



MEDIA IMPACT REPORT

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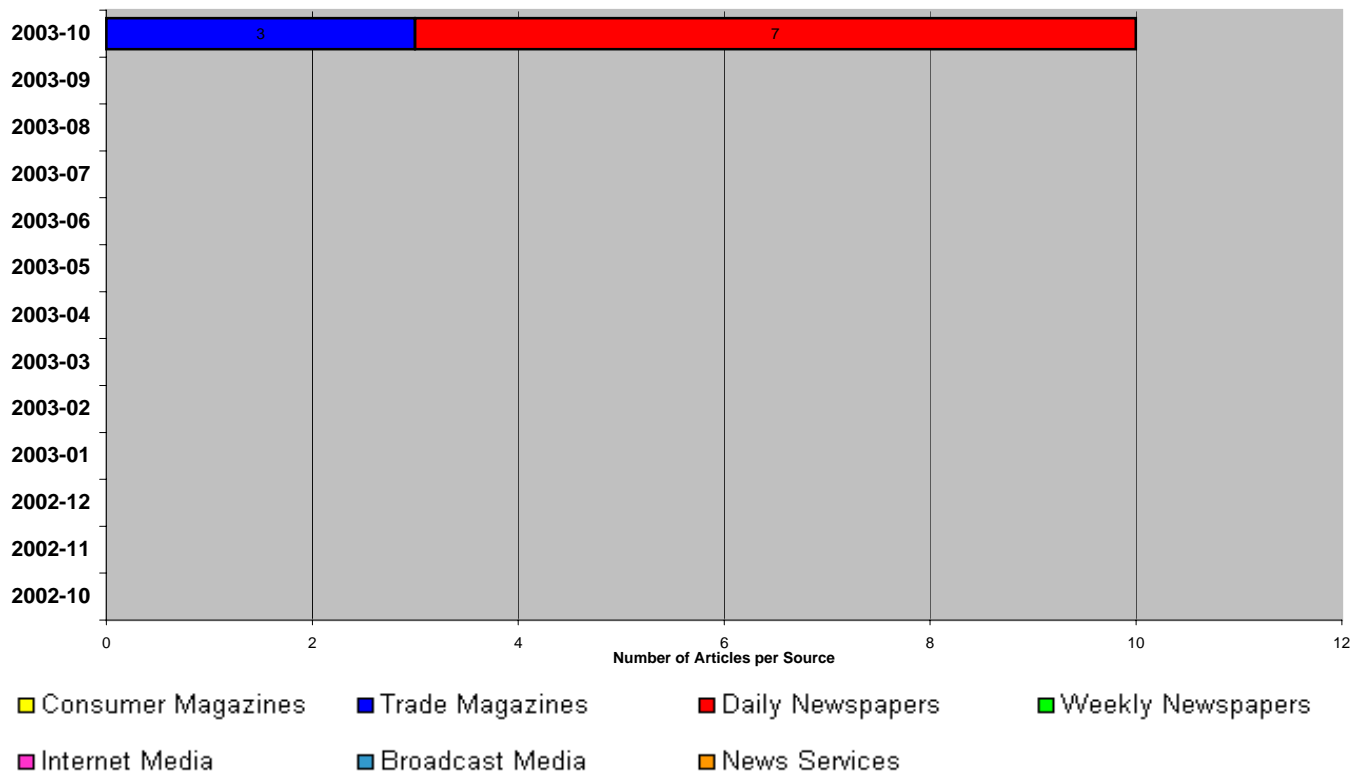
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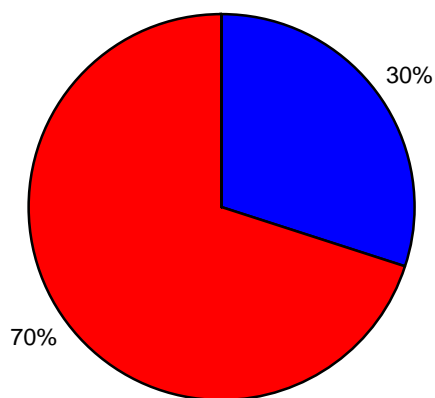
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1. Total Exposure by Media Group, by Month*

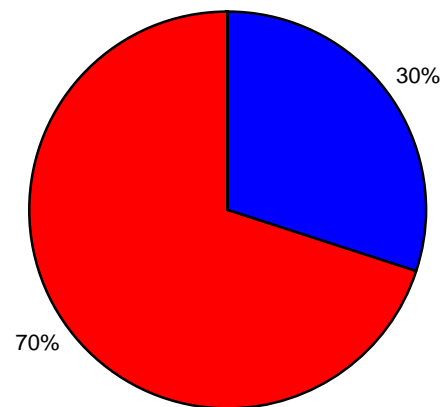
October 2002 - October 2003



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

2. Media Groups - Current Month

Consumer Magazines Trade Magazines
Internet Media Broadcast Media

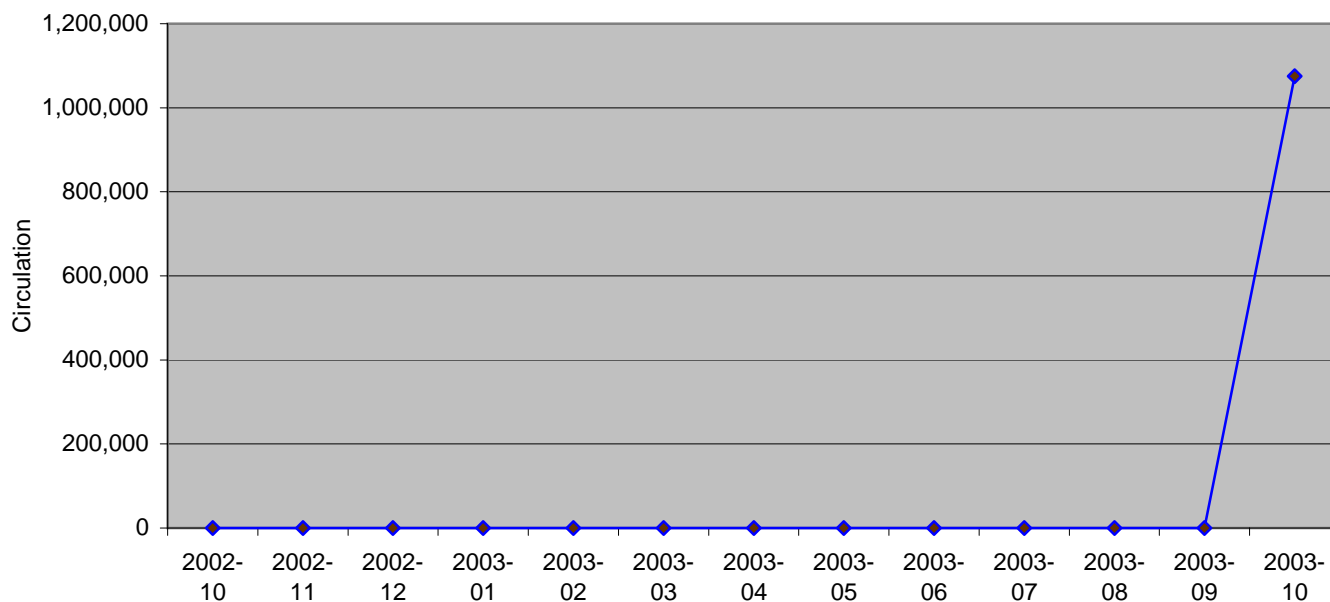
3. Media Groups - Cumulative

Daily Newspapers Weekly Newspapers
News Services



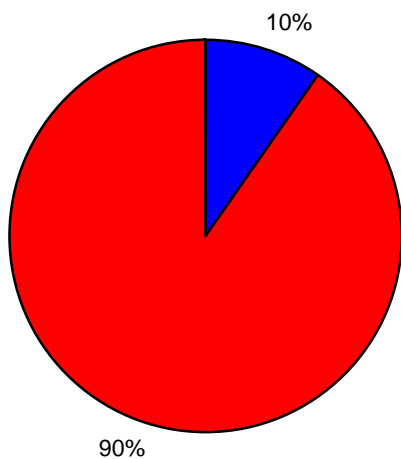
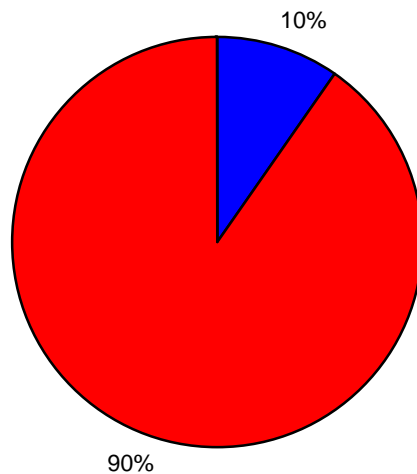
4. Circulation: Print Media*

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

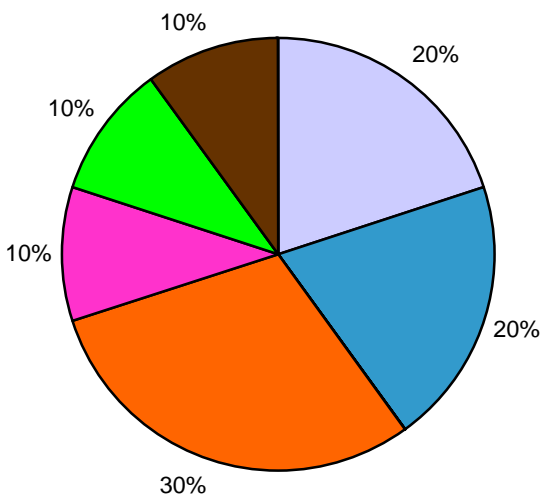
* Circulation figures not currently available for Broadcast, Internet and News Services.

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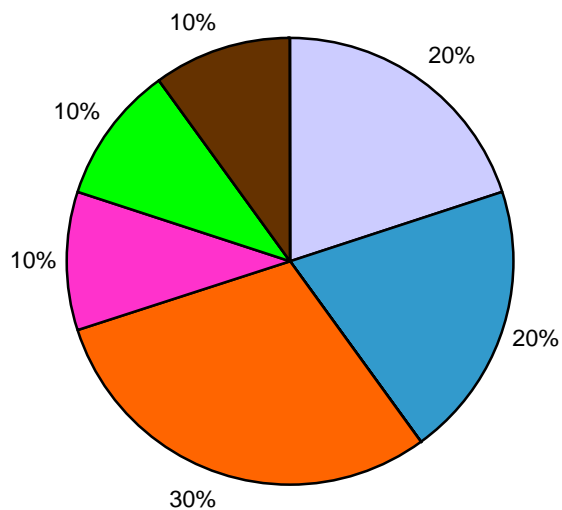


Exposure by Region - Number of Articles

7. Regional Activity - Current Month

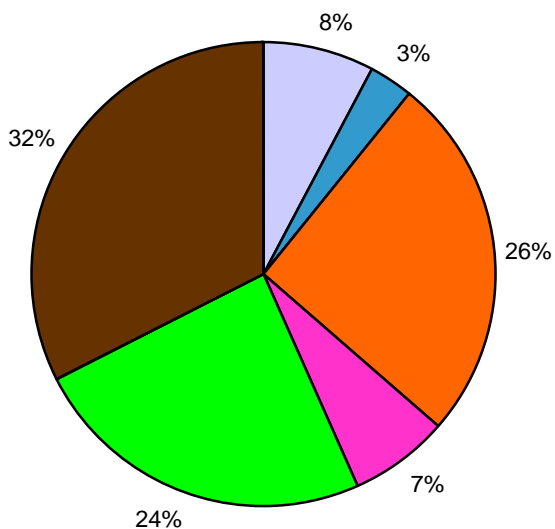


8. Regional Activity - Cumulative*

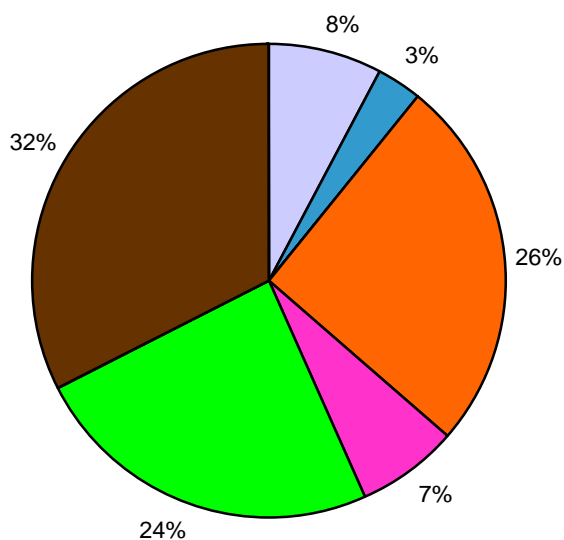


Exposure by Region - Circulation

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

