



DMA[®] Test Market Profiles

Pinpoint Your Best Opportunities with a Comprehensive Guide to all Local Television Markets

DMA Test Market Profiles provides the essential data and tools you need to better understand the unique attributes of any DMA region and easily compare them to other markets across the country. DMA Test Market Profiles is an invaluable tool for agencies, stations or anyone who deals with the local television marketplace.

With DMA Test Market Profiles, you will have unlimited online access to market-specific information including

Retail Market Data

- Effective Buying Income/Total Retail Sales
- Top Retail Organizations by Type of Trade
- Food and Drug Store Share of Sales DMA Region
- Theatre Information
- DMA Region Maps

Demographic information

- Population Characteristics
- DMA Region TV Households by County
- Household Characteristics
- Cable, VCR, Interconnect, ADS Universe Estimates

Media Usage in the Market

- Daypart Average Quarter Hour Households Reached by Local Television Stations
- Circulation of Audited Major Newspapers, Newspaper Supplements, and Magazines*
- Circulation of Unaudited Daily Newspapers
- Top 10 Web Sites and Visitor Estimates by DMA Region
- Radio Station Call Letters, Frequency, and Language

... And more!

* Inclusion of audited data for market analysis requires an Audit Bureau of Circulations membership.

BENEFITS

- Compare attributes across all 210 DMA regions quickly and easily.
- Make more informed decisions based on an improved understanding of a market's unique strengths.
- Develop national comparisons through the use of indices.
- Compare media and instantly see who the major players are in any DMA region.
- Discover and highlight the markets that make the most sense for advertisers.
- Drill down for a detailed look at characteristics in any market of interest. The data is exportable to Microsoft Excel, which allows for additional analyses and increased utility.

Pinpoint your best opportunities and gain valuable insights with DMA Test Market Profiles.

For a guided tour of DMA Test Market Profiles, please go to the Local Ratings Suite homepage and look for the Special Focus Box or go to the Nielsen Solution Finder at <http://www.nielsenmedia.com>.

Contact your Nielsen representative for more information.