

2 Reasons to Buy the WDJX/WXMA Combo to Reach Women 18-49

1. You will reach who you want to reach. The WDJX/WXMA female listener is the average woman in the market.

Based on Scarborough Release 2 2007 Oct06-Sept07

	Louisville Market	WDJX	WXMA	99.7 DJX Today's Best Music	102.3 MAX The Best of Adult Hits
Average Age	34.64	30.59	33.04	31.26	
Average HH Income	\$63,200	\$66,300	\$77,300	\$68,300	
Average Age of Children in HH	7.71	7.60	8.17	7.64	
Average # of Children under 18 in HH	1.37	1.41	1.17	1.37	
Percentage Never Married	35.1	48.1	26.5	42.0	
Percentage Married	52.3	36.7	53.9	42.5	
Percentage Homemakers	14.1	10	6.8	9.3	
Percentage Unemployed Students	6.6	13.9	11.0	13.6	
Percentage Employed Full Time	53.1	55.9	58.0	55.6	
Percentage Employed Part Time	21.1	16.9	19.8	19.0	

2. Your money will go further. Buying only 20 spots on WDJX/WXMA will allow you to reach more women 18-49 than any of the other top stations for the demo.

