

Cincinnati, OH

49% Market Penetration



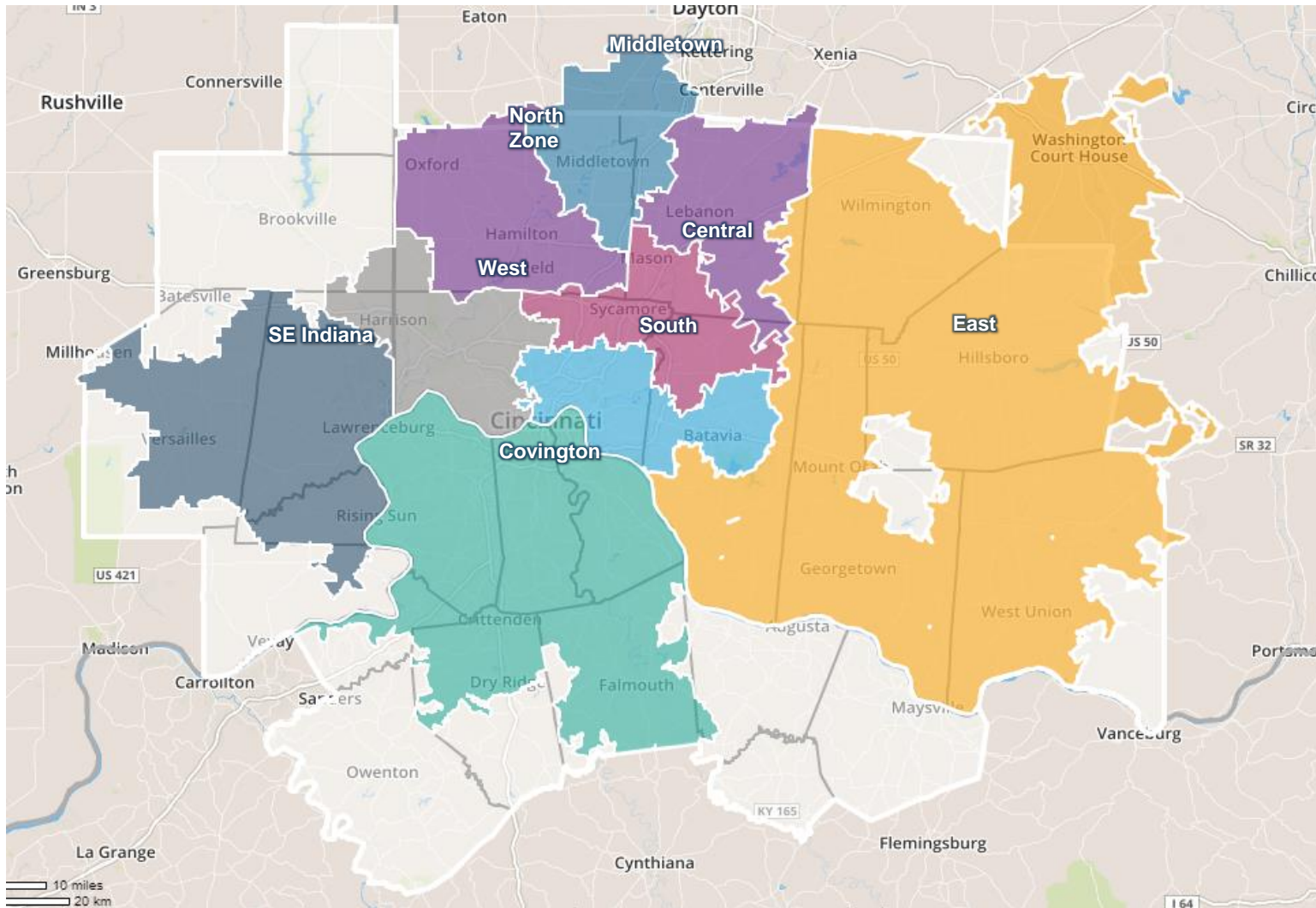
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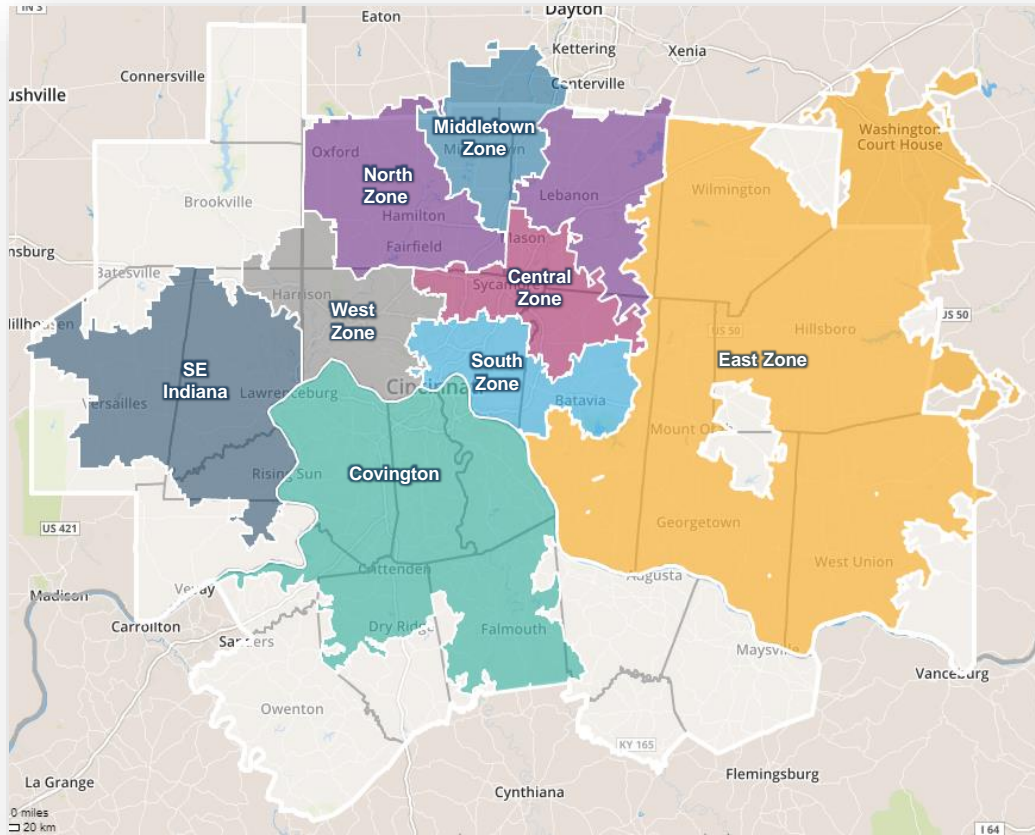
media@nationalmediaspots.com



Cincinnati, OH Market Profile

TV Households in Market: **828,250**

Interconnect Penetration: **49%**



Resident Profile

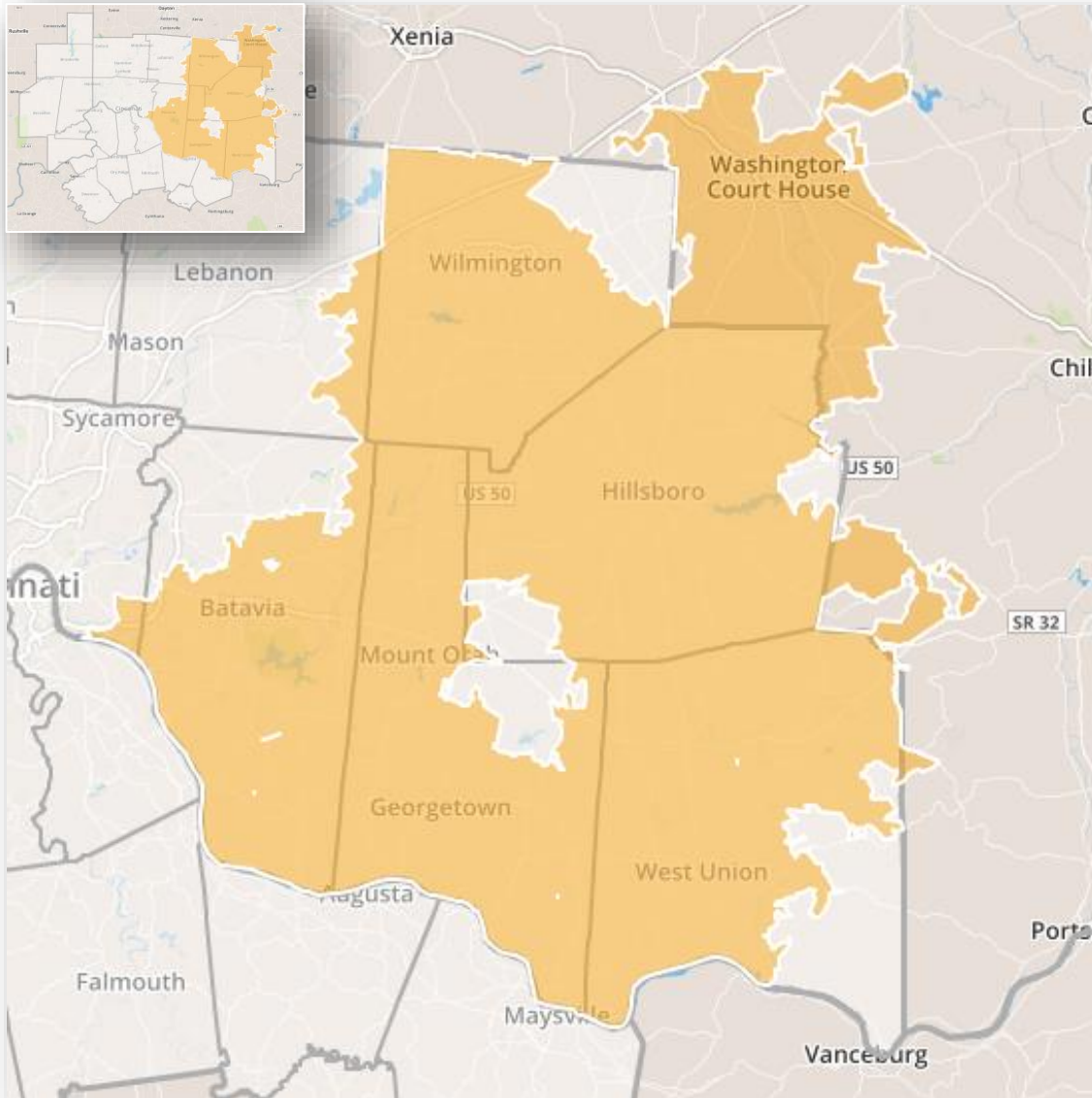
Average Age	38.6 years
African-American	11.8%
Hispanic/Latino	3.2%
4-Yr College Degree or Higher	29.8%
Children in Home	30.3%
Homeowner	61.0%

Economic Highlights

Average Household Income	\$83,370
Average Value of Owned Home	\$221,370
Employed	72.5%



Cincinnati East Zone



Demographics

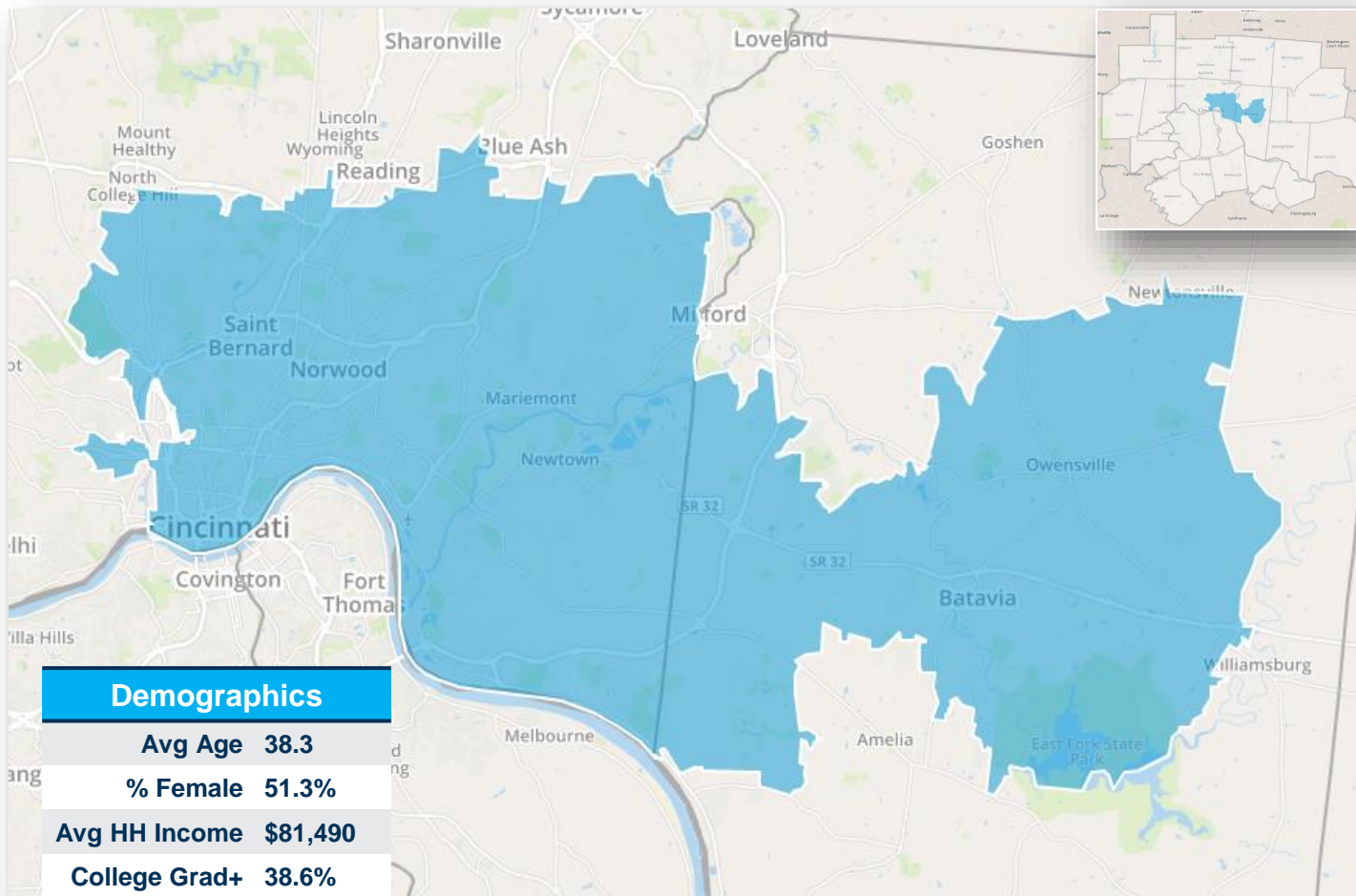
Avg Age	39.9
% Female	50.7%
Avg HH Income	\$70,950
College Grad+	18.4%
Homeowner	62.4%
Employed	68.9%
HHs w Kids	30.2%
Afr American	1.5%

Zone Zips and Cities

43160 - Wash Courthouse	45146 - Martinsville
45101 - Aberdeen	45148 - Midland
45102 - Amelia	45153 - Moscow
45103 - Batavia*	45154 - Mount Orab
45106 - Bethel	45157 - New Richmond
45107 - Blanchester*	45159 - New Vienna
45113 - Clarksville	45167 - Ripley
45118 - Fayetteville	45168 - Russellville
45120 - Felicity	45176 - Williamsburg
45121 - Georgetown	45177 - Wilmington
45123 - Greenfield	45245 - Cincinnati*
45130 - Hamersville	45255 - Cincinnati*
45133 - Hillsboro	45660 - Peebles
45135 - Leesburg	45679 - Seaman
45142 - Lynchburg	45693 - West Union
45144 - Manchester	45697 - Winchester

*Denotes shared zip code

Cincinnati South Zone



Zone Zips-Cities

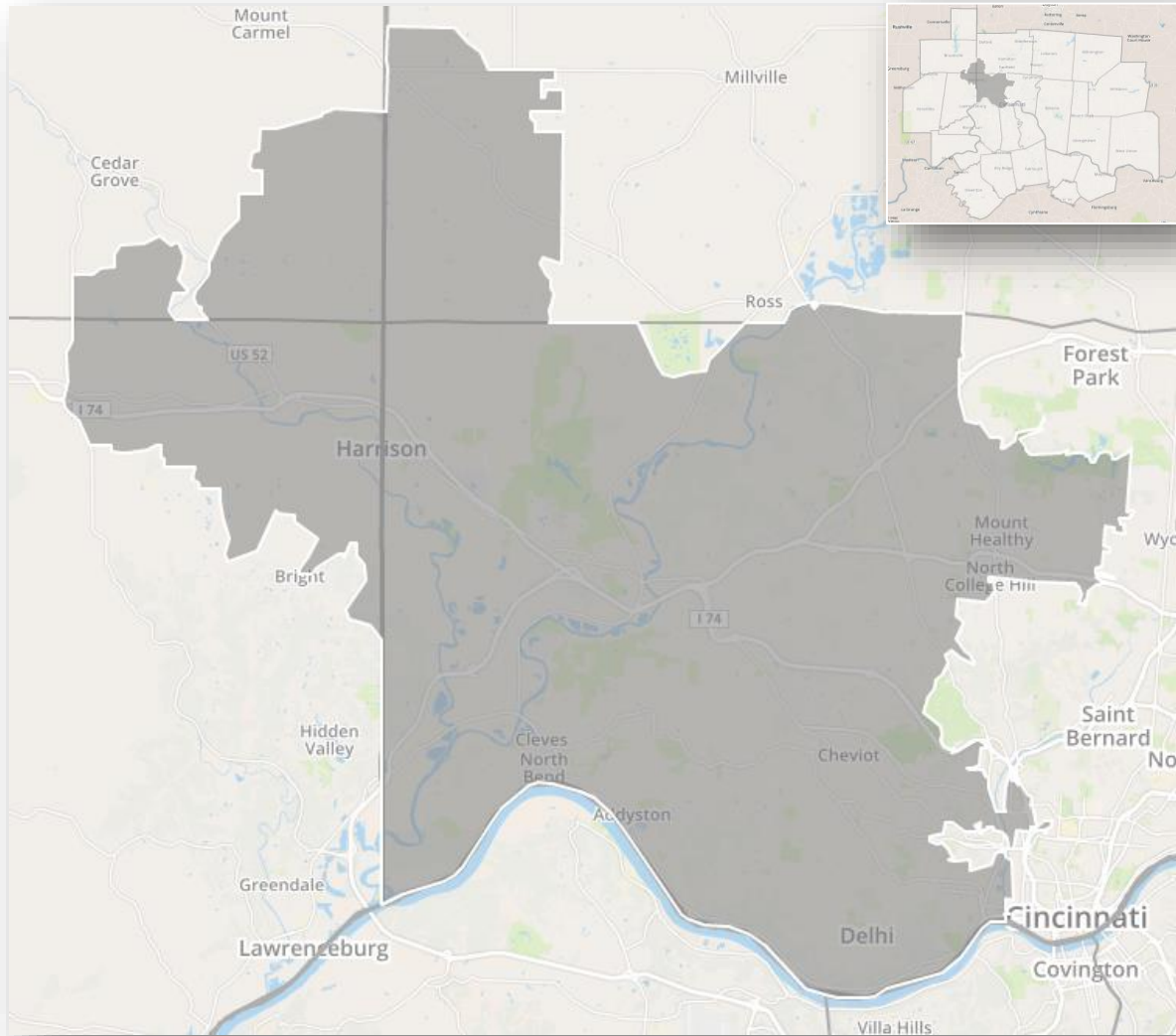
- 45103 - Batavia*
- 45160 - Owensville
- 45174 - Terrace Park
- 45202 - Cincinnati
- 45203 - Cincinnati
- 45206 - Cincinnati
- 45207 - Cincinnati
- 45208 - Cincinnati
- 45209 - Cincinnati
- 45212 - Cincinnati
- 45213 - Cincinnati
- 45214 - Cincinnati
- 45216 - Cincinnati
- 45217 - Cincinnati
- 45219 - Cincinnati
- 45220 - Cincinnati
- 45223 - Cincinnati
- 45224 - Cincinnati
- 45226 - Cincinnati
- 45227 - Cincinnati
- 45229 - Cincinnati
- 45230 - Cincinnati
- 45232 - Cincinnati
- 45236 - Cincinnati
- 45237 - Cincinnati
- 45243 - Cincinnati
- 45244 - Cincinnati
- 45245 - Cincinnati*
- 45255 - Cincinnati*

Demographics

Avg Age	38.3
% Female	51.3%
Avg HH Income	\$81,490
College Grad+	38.6%
Homeowner	46.2%
Employed	72.8%
HHs w Kids	24.0%
Afr American	27.2%

*Denotes shared zip code with CIN East

Cincinnati West Zone



Demographics

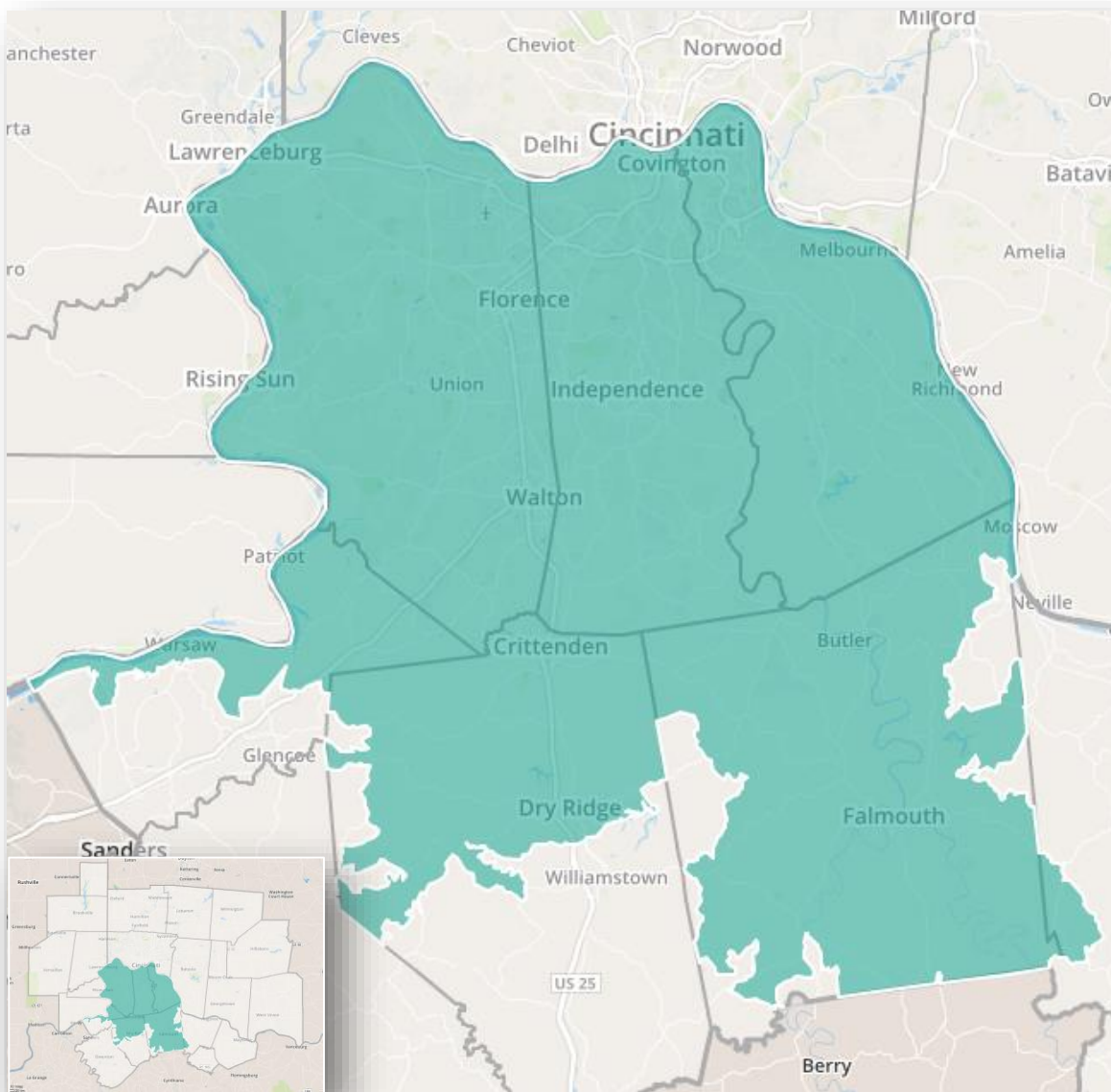
Avg Age	38.1
% Female	51.7%
Avg HH Income	\$72,820
College Grad+	23.5%
Homeowner	59.6%
Employed	73.4%
HHs w Kids	29.6%
Afr American	21.8%

Zone Zips and Cities

45001 - Addyston	45231 - Cincinnati
45002 - Cleves	45233 - Cincinnati
45030 - Harrison	45238 - Cincinnati
45052 - North Bend	45239 - Cincinnati
45053 - Okeana	45247 - Cincinnati
45204 - Cincinnati	45248 - Cincinnati
45205 - Cincinnati	45251 - Cincinnati
45211 - Cincinnati	45252 - Cincinnati
45225 - Cincinnati	47060 - West Harrison, IN

No shared zips

Cincinnati Covington



Demographics

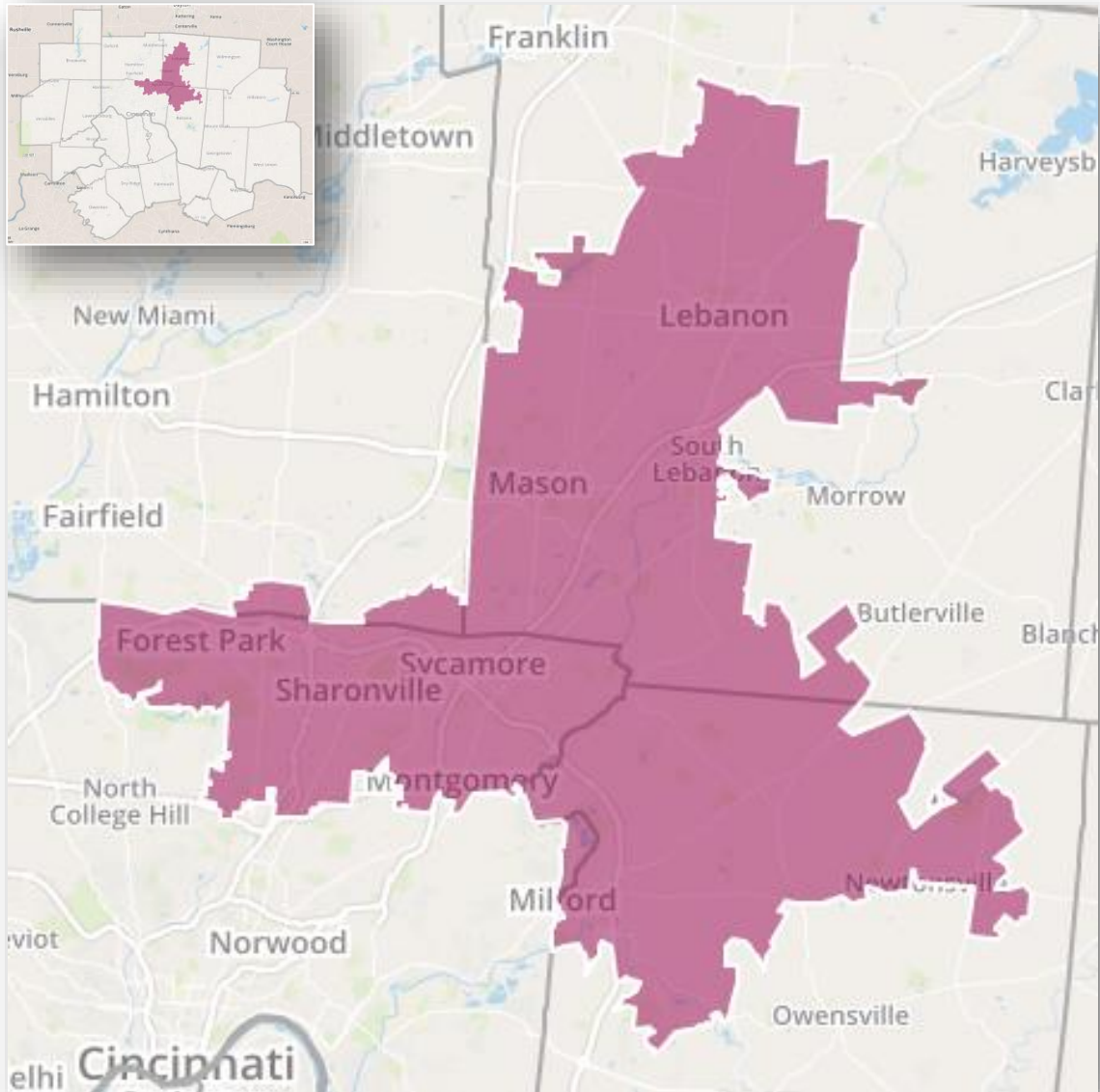
Avg Age	38.1
% Female	50.5%
Avg HH Income	\$86,060
College Grad+	28.2%
Homeowner	65.4%
Employed	74.3%
HHs w Kids	31.7%
Afr American	3.7%

Zone Zips and Cities

41001 - Alexandria	41051 - Independence
41005 - Burlington	41059 - Melbourne
41006 - Butler	41063 - Morning View
41007 - California	41071 - Newport
41011 - Covington	41073 - Bellevue
41014 - Covington	41074 - Dayton
41015 - Latonia	41075 - Fort Thomas
41016 - Covington	41076 - Newport
41017 - Fort Mitchell	41080 - Petersburg
41018 - Erlanger	41085 - Silver Grove
41030 - Crittenden	41091 - Union
41033 - De Mossville	41092 - Verona
41035 - Dry Ridge	41094 - Walton
41040 - Falmouth	41095 - Warsaw
41042 - Florence	41099 - Newport
41048 - Hebron	

No shared zips

Cincinnati Central Zone



Demographics

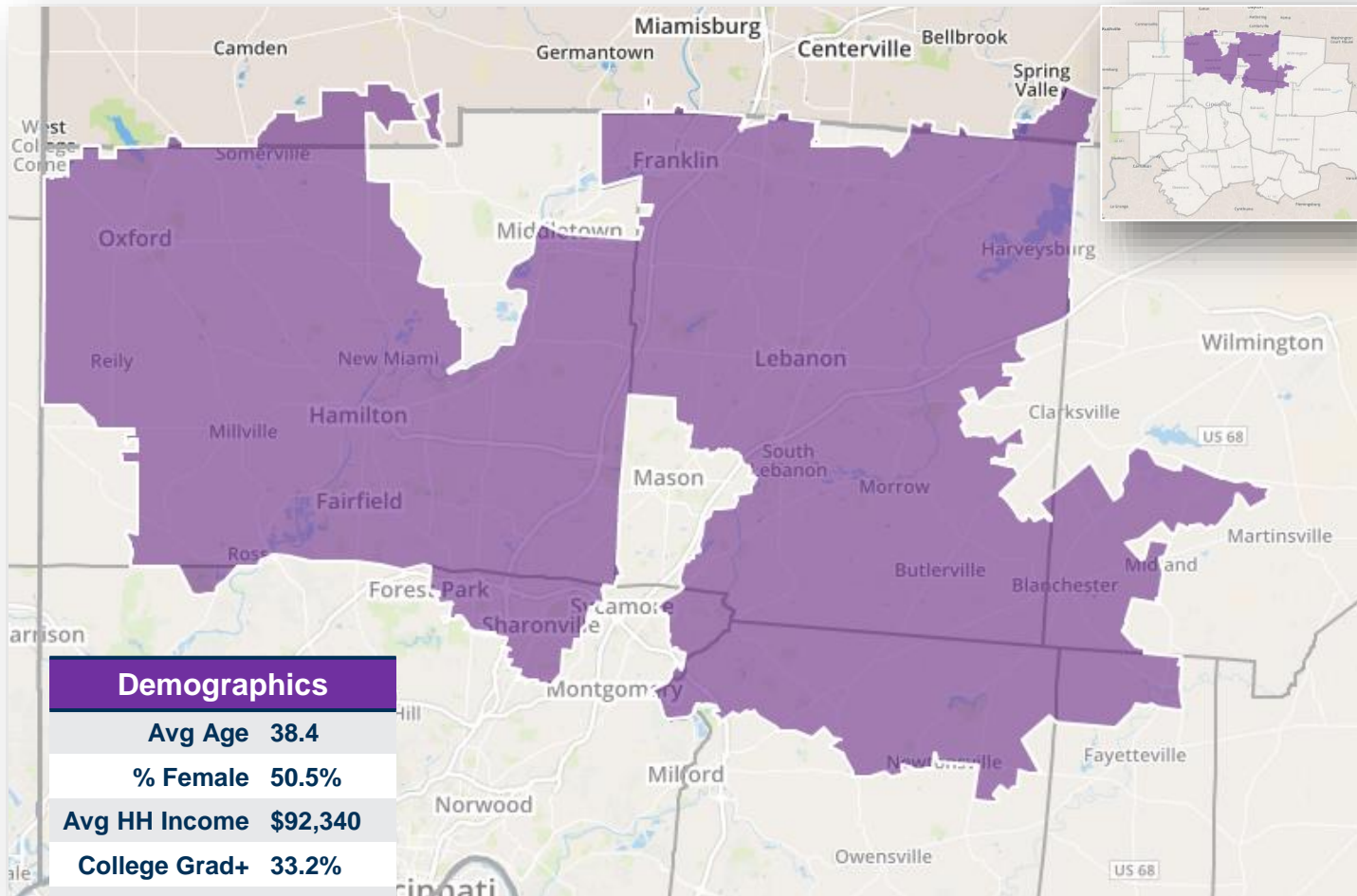
Avg Age	39.2
% Female	50.7%
Avg HH Income	\$105,870
College Grad+	42.2%
Homeowner	68.6%
Employed	73.2%
HHs w Kids	34.0%
Afr American	11.6%

Zone Zips and Cities

- 45034 - Kings Mills
- 45036 - Lebanon*
- 45039 - Maineville*
- 45040 - Mason
- 45065 - South Lebanon*
- 45111 - Camp Dennison
- 45122 - Goshen*
- 45140 - Loveland*
- 45150 - Milford
- 45215 - Cincinnati
- 45218 - Cincinnati
- 45240 - Cincinnati
- 45241 - Cincinnati*
- 45242 - Cincinnati
- 45246 - Cincinnati*
- 45249 - Cincinnati

*Denotes shared zip code with CIN North

Cincinnati North Zone



Zone Zips-Cities

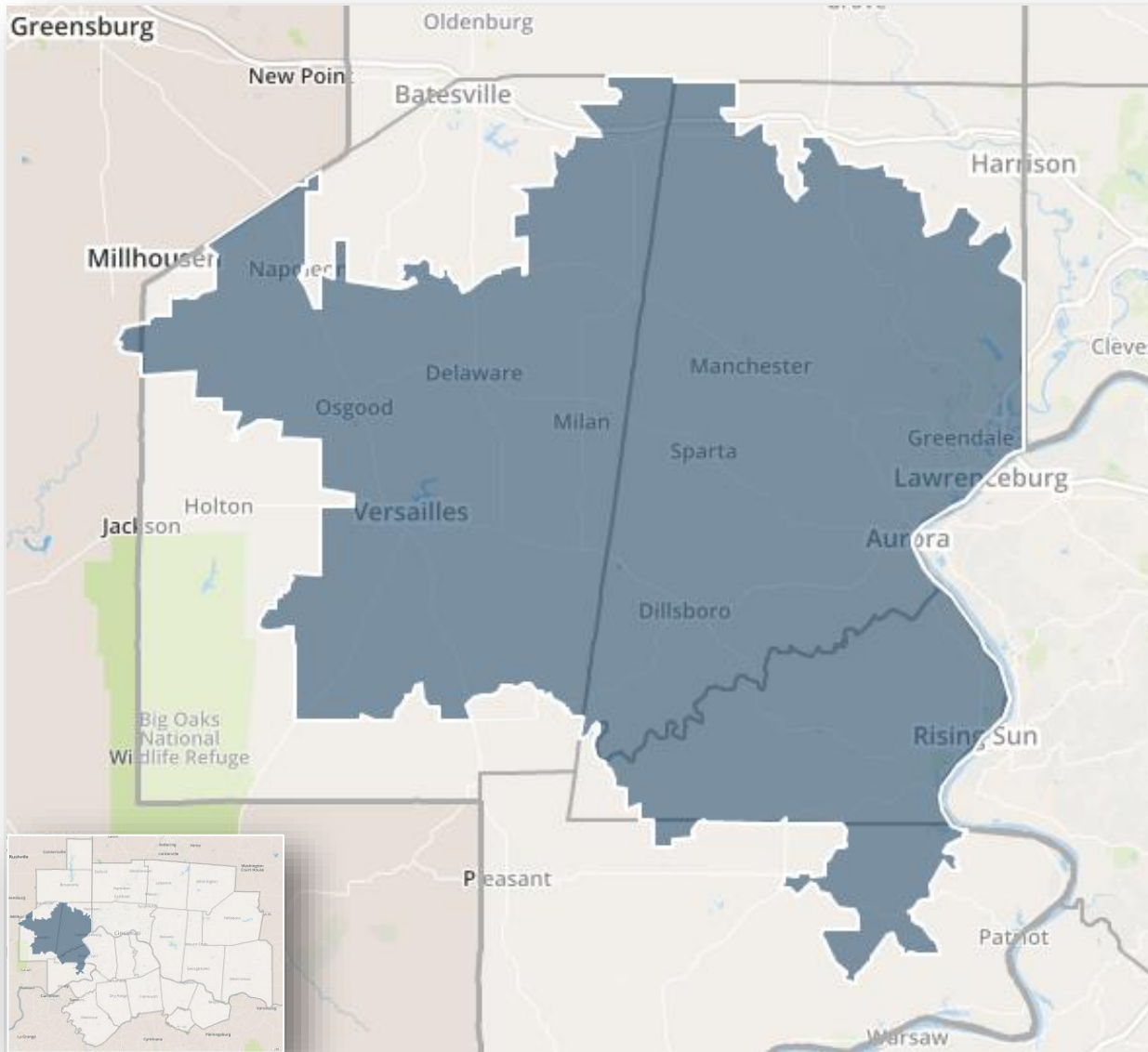
- 45005 - Franklin*
- 45011 - Hamilton
- 45013 - Hamilton
- 45014 - Fairfield
- 45015 - Hamilton
- 45036 - Lebanon*
- 45039 - Maineville*
- 45044 - Middletown*
- 45050 - Monroe*
- 45054 - Oregonia*
- 45056 - Oxford*
- 45064 - Somerville*
- 45065 - South Lebanon*
- 45066 - Springboro*
- 45068 - Waynesville*
- 45069 - West Chester
- 45107 - Blanchester*
- 45122 - Goshen*
- 45140 - Loveland*
- 45152 - Morrow
- 45162 - Pleasant Plain
- 45241 - Cincinnati*
- 45246 - Cincinnati*

Demographics

Avg Age	38.4
% Female	50.5%
Avg HH Income	\$92,340
College Grad+	33.2%
Homeowner	67.3%
Employed	72.8%
HHs w Kids	33.3%
Afr American	7.4%

*Denotes shared zip code

Cincinnati Lawrenceburg Zone



Demographics

Avg Age 40.8

% Female 50.4%

Avg HH Income \$77,090

College Grad+ 16.8%

Homeowner 67.3%

Employed 72.2%

HHs w Kids 30.7%

Afr American 0.6%

Zone Zips and Cities

47001 - Aurora

47018 - Dillsboro

47022 - Guilford

47025 - Lawrenceburg

47031 - Milan

47032 - Moores Hill

47037 - Osgood

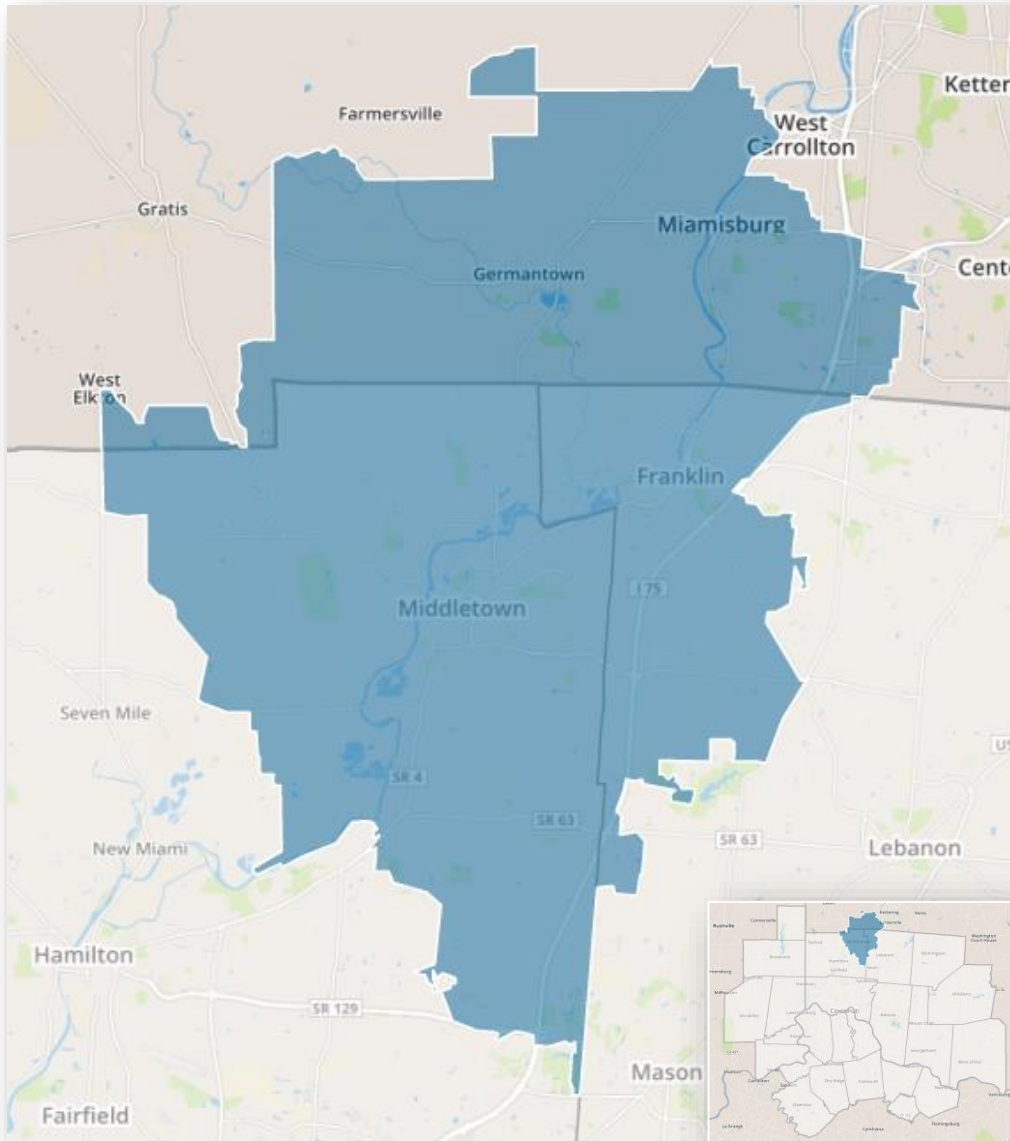
47040 - Rising Sun

47041 - Sunman

47042 - Versailles

No shared zips

Cincinnati Middletown Zone



Demographics

Avg Age	38.5
% Female	51.3%
Avg HH Income	\$76,920
College Grad+	21.8%
Homeowner	62.4%
Employed	72.4%
HHs w Kids	32.3%
Afr American	6.5%

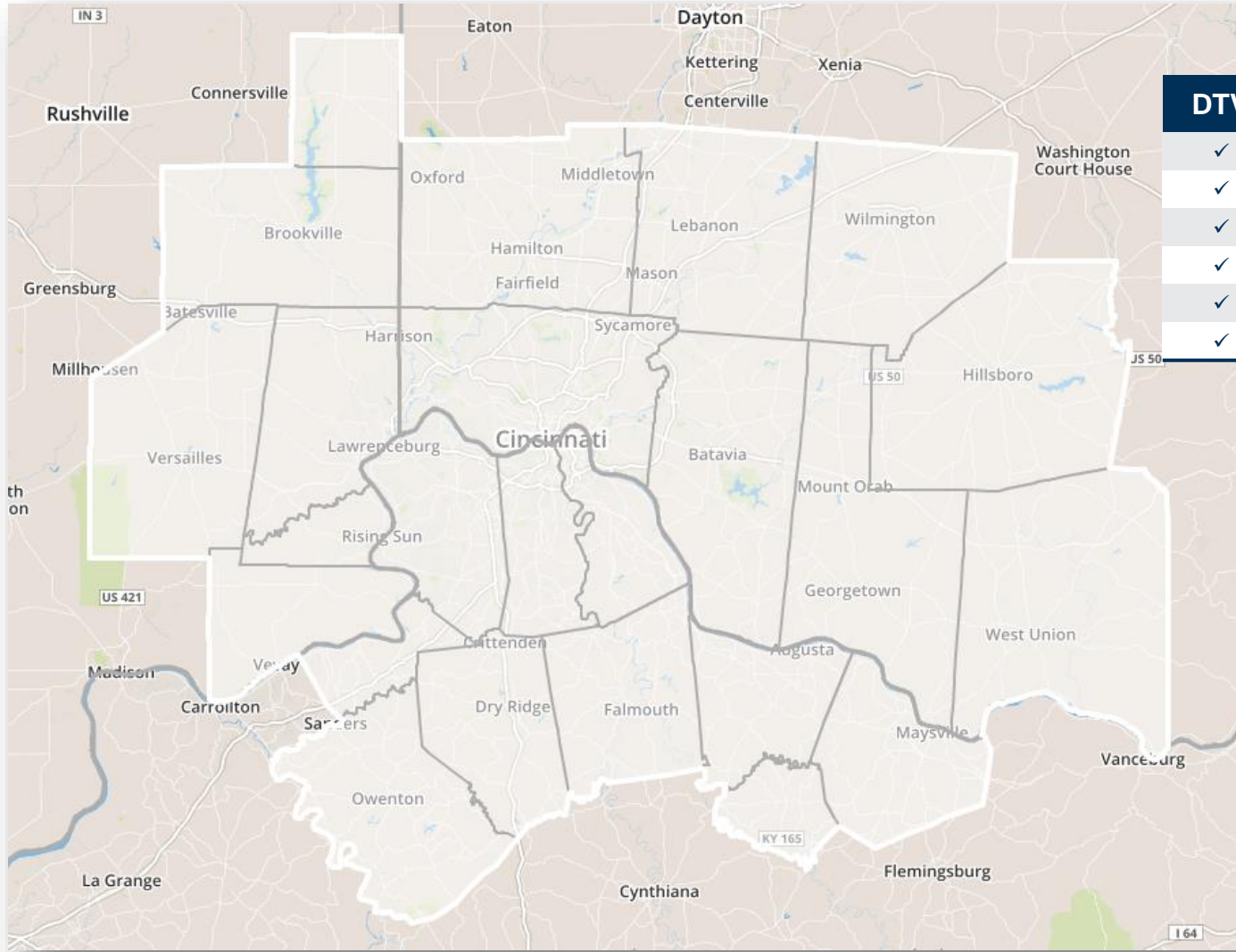
Zone Zips and Cities

- 45005 - Franklin*
- 45042 - Middletown*
- 45044 - Middletown*
- 45050 - Monroe*
- 45067 - Trenton
- 45327 - Germantown*
- 45342 - Miamisburg*

*Denotes shared zip code

Cincinnati DirecTV

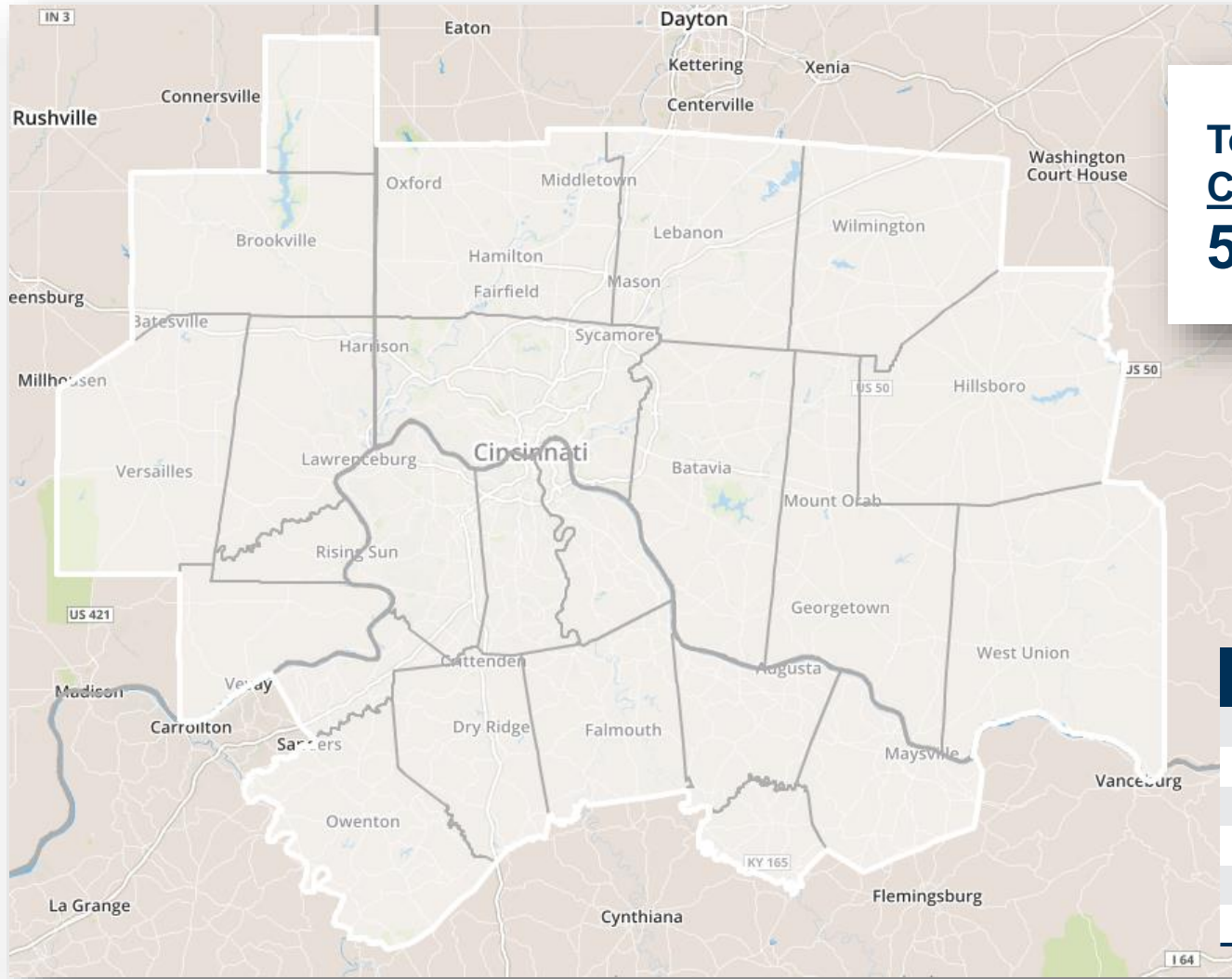
DirecTV insertion covers the entire TV market as defined by Nielsen



DTV Homes are More Likely:

- ✓ Within the Metro Area
- ✓ Married
- ✓ Employed
- ✓ High Income \$75k+
- ✓ Homeowner
- ✓ Kids in the Home

Dish Network Insertable in Cincinnati



**Total Potential
Cincinnati Penetration:
53% of TV HHs**

**Dish Network
insertion covers the
entire TV market as
defined by Nielsen**

Dish Homes are More Likely:

- ✓ Outside the Metro Area
- ✓ Married
- ✓ Retired
- ✓ Mid Income
- ✓ Homeowner
- ✓ Kids in the Home