

The Baltimore Sun Is All You Need To Reach The Baltimore Market

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	Baltimore DMA					Baltimore Metro				
	# Of Adults In DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# Of Adults In Metro	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Stock in Company Work For	343,700	129,800	38	211,900	62	325,200	128,500	40	209,000	64
Own Other Stock	442,800	206,000	47	283,400	64	417,800	204,400	49	281,400	67
Have Account With Broker	436,700	192,400	44	274,700	63	408,000	188,900	46	269,900	66
Own Mutual Funds	630,000	274,200	44	387,300	62	576,300	267,400	46	374,000	65
Own Money Market Funds	362,200	165,900	46	225,100	62	325,000	161,300	50	216,200	67
Own Bonds	369,600	170,300	46	232,400	63	354,500	168,100	47	230,200	65
Used Any Amex Card-3 Months	151,700	50,700	33	74,600	49	142,700	50,700	36	73,900	52
Used Any Visa Card-3 Months	1,093,000	448,700	41	666,300	61	1,035,100	440,900	43	653,900	63
Domestic Travel										
1+ Trips	1,677,000	639,900	38	988,000	59	1,560,200	628,000	40	958,900	62
1+ Air Trips	701,400	278,700	40	423,000	60	663,200	274,300	41	415,100	63
1+ Personal/Vacation Air Trips	610,600	247,600	41	371,600	61	575,900	245,600	43	365,700	64
1+ Business Air Trips	236,200	86,700	37	136,500	58	219,100	82,700	38	132,500	61
Used Travel Agent	497,000	207,600	42	313,100	63	463,400	203,800	44	308,300	67
Car Rental for Business	241,700	95,800	40	139,100	58	224,600	92,700	41	136,000	61
Car Rental for Personal/Vacation	483,600	191,300	40	299,300	62	461,700	190,100	41	295,400	64
Hotel/Motel-Stayed for Business	435,700	171,000	39	251,600	58	408,200	168,100	41	246,200	60
Hotel/Motel-Stayed for Personal/Vac.	1,083,200	424,200	39	655,300	61	1,005,100	419,200	42	640,600	64
Foreign Travel										
1+ Foreign Trips	749,000	317,200	42	465,900	62	711,400	312,000	44	457,200	64
1+ Cruises	14,800	104,100	49	147,600	69	194,900	102,500	53	144,300	74
Have Current Passport	362,300	145,400	40	217,500	60	342,000	142,900	42	213,800	63
Domestic Destinations.										
Las Vegas	52,700	24,500	46	33,600	64	51,400*	23,600	46	32,700	64
Orlando	152,900	59,900	39	82,100	54	137,800	58,300	42	79,400	58
New York City	248,600	109,700	44	160,200	65	244,400	109,700	45	159,800	65
Any Major Theme Park/Attraction	1,208,700	464,200	38	710,100	59	1,129,900	457,900	41	694,600	62
Foreign Destinations										
Canada	248,100	113,300	46	158,400	64	240,600	112,900	47	157,400	65
Mexico	96,800	39,200	41	59,000	61	94,800	39,200	41	58,900	62
Hawaii	85,200	39,500	46	59,800	70	85,200	39,500	46	59,800	70
Europe	205,400	86,800	42	123,000	60	190,000	83,600	44	116,900	62
Caribbean/Bermuda	292,600	125,500	43	188,000	64	276,000	123,500	45	185,000	67
Technology										
Own PC	994,900	385,200	39	589,300	59	927,000	379,900	41	577,100	62
Bought Hardware/Software	623,500	249,800	40	375,700	60	586,700	247,200	42	367,900	63
Have On-Line Service	604,800	236,000	39	359,100	59	585,300	235,600	40	357,600	61
Own Cellular Phone	853,900	336,300	39	512,500	60	781,900	330,300	42	498,200	64

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<u>Demos</u>										
Total Adults	2,029,000	781,900	39	1,197,600	59	1,884,900	769,600	41	1,168,100	62
Males	970,000	423,300	44	579,100	60	900,500	414,500	46	562,700	63
Females	1,059,100	358,600	34	618,400	58	984,400	355,100	36	605,400	62
18-24 Years of Age	234,100	52,600	23	116,400	50	218,900	52,600	24	115,700	53
25-34	432,600	147,800	34	248,200	57	405,900	145,000	36	243,700	60
35-44	463,200	160,500	35	275,900	60	432,400	156,900	36	268,900	62
45-54	361,500	160,200	44	224,300	62	335,500	158,800	47	218,800	65
55-64	222,800	106,100	48	134,200	60	205,000	104,600	51	132,800	65
65+	314,800	154,600	49	198,600	63	287,100	151,600	53	188,200	66
College Graduate+	471,800	227,600	48	302,600	64	450,500	224,000	50	297,000	66
Any College	1,058,700	463,100	44	679,200	64	1,001,400	455,600	46	664,500	66
Professional/Manager	472,300	190,000	40	286,100	61	447,900	187,900	42	280,800	63
Executive/Admin/Managerial	220,000	87,800	40	139,300	63	202,800	86,500	43	135,100	67
Professional Specialty	252,300	102,200	41	146,800	58	245,100	101,300	41	145,700	59
White Collar	1,039,500	422,400	41	641,800	62	982,600	415,900	42	628,300	64
Employed	1,473,200	565,000	38	868,600	59	1,375,200	556,300	40	849,600	62
Married	1,116,000	476,800	43	702,900	63	1,031,900	467,400	45	679,500	66
1+ Children in HH	880,600	308,700	35	509,300	58	826,500	304,800	37	498,900	60
White	1,465,300	573,000	39	854,300	58	1,342,600	561,600	42	828,300	62
Black	485,000	179,400	37	299,600	62	466,600	178,500	38	297,200	64
Hispanic Origin/Descent	44,500*	11,900	27	24,700	56	42,500*	11,900	28	24,700	58
HHI \$75,000+	406,600	181,800	45	262,200	65	384,800	177,500	46	255,100	66
HHI \$50,000+	833,300	362,300	44	524,000	63	784,700	355,600	45	511,300	65
HHI \$35,000+	1,307,600	555,400	43	824,500	63	1,227,300	545,600	45	805,000	66
Home Owner	1,382,300	579,600	42	847,400	61	1,270,700	568,400	45	823,300	65
<u>New Cars Owned/Leased</u>										
Own 1+ Domestic Cars	896,200	378,300	42	547,400	61	815,900	369,500	45	526,600	65
Own 1+ Foreign Cars	568,800	212,300	37	338,400	60	526,200	209,600	40	329,200	63
Last Car Bought New 0-3 Years	746,000	275,100	37	450,800	60	674,900	268,500	40	434,600	64
Last Car Bought New 3+ Years	567,800	254,500	45	341,000	60	537,000	251,900	47	333,900	62
<u>Business Decision Maker For:</u>										
Computer Hardware	184,800	72,500	39	106,100	57	164,800	72,500	44	104,800	64
Computer Software	240,000	95,700	40	135,800	57	221,700	92,900	42	132,500	60
Communication Equipment	115,900	48,100	42	63,100	54	99,200	46,800	47	61,800	62
Communication Services	126,100	50,500	40	72,300	57	110,300	50,200	46	71,900	65
Overnight Mail/Delivery System	120,800	56,000	46	76,100	63	112,600	54,800	49	74,800	67
Business Travel	123,900	41,800	34	67,000	54	110,000	40,900	37	65,700	60
Office Photo Copier	61,900	25,500	41	37,600	61	56,800	24,600	43	36,300	64
Office Fax Machine	88,900	36,800	41	55,000	62	80,700	36,800	46	54,600	68

Source: The Scarborough Report-1997. Past Year For All Product Purchase/Travel Except International & Cruise Travel / BAL-D-501 / ©1998 Newspapers First

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