

NGT Summary Sheet APRIL 2008

<i>MRI Fall 2007</i>	NGT	T&L	CNT	AFBT
Audience (000)	7,938	4,730	3,119	2,262
Males (000)	4,392 (55%)	2,109 (45%)	1,433 (46%)	772 (34%)
Females (000)	3,547 (45%)	2,621 (55%)	1,686 (54%)	1,490 (66%)
Med Age	43.1	51.1	50.8	48.4
Avg Age	44.6	50.8	51.0	48.9
Med HHI\$	\$67,799	\$94,968	\$107,768	\$88,424
Avg HHI\$	\$80,957	\$104,775	\$115,617	\$93,410
Med IEI\$	\$38,051	\$51,929	\$54,176	\$43,452
Avg IEI\$	\$48,089	\$63,942	\$67,541	\$53,745
Prim Aud (000)	1,441 (18%)	2,043 (43%)	1,451 (47%)	1,016 (45%)
RPC	11.18	4.48	3.98	3.62
Dom Trips Tot & Vac #	13.6 & 8.0 million	10.7 & 6.2	7.5 & 4.4	4.7 & 2.8
For Trips Tot & Vac #	6.7 & 4.8 million	5.6 & 4.0	4.6 & 3.4	3.0 & 2.0
Hotel Tot & Vac#	27.7 & 21.0 million	25.0 & 18.1	19.5 & 14.7	12.3 & 9.0
\$ For & Dom Vac	\$4.6 & \$5.7 billion	\$4.5 & \$5.6	\$3.9 & \$4.0	\$2.0 & \$2.4
Passports (000)	3,575	2,658	2,006	1,022

<i>Halls 2007</i>	NGT	T&L	CNT	AFBT
Ad/Edit%	45% – 55%	54% - 46%	54% -46%	50% – 50%
Travel/Transp %	82%	77%	76%	82%
Travel %	75%	73%	69%	78%
Dom/For/Gen Travel Edit %	23%-68%-9%	24%-70%-6%	13%-81%-6%	29%-62%-9%

<i>ABC Dec 2007</i>	NGT	T&L	CNT	AFBT
Subs	590,342 -80%	859,307 -87%	776,059 -95%	594,009 -94%
Ver.	86,028 -12%	89,929 -9%	8,007 -1%	0 -0%
News.	62,537 -8%	37,917 -4%	35,617 -4%	36,680 -6%
TOT	738,907	987,153	819,683	630,689

<i>TNS: 2007 Top 5 Categories</i>	NGT
Travel	50%
Automotive	17%
Media/Advertising	6%
Direct Response	5%
Financial	4%

<i>MMR 2007</i>	NGT	T&L	CNT
HoH (000)	1,822	3,299	1,458
M (000)	1,041 (57%)	1,606 (49%)	661 (45%)
F (000)	781 (43%)	1,694 (51%)	798 (55%)
Med Age	52.1	51.8	52.1
Avg Age	52.2	51.6	52.0
Med HHI\$	\$129,560	\$135,998	\$152,613
Avg HHI\$	\$185,205	\$201,519	\$242,911
Med PIN\$	\$73,572	\$78,861	\$82,733
Avg PIN\$	\$85,197	\$95,691	\$102,672
Med HH Asset Val\$	\$1.38 million	\$1.43 million	\$1.73 million
Million\$ HHs	67%	67%	76%
RPC	2.55	3.05	1.82

<i>Rates 2008</i>	NGT	T&L	CNT	AFBT
4CBL\$	\$67,515	\$101,325	\$109,733	\$46,805
<i>'08 Rate Base</i>	715,000	950,000	800,000	675,000
RB CPM	\$94.43	\$106.66	\$137.17	\$74.89
Aud CPM	\$8.51	\$21.42	\$35.18	\$20.69

- **Largest and Youngest travel audience: 7.9+ million readers – Med Age 43.1 (most readers in every single major age segment – with 1+ million adults 18-24 NGT has 4x as many adults as our competitors combined.)**
- **Most foreign & domestic total trips, total vacations and most spent on vacations. Most Hotel nights and most hotel nights for vacation. Most passports.**
- **Low Duplication:** 91% do not read AFBT, 85% do not read T&L, 89% do not read CNT and 76% do not read any of these three titles. (over 6 million NGT readers DO NOT READ any of the competitive titles)
- **Engaged Readers:** 2.2 avg days – 43.1 avg minutes spent with NGT; highest overall APX of 1.85; highest % of rating “very good/one of my favorites” 58%.