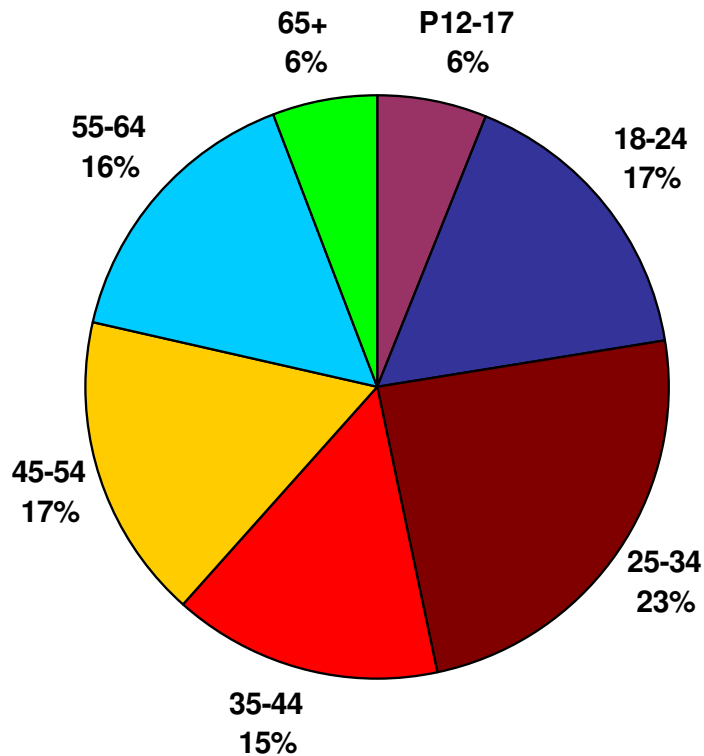




MAGIC STRONG WITH WOMEN IN BLOOMINGTON - NORMAL

309.834.1100 ■ 520 N Center St., Bloomington, IL 61701 ■ www.TwinCitiesRadioAdvertising.com

Magic Audience Composition



48% are Adults 35-64

Source: Arbitron Fa 07 -1 Book Average

Gender

41% MALE

59% FEMALE

Women 35-64

Daypart	AQH Share	Rank
M-Su 6a-12a	9.7	#2
M-F 6a-7p	8.9	#2
M-F 6a-10a	5.3	#5
M-F 10a-3p	12.2	#2
M-F 3p-7p	11.1	#2
M-F 7p-12m	11.1	#1

Women 25-54

Daypart	AQH Share	Rank
M-Su 6a-12a	5.0	#4

Persons 35-64

Daypart	AQH Share	Rank
M-Su 6a-12a	6.0	#4