

BusinessWeek

weekend

It's about money.

Earning it.

Investing it.

Spending it.



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BusinessWeek Weekend (BWW) is a 30-minute, nationally syndicated, weekend TV program that gives viewers personal finance and lifestyle news and insight. It is an extension of the ground-breaking news, analysis and commentary that has been the hallmark of BusinessWeek for more than 75 years. **BWW** offers the insights of the magazine's award-winning journalists and editors and is backed by the full resources of its publisher, The McGraw-Hill Companies.

BusinessWeek Weekend delivers a loyal audience including: the core BusinessWeek magazine reader, the BusinessWeek Online user, and a new audience of consumers who simply want ACTIONABLE INFORMATION to help manage their personal lives. In its fifth season, BusinessWeek Weekend is cleared in 80% of the country on powerhouse stations including **the top-6 ABC O&Os**.

PROGRAM FORMAT

National Avails:	3.5 minutes per show	Launch Date:	October 2001
Time/Nat'l Breaks:	1 min – 1 st Pod 1.5 min – 2 nd Pod 1 min – 3 rd Pod	Clearance:	80% -- National coverage in 136 markets, including 19 of the top 20
Timeslot:	Weekly, Weekend Mornings (mainly ABC affiliates)	Ownership:	The McGraw-Hill Companies
Viewership:	700,000+ weekly viewers (0.6 HH rtg) Source: Nielsen Media Research, PTD - 3.19.2006		

VALUE TO ADVERTISERS

- BusinessWeek Weekend is Innovative** – BWW delivers cutting edge personal finance and lifestyle insights to the TV viewer. Here are some recent enhancements to the program:
 - New Executive Producer: Eric Gonon joined BWW from CNBC where he was the founding Executive Producer of the hit CNBC show *Mad Money with Jim Cramer*.
 - New Focus: Actionable advice on earning, investing and spending your money
 - New Set: Broadcasting each week from the NASDAQ MarketSite ground-level studio
 - New Look: New music and quality graphics better reflect the look and feel of BusinessWeek Magazine
- BusinessWeek Weekend is Growing** – The number of households watching BusinessWeek Weekend has increased 4% in 2005.
- BusinessWeek Weekend Allows for Easy Integration Across Platforms**– BusinessWeek content is available 24/7 with a weekly magazine and TV show; daily business reports; and a continuously updated website. Whether in print, online, or on TV, affluent professionals depend on the quality and relevance of the information BusinessWeek editors deliver. Advertisers can leverage this relationship across platforms to build an effective, efficient marketing plan.

*Source: Nielsen Media Research, 9/04 to 12/04 v 9/05 to 12/05, Household Impressions

DEMOGRAPHIC SKEW BY AGE GROUP

	HH Rtg	HH (0,000)	VPVH				
			Ad18-49	Ad25-54	Ad35-64	Ad35+	Ad 50+
Avg 4th Q 2005	0.6	63	456	525	573	840	525

Source: Nielsen Media Research, Q4 2005

BUSINESSWEEK WEEKEND VIEWER PROFILE

- **BusinessWeek Weekend attracts high-income viewers with families**
 - BWW has a higher concentration of viewers with \$75K+ HHI plus children than either *Wall Street Journal Report* or *MarketWatch Weekend* across key Adult, Women and Men demographics (A/W/M18+, A/W18-49, M25-54, and M35-64).
 - In addition, BWW has higher concentrations of households with children under-18, under-12 and under-6 across those same demographic categories in addition to A/W25-54.

- **BusinessWeek Weekend delivers a high concentration of well-educated viewers**
 BWW outperforms its competition in the concentration of Head of Household viewers w/4+ years of college across A18-49 & A35-64.

- **BusinessWeek Weekend attracts metropolitan viewers**
 BWW delivers a higher concentration of A-county viewers than either *Wall Street Journal Report* or *MarketWatch Weekend* among key categories (A/W 18+, W18-49, A/W/M 35-64).

- **BusinessWeek franchise consumers are highly affluent decision makers**
 The segment of BWW viewers who also read BusinessWeek in print or online is made-up of high-income executives. The average HHI for this segment is \$136,876, 111% higher than the average US HHI.

- **BusinessWeek Weekend outdelivers key cable business news competition in key demos**
 - BWW delivers more Adults 18-49 and 25-54 than Fox News Channel's Saturday morning business block.
 - BWW's ratings are also more than 2 times higher than CNBC's Monday-Friday daytime ratings.

Sources: Nielsen Media Research, Q4 2005; Fall MRI 2004

Note: Fox News Channel ratings are Sat 8am-1pm; CNBC's ratings are M-F 7a-10a & 10a-4:30p

UNIQUE BUSINESSWEEK OFFERINGS

- **Single-Themed Shows** – Four single-themed shows are planned for 2006: The Auto Report; Personal Tech: On the Road; Focus on Retirement; and the Personal Tech Buying Guide. The October 2005, BWV's Personal Tech Buying Guide was our highest rated of the quarter, delivering 17% more viewers than average. In January 2006, BWV's single-themed Auto Show delivered 20% more viewers than the quarter average.
- **Custom Content Opportunities** – To meet the demand for customized content from advertisers, *BusinessWeek Weekend* will coordinate the production of high-quality vignettes covering topics in-line with the show's outlook.
- **Daily Affiliate Business Reports** – In morning, midday, and evening newscasts, BusinessWeek produces customized consumer-oriented business reports live from the NASDAQ studio for local stations.
- **Video Podcasts & Cell Phone Delivery** – To cater to the viewer-on-the-go, BusinessWeek allows for content (e.g. BusinessWeek Weekend segments, daily business news reports) to be downloaded to mobile viewing devices such as iPods or cell phones.

CUSTOM CREATED SPONSORSHIP OPPORTUNITIES

- **Money and You** – How to make the most of your money – covering real estate, mutual funds, IRAs, insurance, education savings, economic trends, investing, and more.
- **Inside Wall Street** – Insight on investment opportunities.
- **Focus on Retirement** – Planning for the golden years at any age – including insurance, where to live, and taxes.
- **Finance 101** – Covering a range of topics on the basics of saving and investing presented in a “chalkboard” format.
- **Technology & You** – BusinessWeek's tech gurus deliver their visionary perspective on everything from laptops to gadgets.
- **Developments to Watch** – The latest innovations in areas like healthcare, automotive, technology, robotics, homeland security, energy, communications and travel.
- **The Good Life** – How executives reward themselves: cars, fashion, food, gadgets, health, home, travel, wine and spirits, and more.
- **Travel Report** – The latest on business travel, leisure trips, golf excursions, adventure destinations, tips for international travel, and family vacations.
- **Cars to Love** – Wheels that get you around in style. Find the right car for every situation.

Sponsored segments are up to 2 minutes in length and may be created on a bi-weekly frequency. Each sponsorship consists of a :05 billboard, signifying the advertiser as the sponsor of the feature, and an adjacent commercial spot with exclusivity in the national break.

2005 LEADING NATIONAL ADVERTISERS

Adobe Systems Inc.	Dell, Inc.	Malaysia Tourism Promotion Board
AIG, Inc.	E*TRADE Financial Corporation	Mazda Motor Corporation
American Express Company	Gateway, Inc.	The Royal Bank of Scotland Group
Brother International Corporation	Genworth Financial, Inc.	Samsung Corporation
CIT Group, Inc	Honda Motor Co., Ltd.	Sprint Nextel Corporation
	IBM Corporation	

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Websites:

BusinessWeek Weekend Homepage: www.businessweekweekend.com

Litton: www.litton.tv

TVi Media: www.tvimedia.com

BusinessWeek Weekend Programming Schedule

Our nationally syndicated television program, will air the following segments on the weekend they appear as Special Editorial Reports in BusinessWeek magazine*



Co-Anchors: Brad Holbrook
and Jill Bennett

Weekend**

On-Air Dates

TV PROGRAM SEGMENT

Jan 14/15	<i>Single-Themed Show</i> - Auto Report w/J.D. Power & Assocs.
Jan 28/29	Focus on Retirement
Feb 11/12	<i>BWW Exclusive</i> - Personal Business: Insurance Report
Feb 18/19	Personal Tech: Entertainment
Mar 18/19	Future of Technology
Mar 25/26	BusinessWeek 50
April 22-23	Focus on Retirement
May 6/7	<i>Single-Themed Show</i> - Personal Tech: On the Road
May 20/21	Golf & The Business Life with Golf Digest
May 27/28	Hot Growth Companies
June 17/18	Mutual Fund Report
June 24/25	Future of Technology: IT100
July 15/16	<i>Single-Themed Show</i> - Focus on Retirement: Annual Retirement Guide
July 29/30	Best Global Brands
Aug 5/6	Personal Tech: Back to School
Aug 19/20	<i>BWW Exclusive</i> - Personal Business: Real Estate
Sep 9/10	Executive Life
Sep 16/17	Future of Technology
Sep 30/Oct 1	Mutual Fund Report
Oct 7/8	Focus on Retirement
Oct 21/22	<i>Single-Themed Show</i> - Personal Tech: Annual Buying Guide
Oct 28/29	Executive Gift Guide
Nov 4/5	Golf & The Business Life with Golf Digest
Nov 18/19	America's Top Philanthropists
Nov 25/26	Future of Technology
Dec 9/10	Best of 2006
Dec 16/17	Investment Outlook

BusinessWeek Weekend Facts

- **Time Slot:** Weekly, Weekend mornings
- **Clearance:** Nationally syndicated, reaching 80% of U.S. television households
- **Format:** Half-hour program on how to make, save and spend your money.

*TV Program Segments based on Special Editorial Reports from BusinessWeek magazine as well as exclusive reports. Single-Themed Shows are dedicated solely to the topic listed.

**The dates reflect the weekend the segment will air.

Calendar subject to change without notice.

