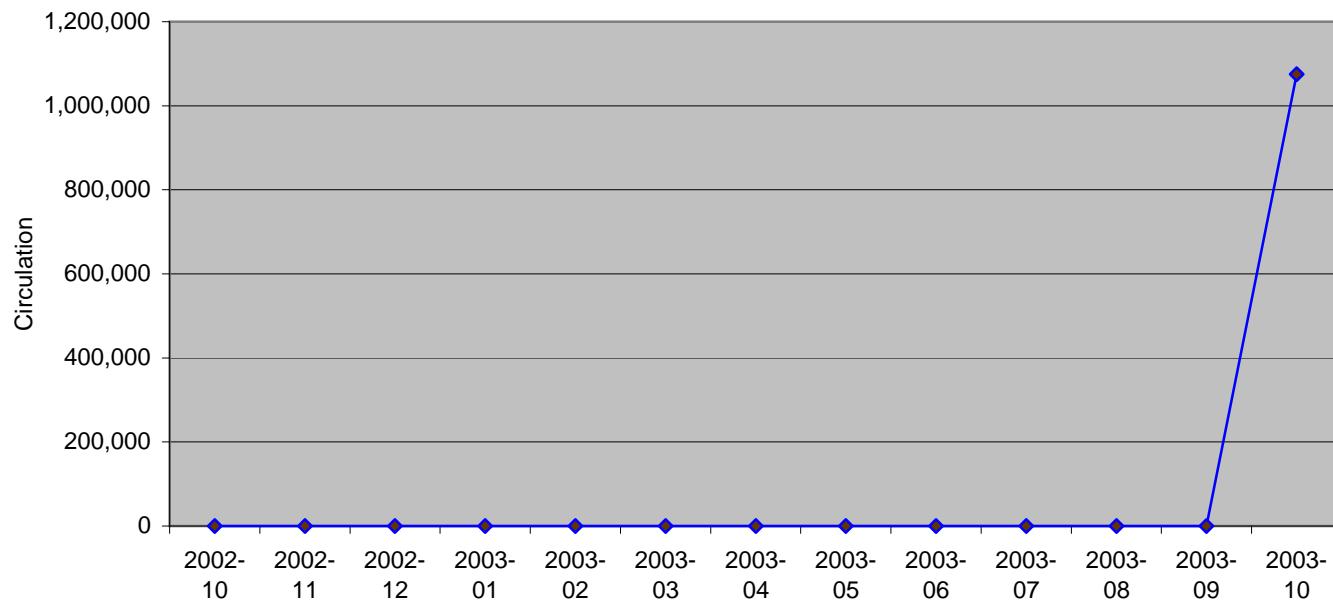
**1. Total Exposure by Media Group, by Month\***

October 2002 - October 2003

*\* trend data for last twelve months, or from start of order.***2. Media Groups - Current Month****3. Media Groups - Cumulative**

**4. Circulation: Print Media\***

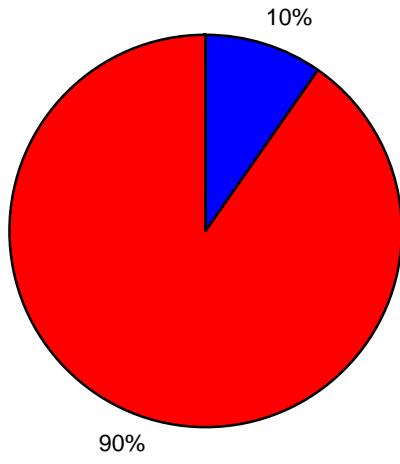
October 2002 - October 2003



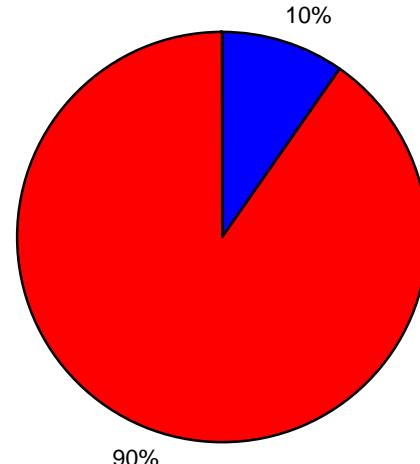
\* Circulation figures not currently available for Broadcast, Internet and News Services.

\*\* Trend data for last twelve months, or from start of order.

**5. Circulation Distribution\* -**  
**Print Media Types**  
**Current Month**



**6. Circulation Distribution\* -**  
**Print Media Types**  
**Cumulative\*\***

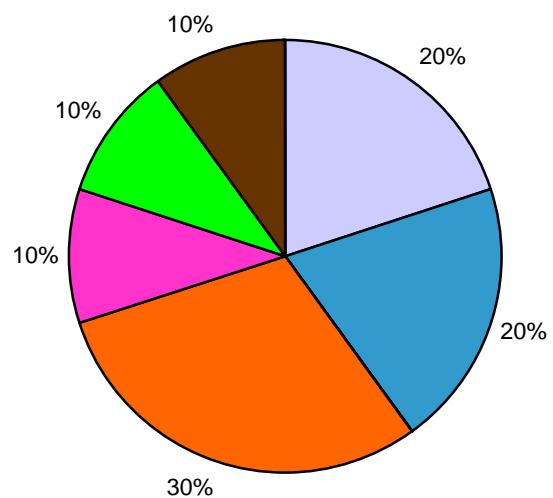
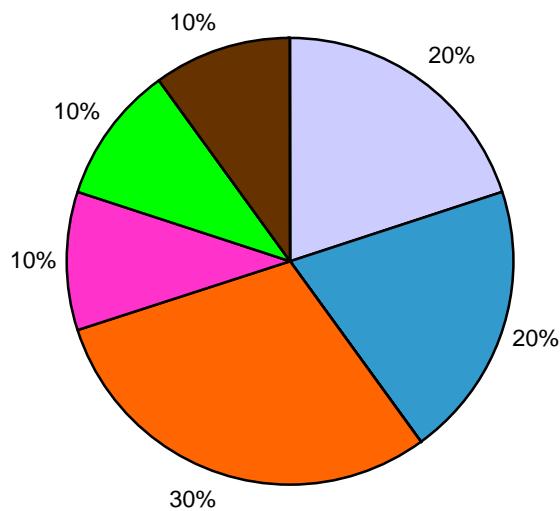
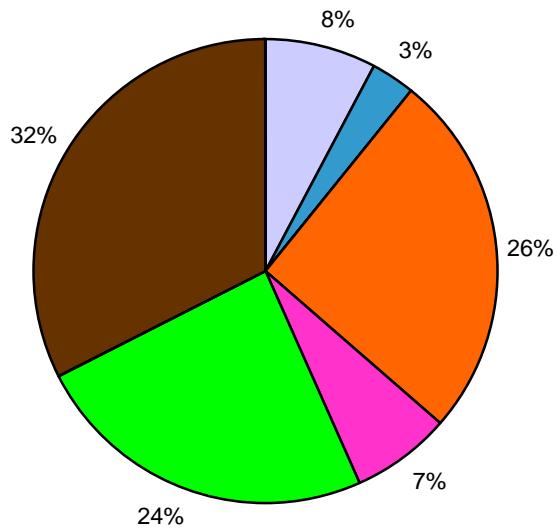
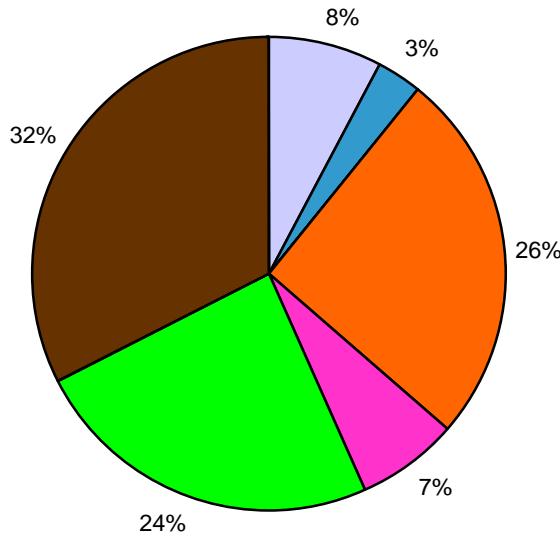


■ Consumer Magazines   ■ Trade Magazines   ■ Daily Newspapers   ■ Weekly Newspapers

\* Circulation figures not currently available for Broadcast, Internet and News Services.

\*\* Trend data for last twelve months, or from start of order.



**Exposure by Region - Number of Articles****7. Regional Activity - Current Month****8. Regional Activity - Cumulative\*****Exposure by Region - Circulation****9. Regional Activity - Current Month****10. Regional Activity - Cumulative\***

\*Trend data for last twelve months, or from start of order.

**11. Map of the United States by Regions and Canada\***

\* Source: US Census Bureau