



Media Planning For Marketers A Clothing Retailers Story

Karla Eyerly

Manager, Advertising Marketer Services



Agenda

- Case Study (Two Retail Concepts)
 - Creating a Custom Trade Area
 - Defining Your Customer Target
 - Defining Your Merchandising Message
 - Selecting The Right Media and Daypart Mix
 - Event/Co-Branding
- Media Reports In PrimeNext
 - A Deeper Dive Into Planning For Store 1

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



**10 Mile Radius For Store A (Baltimore, MD)
Custom Geography = 21208, 21207, 21215, 21209, 21211, 21216**



AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON





**10 Mile Radius For Store B (Rutherford, NJ)
Custom Geography = 07055, 07014, 07071, 07070, 07073, 07072, 07074,
07075**

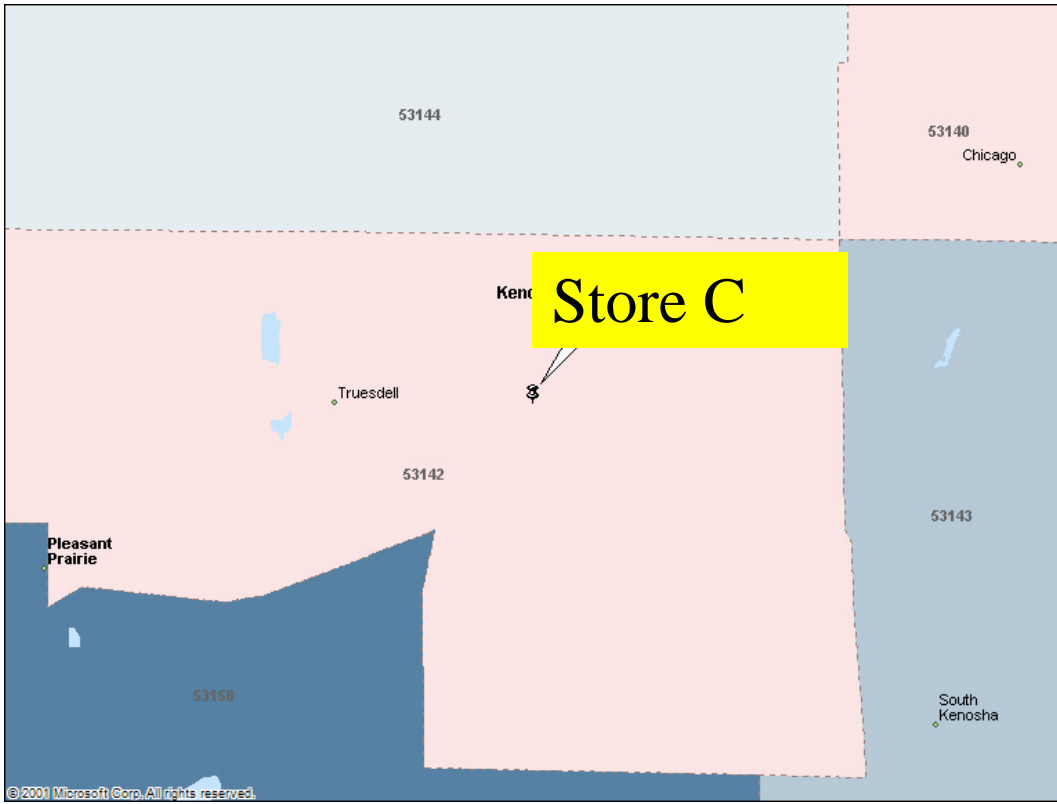


AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON





**10 Mile Radius For Store C (Kenosha)
Custom Geography = 53144, 53142, 53158, 53143, 53140**



AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON





Source: Scarborough Research
 Baltimore, NYC, Milwaukee R2
 2003/2004 Doublebase

Concept 1 Customer Profile in Trade Area (18+)

	N=337		N=215		N=115	
	Baltimore		Rutherford		Kenosha	
	Target %	Index	Target %	Index	Target %	Index
Age of respondent						
18 - 20	8.2	146	6.4	109	10.7	181
21 - 24	9.2	151	6.1	108	4.9	72
25 - 29	10.3	134	11.1	136	7.5	98
30 - 34	6.7	71	11.6	111	15.2	158
35 - 39	9.5	97	13.5	134	7.1	72
40 - 44	9.2	78	7.9	72	10.1	91
45 - 49	6.4	62	9.3	93	7.5	69
50 - 54	12.3	129	5.7	66	7.5	87
55 - 59	4.4	62	5.1	69	6.4	89
60 - 64	5.6	88	7.3	128	7.7	143
65 - 69	5.5	107	4.2	80	4.6	98
70 or older	12.7	115	11.7	100	10.8	87
Avg Age	44		44		44	
Race/Hispanic						
White - non-Hispanic	32.3	47	61	98	87.3	106
Black/African American - non-Hispanic	62.1	258	3.6	27	6.4	68
Asian - non-Hispanic	1.4	84	3.3	87	0	0
Other - non-Hispanic	1.5	57	0.6	19	0.9	70
Hispanic	2.6	107	31.4	179	5.4	92

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

2005 SSRM



Source: Scarborough Research
Baltimore, NYC, Milwaukee R2
2003/2004 Doublebase

Concept 1 Customer Profile In Trade Area (18+)

N=215

N=115

Rutherford

Kenosha

	Target %	Index	Target %	Index	Target %	Index
Sex of respondent						
Men	40.4	86	43.7	93	48.9	101
Women	59.6	113	56.3	106	51.1	99
Household income						
Less than \$10,000	4.1	149	2.7	83	2	81
\$10,000 - \$19,999	4.3	127	5.5	112	8.2	142
\$20,000 - \$24,999	3.7	94	6.6	159	0.9	16
\$25,000 - \$29,999	8.3	145	6	111	9.4	127
\$30,000 - \$34,999	6.5	99	5.7	112	9	129
\$35,000 - \$39,999	5.5	72	6.5	86	9.5	120
\$40,000 - \$44,999	9.1	164	6.8	117	9.5	180
\$45,000 - \$49,999	8.2	119	5.9	93	3.5	49
\$50,000 - \$74,999	21.9	99	17	97	23.7	102
\$75,000 - \$99,999	16.3	99	20.1	130	19.3	127
\$100,000 - \$149,999	7.7	61	7.8	58	3.3	36
\$150,000 - \$249,999	3.2	67	8.3	115	1.6	59
\$250,000 or more	1.1	66	1.1	29	0	0
Avg HH Income	\$62,586		\$71,469		\$55,298	
Child Under 17						
None	62.4	107	53.8	90	59.5	101
Teen 12-17						
None	79.7	102	76.9	95	83.9	105

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Competitive Set
Females 18-49 In
Respective Trade
Areas

Baltimore (N=132)

Clothing Stores (Pst 3 Mths)	Shopped	Bought	Converted
Wal-Mart	57.8	46.2	80%
Target	46.8	37	79%
Hecht's	42.8	37.9	89%
Kmart	39.1	32.2	82%
JCPenney	35.6	26.7	75%
Sears	26.1	21.2	81%
Value City Department Store	25.5	23.9	94%
Sam's Club	25.4	22.9	90%

**Kenosha (N=68)
Female In Zip**

Clothing Stores (Pst 3 Mths)	Shopped	Bought	Converted
Kohl's	80	63.6	80%
Wal-Mart	60.4	46.8	77%
Target	55.1	26.2	48%
Shopko Stores	41.4	23.5	57%
Sears	39.1	14.5	37%
Kmart	35.3	21.5	61%
Boston Store	35.3	19	54%
Old Navy	30.7	14.3	47%

Rutherford (N=86)

Clothing Stores (Pst 3 Mths)	Shopped	Bought	Converted
Old Navy	42.2	36.1	86%
Macy's	36.6	26.1	71%
Kmart	34.3	27.6	80%
Kohl's	33.8	28.6	85%
Victoria's Secret	23.7	14.5	61%
Target	21	15.9	76%
Wal-Mart	20.8	15.4	74%
Sears	18.8	13.6	72%

Source: Scarborough Research
Baltimore, NYC, Milwaukee R2
2003/2004 Doublebase

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Source: Scarborough Research
 Baltimore, NYC, Milwaukee R2
 2003/2004 Doublebase

Concept 1 Merchandise Mix Females 18-49 In Respective Trade Areas

	Baltimore	Rutherford	Kenosha
Women's casual clothing/sportswear	99	80	81
Women's shoes	109	92	108
Cosmetics, perfumes, or skin care items	100	81	104
Athletic shoes	95	88	116
Children's clothing	104	112	83
Women's business clothing	121	94	130
Men's casual clothing/sportswear	83	60	111
Other athletic clothing	80	89	102
Infants' clothing	105	136	71
Men's shoes	90	63	145
Men's business clothing	94	87	189

Note: Kenosha (female only)
 Index F18-49 In Trade to F 18-49 in Market

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Baltimore

Female 18-49 in Zip	Newspaper	Radio	Television
1st Quintile (highest)	57	156	73
2nd Quintile	102	90	112
3rd Quintile	122	74	106
4th Quintile	143	141	92
5th Quintile (lowest)	75	40	118

Concept 1 Media Mix
 Females 18-49 In
 Respective Trade Areas

Kenosha

Female in Zip	Newspaper	Radio	Television
1st Quintile (highest)	36	78	130
2nd Quintile	96	62	156
3rd Quintile	113	111	50
4th Quintile	124	89	61
5th Quintile (lowest)	132	161	103

Rutherford

Female 18-49 in zip	Newspaper	Radio	Television
1st Quintile (highest)	108	172	68
2nd Quintile	60	62	103
3rd Quintile	74	117	152
4th Quintile	107	52	82
5th Quintile (lowest)	134	89	94

Source: Scarborough Research
 Baltimore, NYC, Milwaukee R2
 2003/2004 Doublebase

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Concept 1 Daypart
 Mix
 Females 18-49 In
 Respective Trade
 Areas



Source: Scarborough Research
 Baltimore, NYC, Milwaukee R2
 2003/2004 Doublebase

	Female 18-49	Female 18-49 in Zip	Index
Prime time cume: TOTL TV 8-11P M-SAT11P SN	89.6	89.5	100%
M-F 6am-10am cume: TOTL AF 6AM - 10AM M-F	82.8	83.1	100%
M-F 10am-3pm cume: TOTL AF 10AM - 3PM M-F	73.5	78.6	107%
M-F 3pm-7pm cume: TOTL AF 3PM - 7PM M-F	81.7	77.9	95%
M-F 5pm-7pm cume: TOTL TV 5PM-7PM M-F	62.2	71.4	115%
M-F 9am-4pm cume: TOTL TV 9AM-4PM M-F	59.8	61.9	104%
M-F 7pm-mid cume: TOTL AF 7PM - MID M-F	56.7	61.9	109%

Baltimore

	Female	Female in Trade	Index
Prime time cume: TOTL TV 8-11P M-SAT11P SN	93.7	90.2	96%
M-F 6am-10am cume: TOTL AF 6AM - 10AM M-F	61.5	72	117%
M-F 10am-3pm cume: TOTL AF 10AM - 3PM M-F	72.3	84	116%
M-F 3pm-7pm cume: TOTL AF 3PM - 7PM M-F	75.9	76.6	101%
M-F 5pm-6:30pm cume: TOTL TV 5PM-7PM M-F	70.8	73.7	104%
M-F 9am-3pm cume: TOTL TV 9AM-4PM M-F	71.9	71.5	99%
M-F 7pm-mid cume: TOTL AF 7PM - MID M-F	45.6	43.7	96%

Kenosha

	Female 18-49	Female 18-49 in zip	Index
Prime time cume: TOTL TV 8-11P M-SAT11P SN	91.8	95	103%
M-F 6am-10am cume: TOTL AF 6AM - 10AM M-F	75.6	80.6	107%
M-F 10am-3pm cume: TOTL AF 10AM - 3PM M-F	69.5	76.4	110%
M-F 3pm-7pm cume: TOTL AF 3PM - 7PM M-F	73.3	81.6	111%
M-F 5pm-7pm cume: TOTL TV 5PM-7PM M-F	61.4	64.1	104%
M-F 9am-4pm cume: TOTL TV 9AM-4PM M-F	58.2	57.5	99%
M-F 7pm-mid cume: TOTL AF 7PM - MID M-F	53.3	56.5	106%

Rutherford

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Concept 1

Event and Co-Branding Partners Females 18-49 In Respective Trade Areas



Source: Scarborough Research
Baltimore, NYC, Milwaukee R2
2003/2004 Doublebase

Baltimore

Baltimore	Target %	Index
Baltimore Zoo	37.9	137
National Aquarium	37.2	118
Any professional sports event	35.4	89
Other nightclub	31.9	119
Six Flags	31.5	139
Live theater	28.3	106
Symphony concert, opera, etc.	27.1	115
Six Flags America	24.9	129
Art museum	24.9	125
The Lyric Opera House	21.7	132

Kenosha Female In Zip

Kenosha	Target %	Index
Other festival - craft fair	31.3	83
Any professional sports	25.9	68
Rock concert	25.3	171
Other nightclub	24.4	158
Any casino	23.2	74
Zoo	21.7	50
Live theater	21.6	65
Art museum	20.6	87
SummerFest	16.8	63
Other musical concert (jazz, big band, etc.)	15.6	85

Rutherford

Rutherford NJ	Target %	Index
Any casino	40	102
Any professional sports event	34.8	101
Live theater	32.6	72
Six Flags	27.1	113
Six Flags Great Adventure	25.3	112
Rock concert	23.8	156
New York/Broadway theater	20.5	65
Madison Square Garden	20	97
Zoo	18.7	66
Other musical concert (jazz, big band, etc.)	18.5	107

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Concept 1 Summary

	Baltimore	Rutherford	Kenosha
Age	50+ (40%)	18-39 (48%)	All Ages
Race	African American (62%)	Hispanic (31%)	Anglo (87%)
Avg HH Income	\$62,586	\$71,469	\$55,298
Top Competitors For Clothing	Wal-Mart Target Hechts	Old Navy Macy's Kmart	Kohl's Wal-Mart Target
Key Merchandise Categories	Women's Business Attire	Children's/Infants Clothing	All Men's Categories Athletic Shoes Women's Business Attire
Media Mix (Quintile Analysis)	Radio Television	Radio Newspaper/Television	Television
Daypart Analysis			
Prime Time (TV)	89.5	90.2	95
Morning Drive (Radio)	83.1	72	80.6
Midday (Radio)	78.6	84	76.4
Afternoon Drive (Radio)	77.9	76.6	81.6
Early Fringe (TV)	71.4	73.7	64.1
Daytime (TV)	61.9	71.5	57.5
Evening (Radio)	61.9	43.7	56.5
Event Marketing	Zoo National Aquarium Professional Sports	Casino Gambling Professional Sports Live Theater	Festival/Crafts Fair Professional Sports Rock Concert

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



**5 Mile Radius For Store 1 (El Monte)
Custom Geography = 91733, 91731, 91732, 91706 and 91746**



AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON





**5 Mile Radius For Store 2 (Forest Park, IL)
Custom Geography = 60153, 60130, 60546, 60304, 60402**



AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON





Concept 2
Customer Profile in
Trade Area (18+)



Source: Scarborough Research LA,
Chicago R2 2003/2004 Doublebase

	N=88 Forest Park		N=155 El Monte	
	Target %	Index	Target %	Index
Age of respondent				
18 - 20	10.1	154	8.4	128
21 - 24	3.4	55	12.1	166
25 - 29	8.1	88	10.8	113
30 - 34	11.8	111	14.7	130
35 - 39	11.1	107	9.4	87
40 - 44	13.4	126	10.4	97
45 - 49	9.8	99	3.2	33
50 - 54	3.8	42	10.3	127
55 - 59	7.8	123	6	90
60 - 64	5.6	94	2.8	57
65 - 69	5.1	105	4.1	93
70 or older	9.9	96	7.7	80
Race/Hispanic				
White - non-hispanic	60.6	93	11.9	25
Black/African American - non-hispanic	18	118	0	0
Asian - non-hispanic	2.9	123	10.5	194
Other - non-hispanic	1.9	87	4.5	126
Hispanic	16.6	112	73	198

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Concept 2 Customer Profile in Trade Area (18+)



Source: Scarborough Research LA,
Chicago R2 2003/2004 Doublebase

N=155
El Monte

	Target %	Index	Target %	Index
Sex of respondent				
Men	38.6	80	50.3	103
Women	61.4	118	49.7	97
Household income				
Less than \$10,000	4.4	160	6.3	201
\$10,000 - \$19,999	4.4	90	14.4	213
\$20,000 - \$24,999	0	0	10.3	184
\$25,000 - \$29,999	7.9	153	12.4	180
\$30,000 - \$34,999	6.2	99	8.2	122
\$35,000 - \$39,999	9.5	120	7.7	94
\$40,000 - \$44,999	6.6	90	7.4	104
\$45,000 - \$49,999	7.4	109	6.3	93
\$50,000 - \$74,999	16.9	90	15.9	95
\$75,000 - \$99,999	20.2	120	8	57
\$100,000 - \$149,999	9.8	82	2.4	22
\$150,000 - \$249,999	4.5	94	0.7	16
\$250,000 or more	2	98	0	0
Child Under 17				
None	57.6	100	39.7	75
Teen 12-17				
None	74.4	94	73.2	95

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Source: Scarborough Research LA,
 Chicago R2 2003/2004 Doublebase

**El Monte
 N=70**

Clothing Stores (Pst 3 Months)	Shopped	Bought	Conversion
Target	94.2	81.7	87%
Wal-Mart	61.5	48.6	79%
Robinsons-May	47.6	30.7	64%
Mervyn's	44.3	33.3	75%
Kmart	41.5	30.6	74%
Old Navy	37	29.9	81%
JCPenney	34.5	26.7	77%
Victoria's Secret	29.7	15.6	53%
Sears	29.6	25.7	87%

Concept 2
 Competitive Set
 Females 18-49 In
 Respective
 Trade Areas

**Forest Park
 N=57**

Clothing Stores (Pst 3 Mths)	Shopped	Bought	Converted
Target	52.2	36.8	70%
Wal-Mart	46.3	35.3	76%
Carson Pirie Scott	38	31.3	82%
Old Navy	37.6	26.8	71%
Kohl's	35.3	27.5	78%
Kmart - Super Kmart	30.7	15.9	52%
Marshall Field's	28.6	12.5	44%
JCPenney	26.2	13.4	51%

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Source: Scarborough Research LA,
 Chicago R2 2003/2004 Doublebase

Concept 2 Merchandise Mix Females 18-49 In Respective Trade Areas

Items Purchased Past Year	Lake Forest	El Monte
Cosmetics, perfumes, or skin care items	97	81
Women's casual clothing/sportswear	94	76
Children's clothing	114	114
Women's shoes	89	72
Athletic shoes	79	117
Men's casual clothing/sportswear	105	85
Women's business clothing	114	44
Other athletic clothing	101	82
Men's shoes	97	102
Infants' clothing	79	130
Men's business clothing	199	51

Index F18-49 In Trade to F 18-49 in Market

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Source: Scarborough Research LA,
 Chicago R2 2003/2004 Doublebase

Forest Park

Concept 2 Media Mix Females 18-49 In Respective Trade Areas

Female 18-49 In Zip	Newspaper	Radio	Television
1st Quintile (Highest)	110	116	132
2nd Quintile	139	124	139
3rd Quintile	66	106	110
4th Quintile	101	58	85
5th Quintile (Lowest)	93	97	50

El Monte

Female 18-49 In Zip	Newspaper	Radio	Television
1st Quintile (Highest)	85	128	68
2nd Quintile	113	110	63
3rd Quintile	74	95	148
4th Quintile	120	100	142
5th Quintile (Lowest)	104	51	70

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Source: Scarborough Research LA,
Chicago R2 2003/2004 Doublebase

Concept 2 Daypart Mix Females 18-49 In Respective Trade Areas

	Female 18-49	Female 18-49 In Zip	Index
TOTL AF 6AM - 10AM M-F	80.5	75.3	94
TOTL AF 10AM - 3PM M-F	77	78.3	102
TOTL AF 3PM - 7PM M-F	77.7	75.2	97
TOTL AF 7PM - MID M-F	54	50	93
TOTL TV 7-10P M-SAT10P SN	91.1	99.3	109
TOTL TV 9AM-4PM M-F	61.6	68.3	111
TOTL TV 5PM-7PM M-F	66.3	71.3	108

El Monte

	Female 18-49	Female 18-49 in Zip	Index
TOTL AF 6AM - 10AM M-F	78.3	85	109
TOTL AF 10AM - 3PM M-F	74.5	80.2	108
TOTL AF 3PM - 7PM M-F	80.1	83.9	105
TOTL AF 7PM - MID M-F	56.4	57.7	102
TOTL TV 9AM-3PM M-F	59.8	61.5	103
TOTL TV 7-10P M-SAT10P SN	91.2	100	110
TOTL TV 5PM-6:30PM M-F	59.3	73.4	124

Forest Park

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Source: Scarborough Research LA,
 Chicago R2 2003/2004 Doublebase

Concept 2 Event/Co-Branding Partners Females 18-49 In Respective Trade Areas

El Monte

El Monte	Target %	Index
Disneyland (Anaheim)	44.8	119
Any casino	36.9	97
Any professional sports event	35.8	104
Los Angeles County Fair	33.7	319
Los Angeles Zoo	31.8	204
Universal Studios (Los Angeles)	29.4	136
Knott's Berry Farm	27.6	122
Disney's California Adventure	26.9	130
Any casino in Las Vegas	26.7	92
Street or community fair	24.6	95

Forest Park

Forest Park	Target %	Index
Navy Pier	56.4	122
Any professional sports event	43.9	123
Brookfield Zoo	42.8	136
Lincoln Park Zoo	39.1	154
Neighborhood festival	36.1	136
Six Flags	35.1	130
Taste of Chicago	33.5	146
Six Flags Great America	31.7	122
Live theater	26.3	98
Art museum	24.8	126

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Concept 2 Summary



	Forest Park	El Monte
Age	Various Age Pockets	18-34 (45%)
Race	Anglo (60%)/Hispanic (17%)	Hispanic (73%)
Sex	Female (61%)	Equal Split
Top Competitors For Clothing	Target Wal-Mart Robinson May	Target Wal-Mart Carson Pirie Scott
Key Merchandise Categories	Men's Business Clothing Children's Clothing Women's Business Clothing	Infant's Clothing Children's Clothing Athletic Shoes
Media Mix (Quintile Analysis)	Television Radio/Newspaper	Radio Newspaper
Daypart Analysis		
Prime Time (TV)	100	99.3
Morning Drive (Radio)	85	75.3
Midday (Radio)	80.2	78.3
Afternoon Drive (Radio)	83.9	75.2
Early Fringe (TV)	73.4	71.3
Daytime (TV)	61.5	68.3
Evening (Radio)	57.7	50
Event Marketing	Navy Pier Any professional sports event Brookfield Zoo	Disneyland Casino Gambling Professional Sports

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

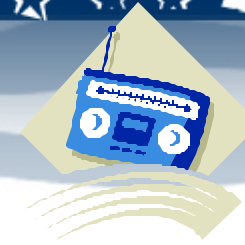




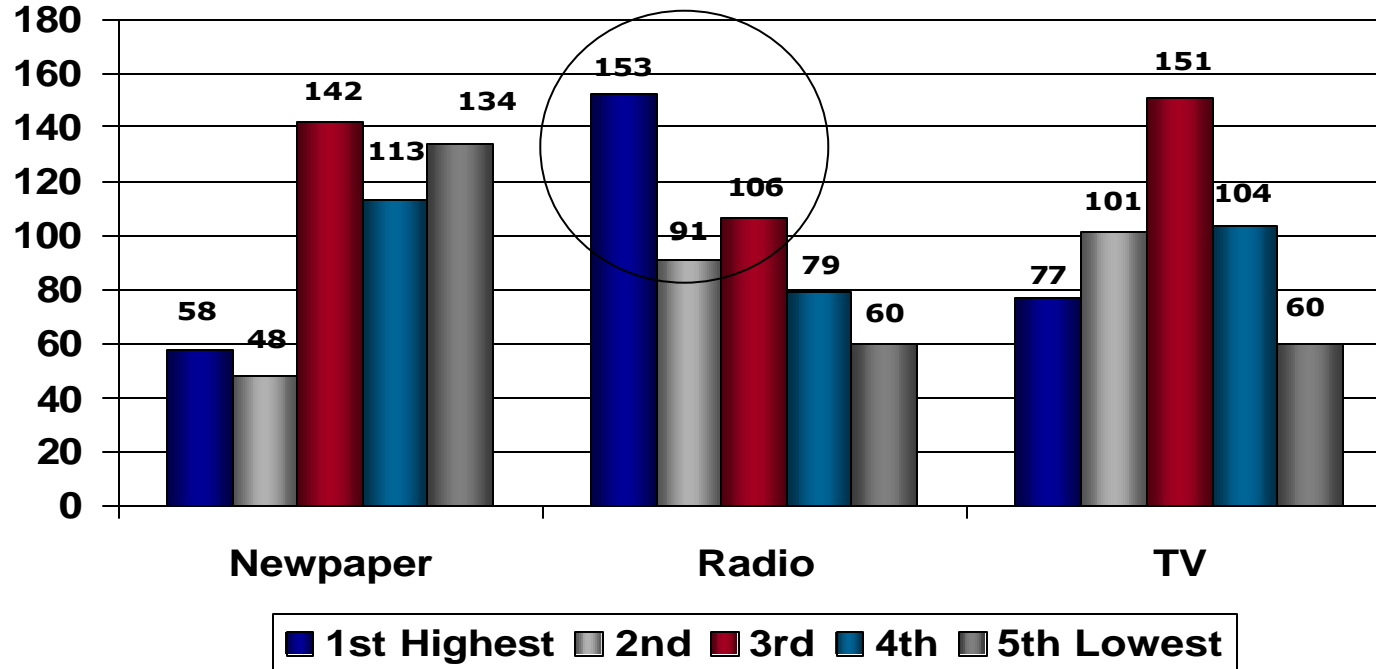
Part 2: A Deeper Dive For Store 1

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Media Quintile
Analysis
Ethnic Female 21-
59 (El Monte)



- **Radio reaches the Store 1 target in El Monte. Newspaper is the least effective medium.**



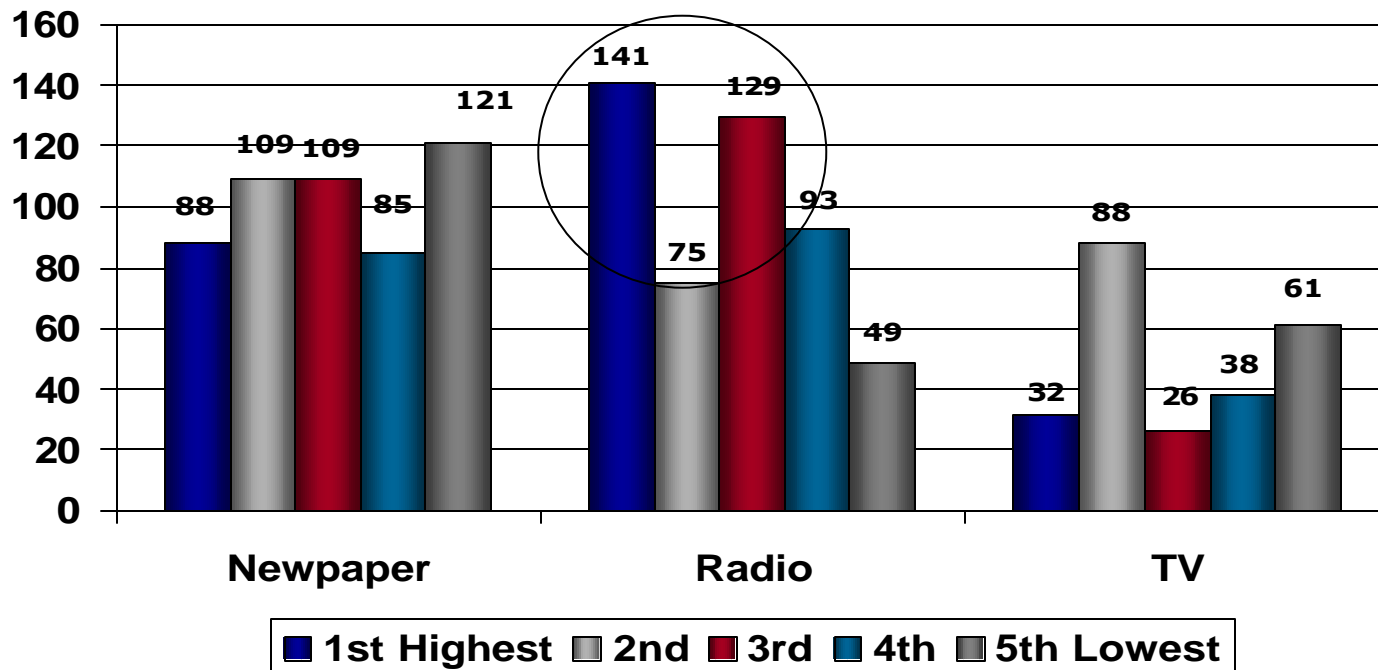
Base: Zips: 91006, 91706, 91731, 91732, 91733, 91746 and 91780
 Column: AA/Hispanic/Asian, Female, 21-59
 Rows: Media quintiles
 Respondents: N = 47

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA

Media Quintile
Analysis
Female 18-49



- *With the less refined target, radio still dominates but newspaper rises in assumed effectiveness.*



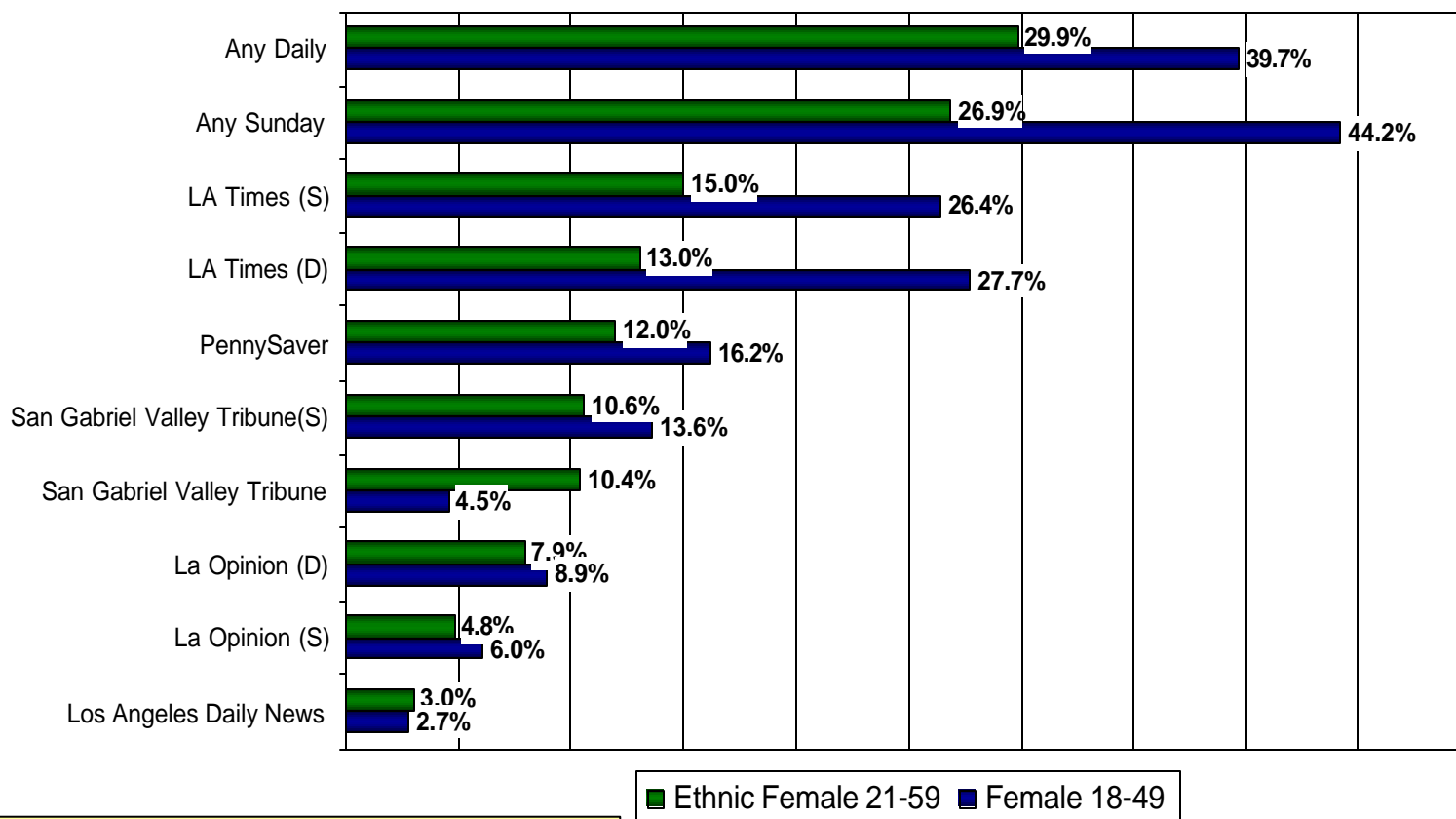
Base: Zips: 91006, 91706, 91731, 91732, 91733, 91746 and 91780
 Column: Female, 18-49
 Rows: Media quintiles
 Respondents: N = 51

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA

Newspaper
Selection
Store 1 (El Monte)



- **Newspaper vehicles are consistent when ranked by the two comparative targets, although, you can see that readership is substantially higher for the female 18-49 target.**



FAIRMONT COPLEY PLAZA, BOSTON

Base: Zips: 91006, 91706, 91731, 91732, 91733, 91746 and 91780
Column: Female 18-49, Ethnic Female 21-59
Rows: Media quintiles
Respondents: N = 51, N=47

Newspaper
Selection
Store 1 (El Monte)



Duplication analysis helps to identify opportunities to increase reach and decrease costs.

	Daily newspapers				Sunday newspapers				
	LA Times	Daily News	La Opinion	SGV Trib	LA Times	Daily News	La Opinion	SGV Trib	Penny Saver
Ethnic female in zip	100	100	100	100	100	100	100	100	100
Daily newspapers									
Los Angeles Times	100	100	0	14.9	71.5	81.4	50.8	37.5	16.4
Los Angeles Daily News	11.8	100	0	14.9	10.4	0	0	14.7	0
La Opinion	0	0	100	0	0	0	49.2	0	0
San Gabriel Valley Tribune	11.8	100	0	100	10.4	0	0	46.7	7.1
Sunday newspapers									
Los Angeles Times	81.5	100	0	14.9	100	0	0	14.7	24
Los Angeles Daily News	18.5	0	0	0	0	100	50.8	22.9	10
La Opinion	18.5	0	29.9	0	0	81.4	100	22.9	10
San Gabriel Valley Tribune	30.3	100	0	47.5	10.4	81.4	50.8	100	17.1
Weekly/community newspaper screen past 6 months									
The PennySaver	30.2	0	0	16.6	38.8	81.4	50.8	39.2	100

Base: Zips: 91006, 91706, 91731, 91732, 91733, 91746 and 91780
Column: Ethnic Female 21-59
Rows: Newspaper Duplication

© 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Reach Analysis
 Store 1 (El Monte)
 Female 18-49



Media Vehicle	Sch #1	Sch #2
Daily newspapers: Los Angeles Times	1	1
Daily newspapers: San Gabriel Valley Tribune	1	1
Sunday newspapers: Los Angeles Times	1	1
Sunday newspapers: San Gabriel Valley Tribune	1	1
Daily newspapers: Hoy (Current Release Only)	1	0
Daily newspapers: La Opinion	0	1
Sunday newspapers: La Opinion	0	1
Summary	-----	-----
Reach	30683	35795
Reach %	42.5	49.6
Gross Impressions	52085	62845
GRP's	72	87
Average Frequency	1.7	1.8
Total Insertions/Spots	5	6
Total Vehicles	5	6
Total Cost	7814	8500
CPM Reach	255	237
CPM Gross Imp's	150	135
Cost per GRP	108	98
Duplication %	41.1	43

Base: Zips: 91006, 91706, 91731, 91732, 91733, 91746 and 91780
Column: Female 18-49
Rows: Selected Newspapers

2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Reach Analysis
 Store 1 (El Monte)
 Ethnic Female 21-59



Media Vehicle	Sch #1	Sch #2
Daily newspapers: Los Angeles Times	1	1
Daily newspapers: San Gabriel Valley Tribune	1	1
Sunday newspapers: Los Angeles Times	1	1
Sunday newspapers: San Gabriel Valley Tribune	1	1
Daily newspapers: Hoy (Current Release Only)	1	0
Daily newspapers: La Opinion	0	1
Sunday newspapers: La Opinion	0	1
Summary	-----	-----
Reach	20127	24724
Reach %	30.5	37.5
Gross Impressions	32425	40765
GRP's	49	62
Average Frequency	1.6	1.6
Total Insertions/Spots	5	6
Total Vehicles	5	6
Total Cost	7814	8500
CPM Reach	388	344
CPM Gross Imp's	241	209
Cost per GRP	159	138
Duplication %	37.9	39.4

Base: Zips: 91006, 91706, 91731, 91732, 91733, 91746 and 91780
Column: Ethnic Female 21-59
Rows: Selected Newspapers

2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Radio Selection
 Daypart Analysis
 Ranker
 Store 1 (El Monte)
 Ethnic Female 21-59



Daypart
 Distribution

M-F 6a - 10p	84%
M-F 10a - 3p	83%
M-F 3p-7p	80%
M-F 7p-MID	49%

Media Vehicle	Target Average Rating
KLAX FM 6AM - 10AM M-F	9.3
KLVE FM 6AM - 10AM M-F	3.1
KRCV FM 3PM - 7PM M-F	2.8
KLAX FM 10AM - 3PM M-F	2.4
KLVE FM 10AM - 3PM M-F	2.4
KLAX FM 3PM - 7PM M-F	2.4
KRCV FM 6AM - 10AM M-F	2.3
KIIS FM 10AM - 3PM M-F	1.9
KRCV FM 10AM - 3PM M-F	1.6
KROQ FM 6AM - 10AM M-F	1.3
KLVE FM 3PM - 7PM M-F	0.9
KROQ FM 3PM - 7PM M-F	0.8
KIIS FM 6AM - 10AM M-F	0.7
KIIS FM 3PM - 7PM M-F	0.7
KROQ FM 10AM - 3PM M-F	0.5

Base: Zips: 91006, 91706, 91731, 91732, 91733, 91746 and 91780
Column: Ethnic Female 21-59
Rows: Selected Radio

© 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Media Optimizer
 Store 1 (El Monte)
 Ethnic Female 21-59



Cost	Media Vehicle	Schedule
300	KLAX FM 6AM - 10AM M-F	1
150	KLVE FM 6AM - 10AM M-F	3
150	KRCV FM 6AM - 10AM M-F	1
150	KROQ FM 6AM - 10AM M-F	1
150	KIIS FM 6AM - 10AM M-F	0
200	KLAX FM 10AM - 3PM M-F	1
100	KLVE FM 10AM - 3PM M-F	18
100	KRCV FM 10AM - 3PM M-F	4
100	KROQ FM 10AM - 3PM M-F	2
100	KIIS FM 10AM - 3PM M-F	3
300	KLAX FM 3PM - 7PM M-F	0
150	KLVE FM 3PM - 7PM M-F	0
150	KRCV FM 3PM - 7PM M-F	1
150	KROQ FM 3PM - 7PM M-F	0
150	KIIS FM 3PM - 7PM M-F	0

Reach	24449
Reach %	37.1
Gross Impressions	55032
GRP's	83
Average Frequency	2.3
Total Insertions/Spots	35
Total Vehicles	10
Total Cost	4100
CPM Reach	168
CPM Gross Imp's	75
Cost per GRP	49
Duplication %	55.6

Base: Zips: 91006, 91706, 91731, 91732, 91733, 91746 and 91780
 Column: Ethnic Female 21-59
 Rows: Selected Radio

© 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

The End Result
 Store 1 (El Monte)
 Ethnic Female 21-59



Radio allows for a more effective and efficient way to reach the Store 1 El Monte consumer.

	Radio	Newspaper
Reach	24449	24742
Reach %	37.1	37.5
Gross Impressions	55032	40765
GRP's	83	62
Average Frequency	2.3	1.6
Total Insertions/Spots	35	6
Total Vehicles	10	6
Total Cost	4100	8500
CPM Reach	168	344
CPM Gross Imp's	75	209
Cost per GRP	49	138
Duplication %	55.6	39.4

Base: Zips: 91006, 91706, 91731, 91732, 91733, 91746 and 91780
Column: Ethnic Female 21-59
Rows: Newspapers and Radio

© 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Karla Eyerly

Advertiser Marketing Services

443.259.7593

karla.eyerly@arbitron.com

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON