

For over 60 years, week after week, U.S. military personnel worldwide have relied on **Military Times Media Group** for timely, targeted news, information and analysis. From crisis coverage to lifestyle options to career opportunities, no other source is so trusted, and so completely relevant.

*Army Times*, *Navy Times*, *Air Force Times* and *Marine Corps Times* newsweeklies and **MilitaryCity.com** – we’ve got the military market covered.



**Military Demographics** Young, active, educated and computer-savvy, our readers have a considerably higher disposable income than the U.S. average.

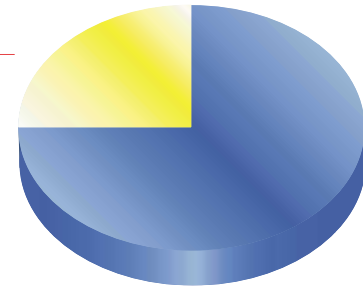
**3.3 million total U.S. military worldwide**

|             |           |
|-------------|-----------|
| Active Duty | 1,385,116 |
| Spouses     | 728,408   |
| Children    | 1,207,087 |

**Active duty military demographic snapshot**

|             |     |
|-------------|-----|
| Men         | 85% |
| Women       | 15% |
| Age 18 - 25 | 45% |
| Age 26 - 34 | 30% |
| Age 35+     | 25% |
| Married     | 53% |

*Note: Numbers are rounded. 0.1% are under age 18*



75% of Active Duty are 18-34 Years Old

**Education**

|                      |     |
|----------------------|-----|
| High School Graduate | 96% |
| Some College         | 45% |
| College Graduate     | 18% |

**Household income (HHI)**

Military personnel have access to tremendous on-base benefits, which gives them a significantly higher disposable income than the general population.

|                         |          |                                                 |
|-------------------------|----------|-------------------------------------------------|
| Average Family HHI      | \$71,348 | 3% higher than the U.S. family household income |
| Average Officers Salary | \$85,858 |                                                 |
| Average Enlisted Salary | \$42,491 |                                                 |

*(Sources: Military Times Service Pay Chart, U.S. Census Bureau)*

**How does the "Military City" compare?**

|                        | Income (Billions) | Population (Millions) | Age (18-34) |
|------------------------|-------------------|-----------------------|-------------|
| New York City          | \$159.0           | 8.0                   | 24%         |
| <b>"Military City"</b> | <b>\$79.8</b>     | <b>3.3</b>            | <b>72%*</b> |
| Los Angeles            | \$66.1            | 3.7                   | 27%         |
| Chicago                | \$50.5            | 2.9                   | 25%         |
| Houston                | \$39.7            | 2.0                   | 27%         |

*\*includes Active Duty and Spouses*

**Diversity**

|                  |     |
|------------------|-----|
| Caucasian        | 66% |
| African-American | 20% |
| Hispanic         | 8%  |
| Other            | 6%  |

**Other notables**

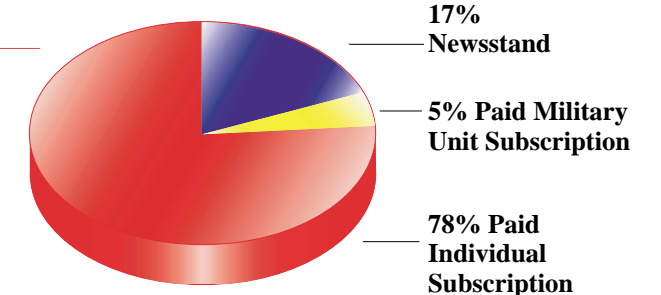
- Internet Availability: 92.8%
- Made Internet Purchase: 66.5%
- 1/3 of military families move each year
- Base stores generated over \$15 billion in sales in 2001
- Army/Air Force online store aafes.com generated over \$57.0 million in sales in 2001
- The military represents 1.3% of U.S. households and had 2.1% of U.S. babies in 2001
- On-base Facilities** – Fitness Centers: 592 Golf Courses: 187 Bowling Alleys: 291
- Movie Theaters: 203 Ski visits by military personnel annually: 1+ million

**Circulation & Readership** *Army Times, Navy Times, Air Force Times* and *Marine Corps Times* are considered "the bible" of the military market. In fact, our readership is so loyal that service families pay for these publications themselves, either by subscription or at newsstands. Blanket penetration, loyal readers and 100% paid circulation – your most efficient, effective and targeted media choice.

**Over 1 Million readers weekly**

- 240,000 paid circulation (est. 4.25 pass-along readers per issue!)
- 100% ABC paid circulation
- 83% paid subscription – \$52.00 per year
- 17% newsstand – \$2.25 per copy

*Source: ABC June 2002 Statement, Readers Survey Jan. 2002*

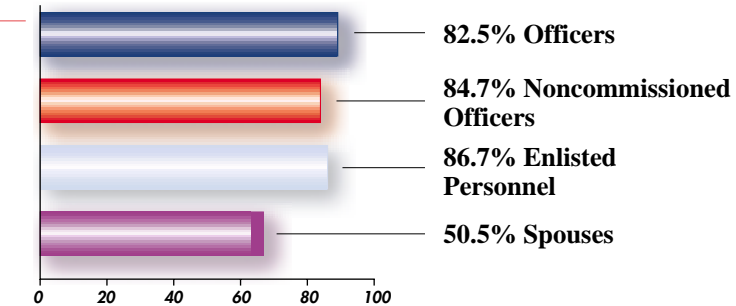


**In a single week MilitaryTimes publications reach 72% of entire active duty military**

**In a single year MilitaryTimes publications reach**

- 82.5% of all officers an average of 43 times
- 84.7% of all noncommissioned officers an average of 42 times
- 86.7% of all enlisted personnel an average of 39 times
- 50.5% of all military spouses read their spouses' copy

*Source: Readers Survey Jan. 2002*



**Newsstand sales**

- Highest sales of any publication in military exchanges
- Sold directly on 100% of U.S. military bases worldwide (450)
- MilitaryTimes Media Group** employs a dedicated network of 105 newsstand distributors to ensure high sales volume at the largest exchanges.

**Loyal, active readers**

- 91.9% of enlisted and 86.7% of officers read 4 out of 4 issues
- On average, enlisted readers spend an average of 58.4 minutes reading **MilitaryTimes**
- On average, officers spend an average of 44.8 minutes reading **MilitaryTimes**
- 85.7% of enlisted readers and 73.8% of officers spend 30 minutes or more with **MilitaryTimes**
- 89.5% of readers have taken an action as a result of reading **MilitaryTimes**.

*Source: Military Times Media Group 2001 MRI Custom Study*