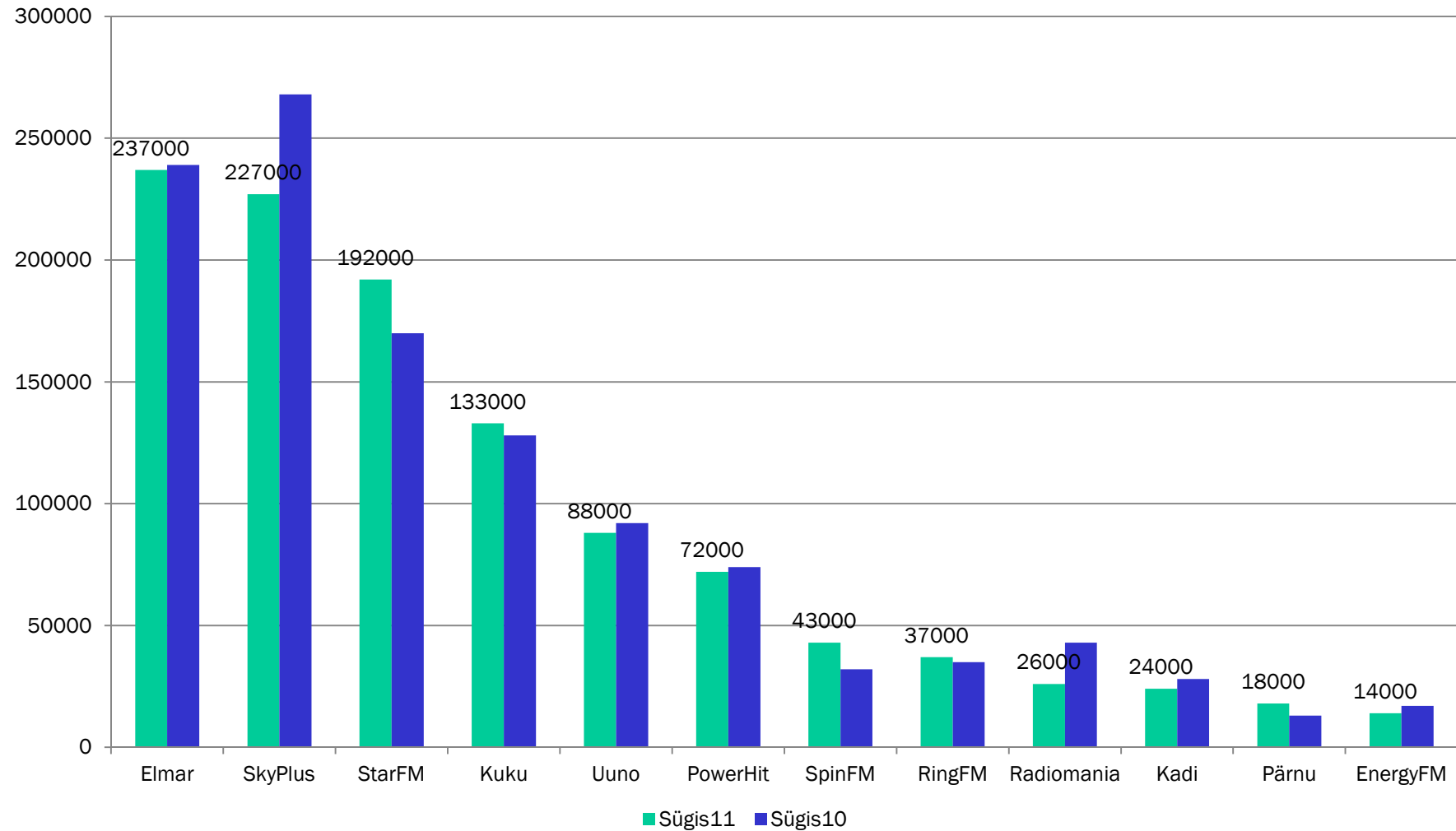




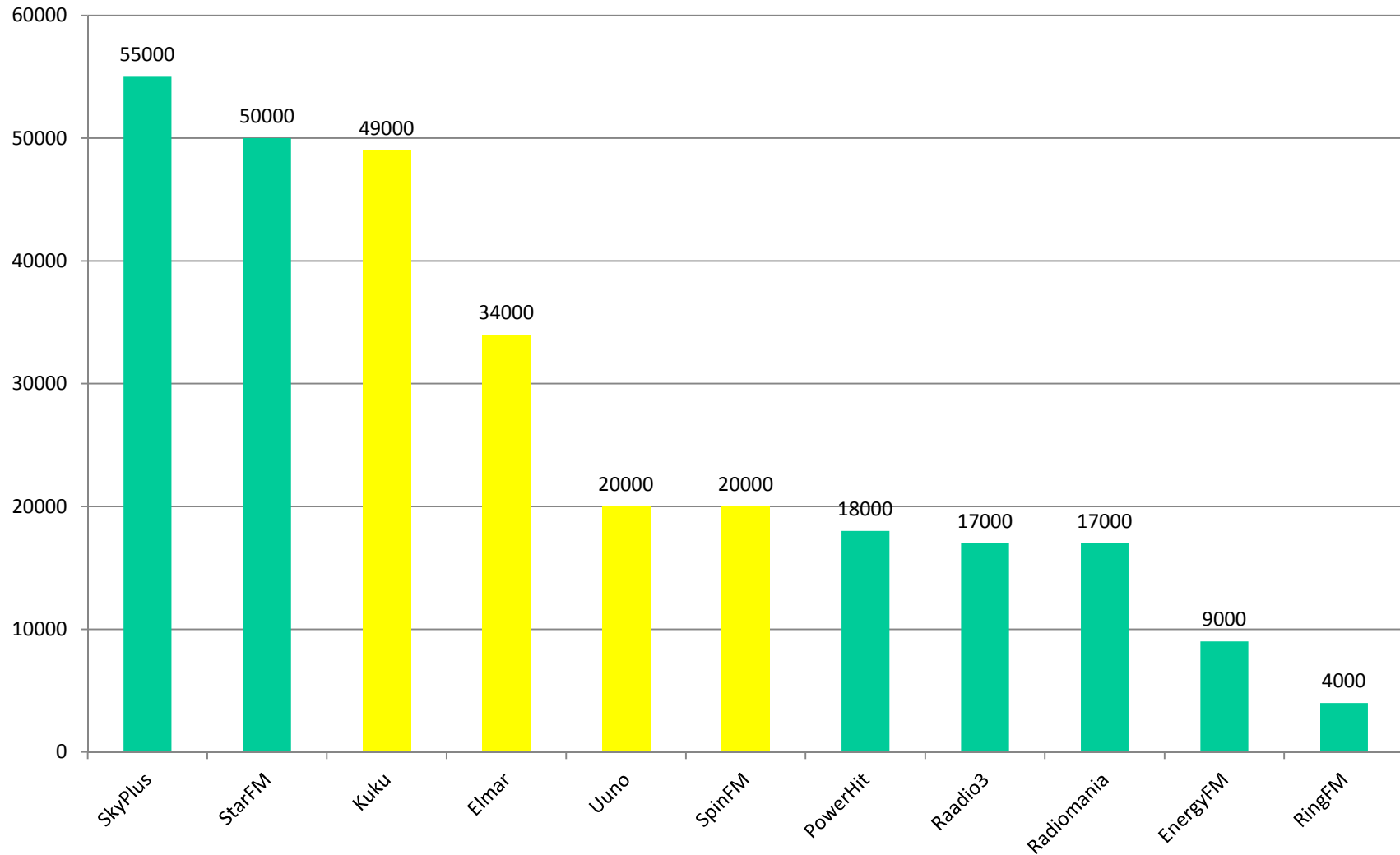
AUTUMN 2011

Commercial Radio Stations
Trio LSL
Facts: TNS Emor

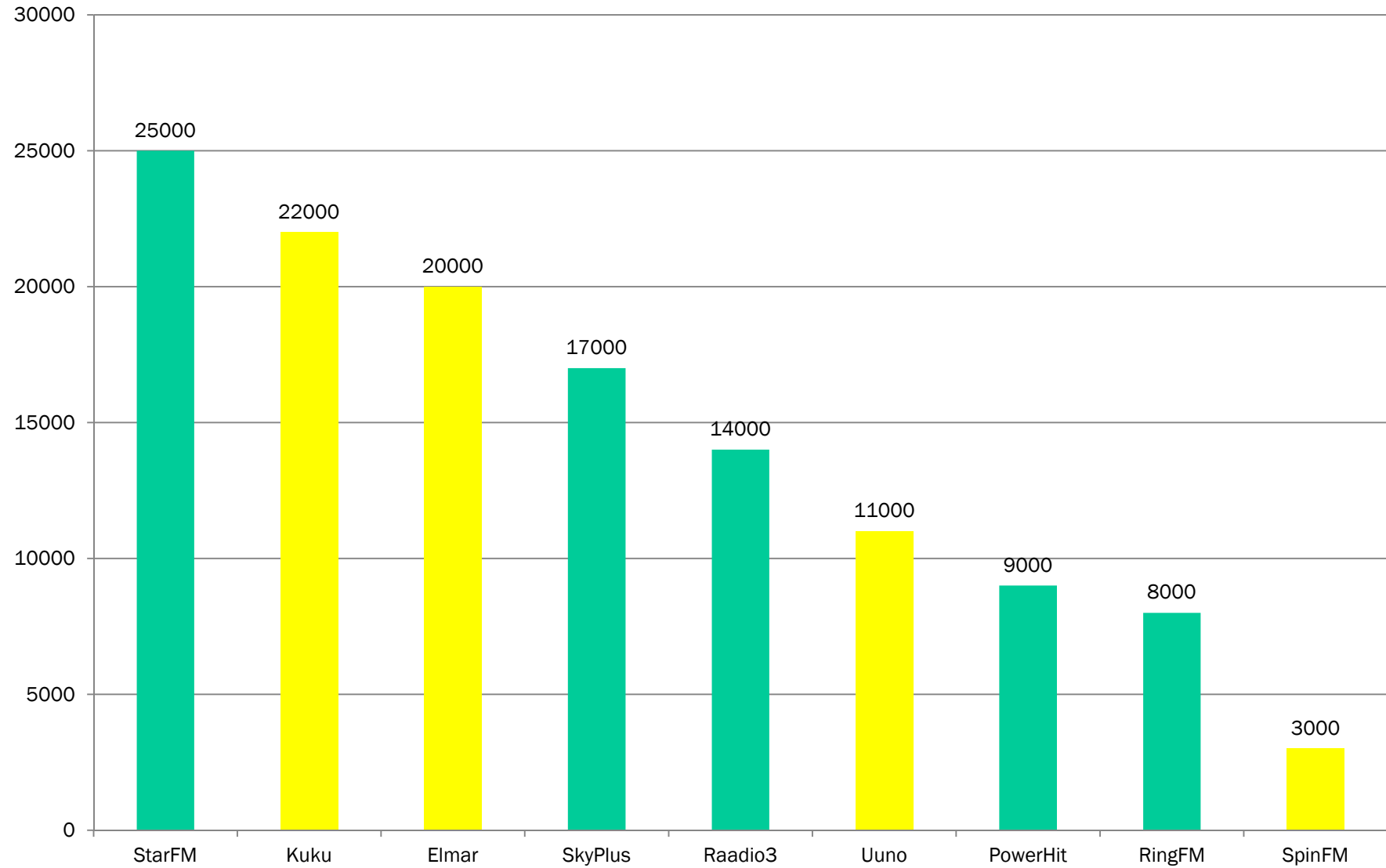
Autumn 2011 – Autumn 2010 (weekly reach).



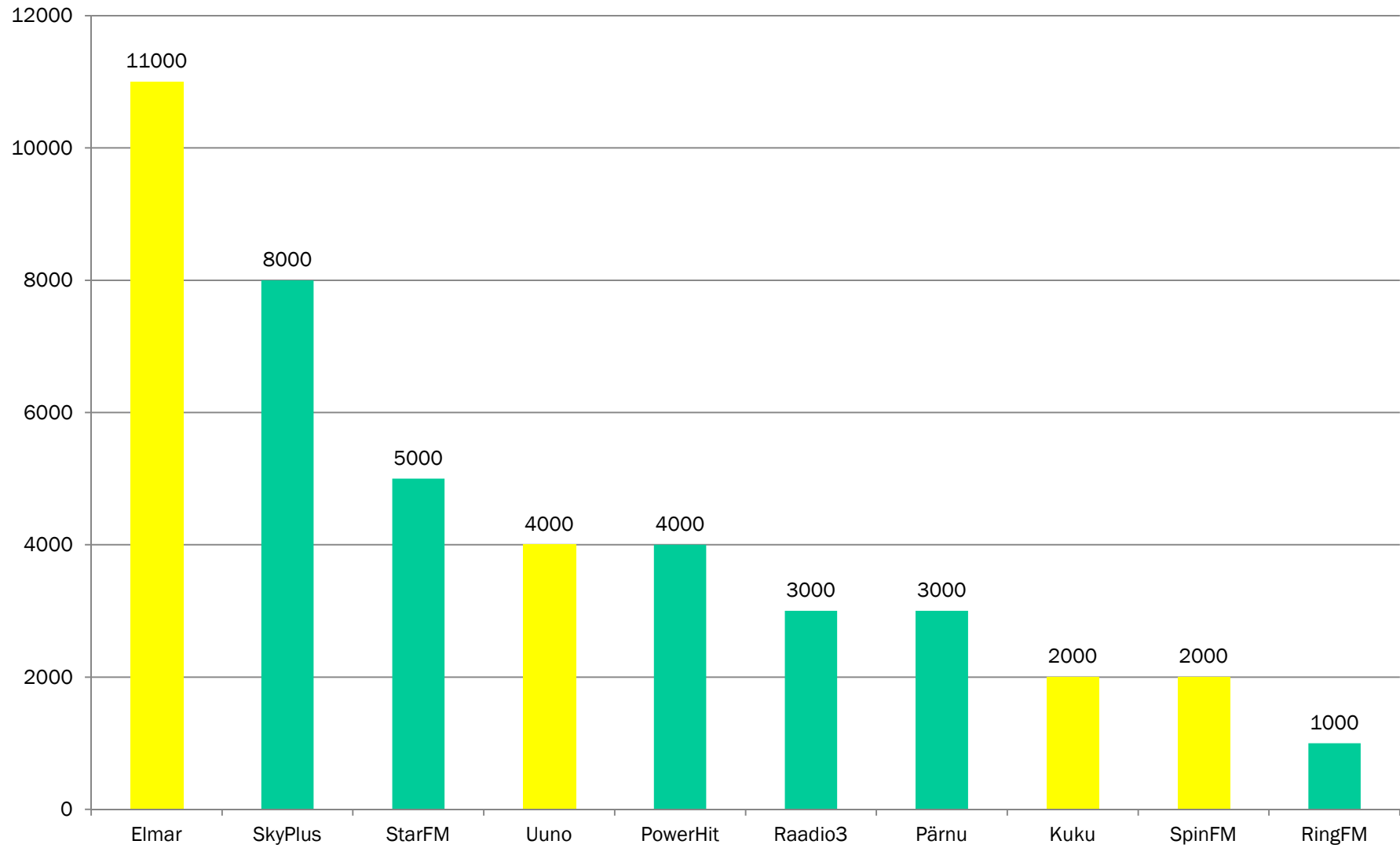
Tallinn+Tartu+Pärnu



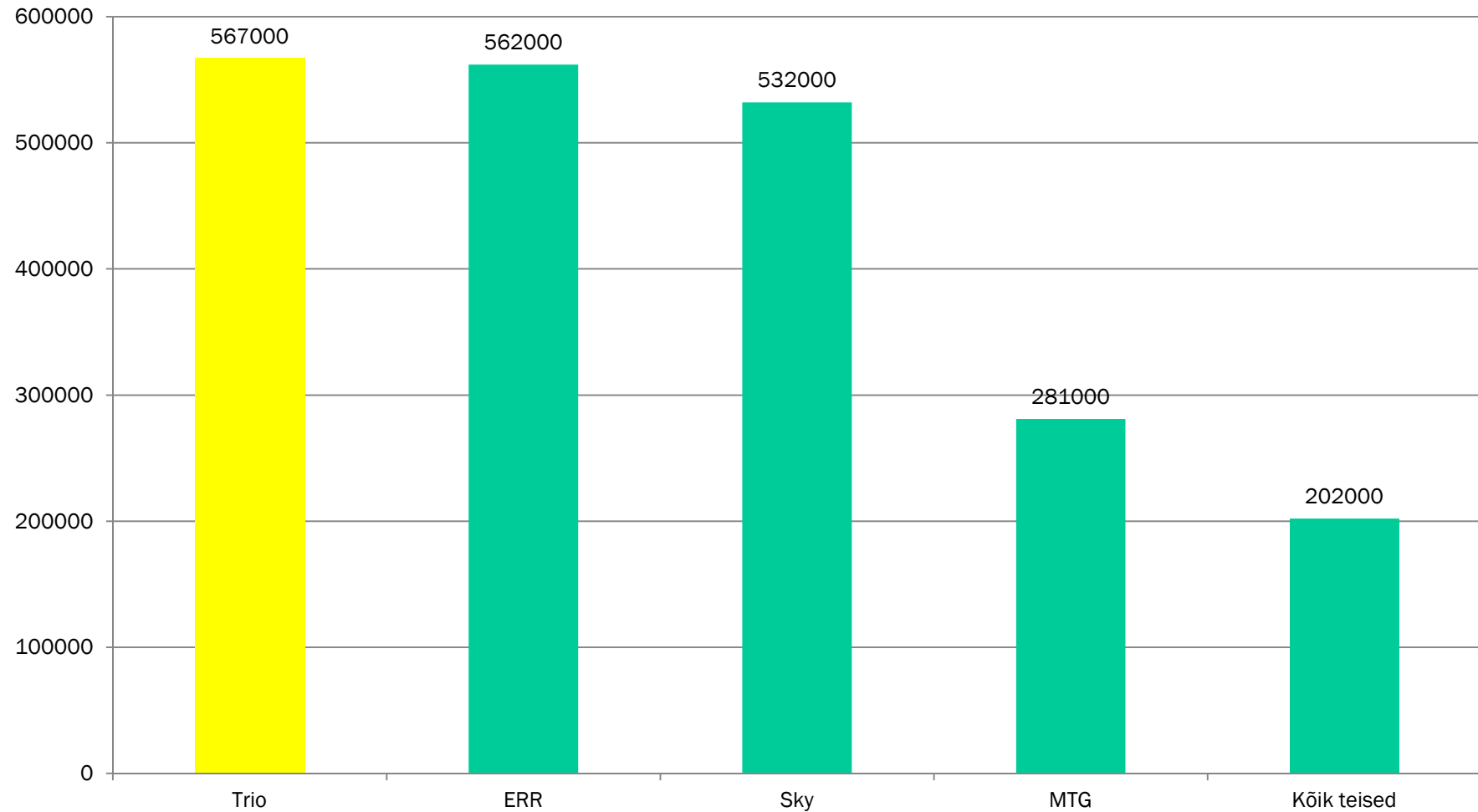
Tartu



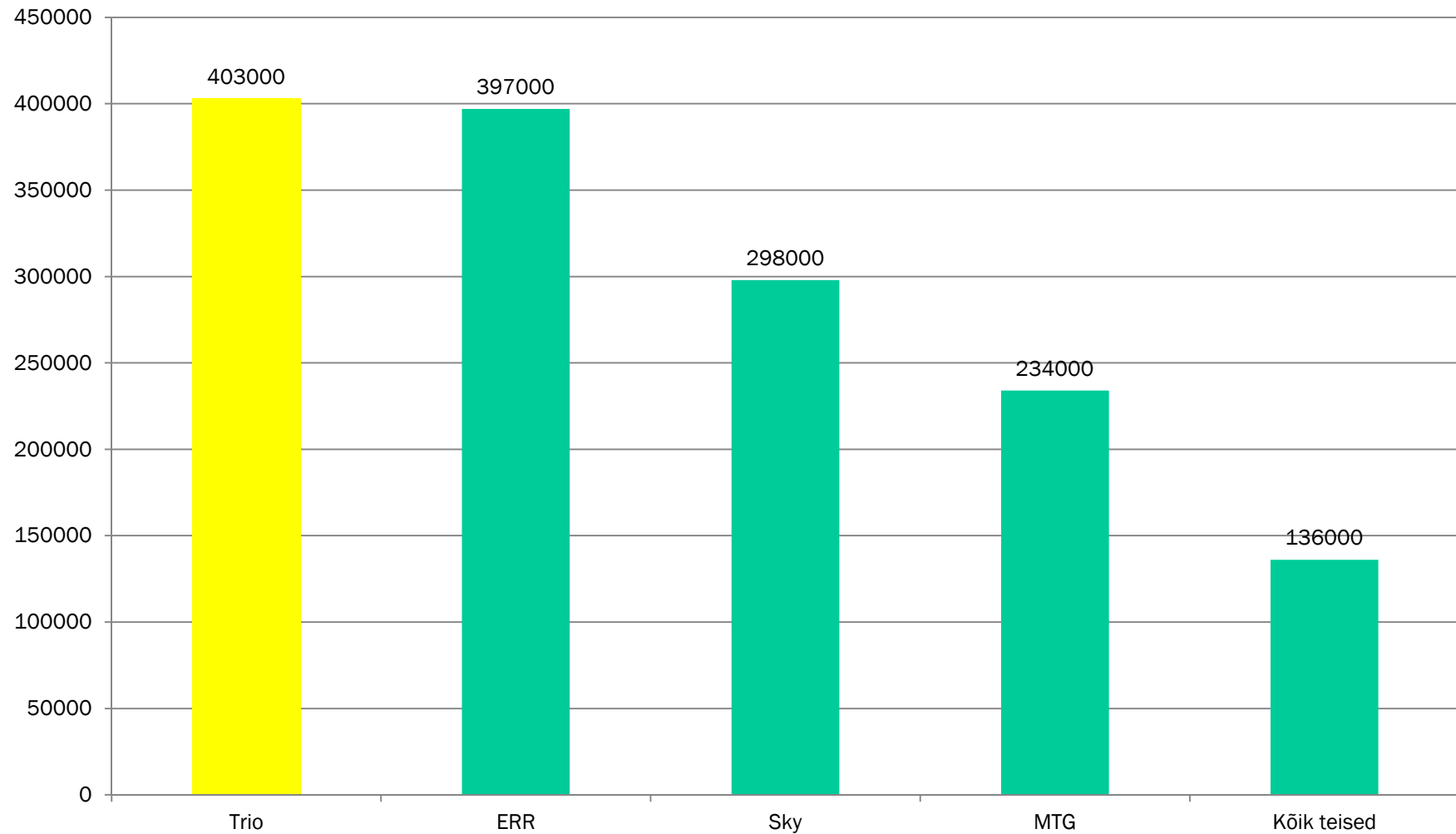
Pärnu



Radio Groups, including non-commercial ERR



Radio Groups, including non-commercial ERR, Estonians.





Audience profile

Kuku, Elmar, Uuno, Spin FM

Autumn 2011

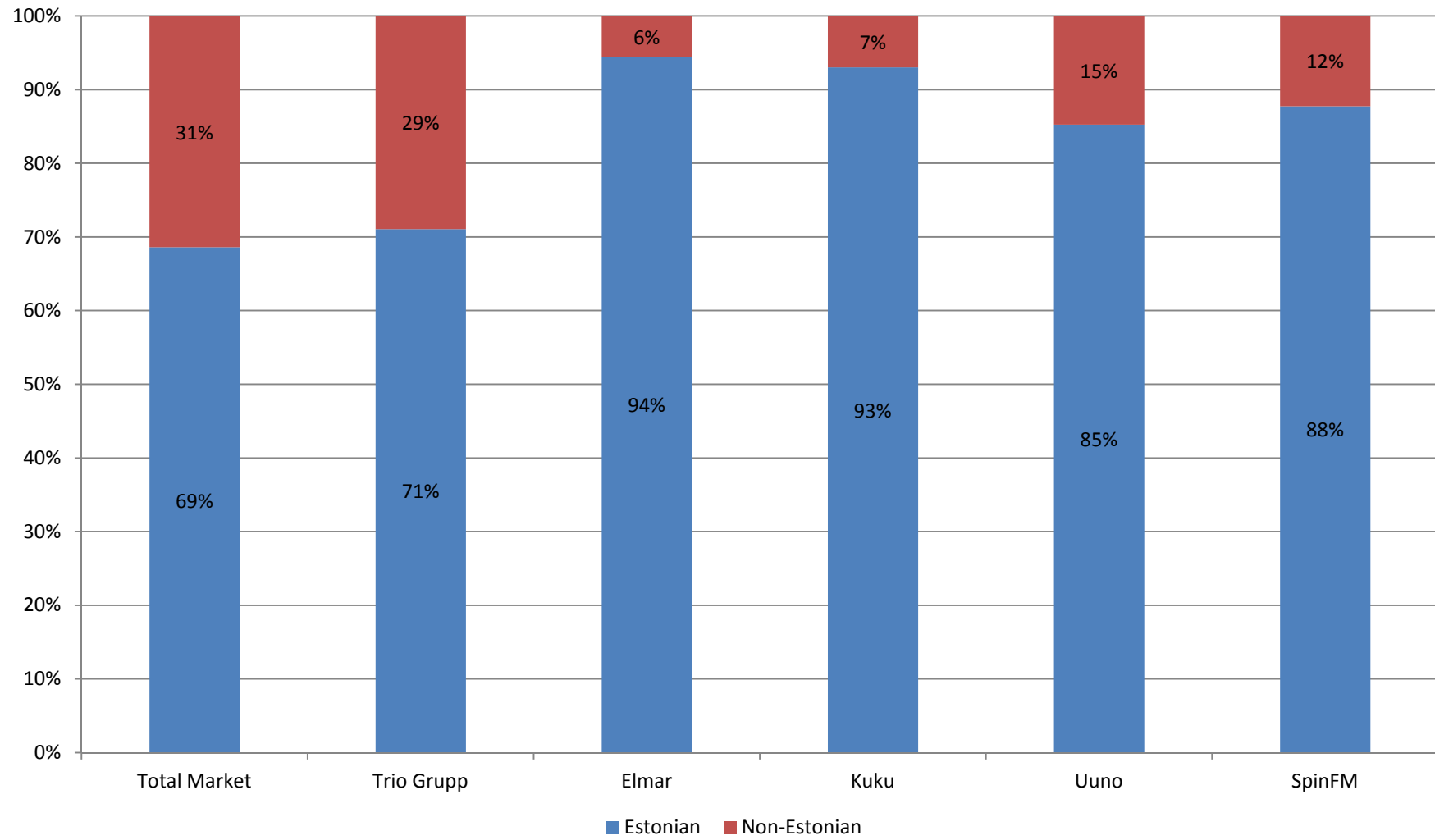
September 1 – November 30 2011

TNS EMOR

Audience profile

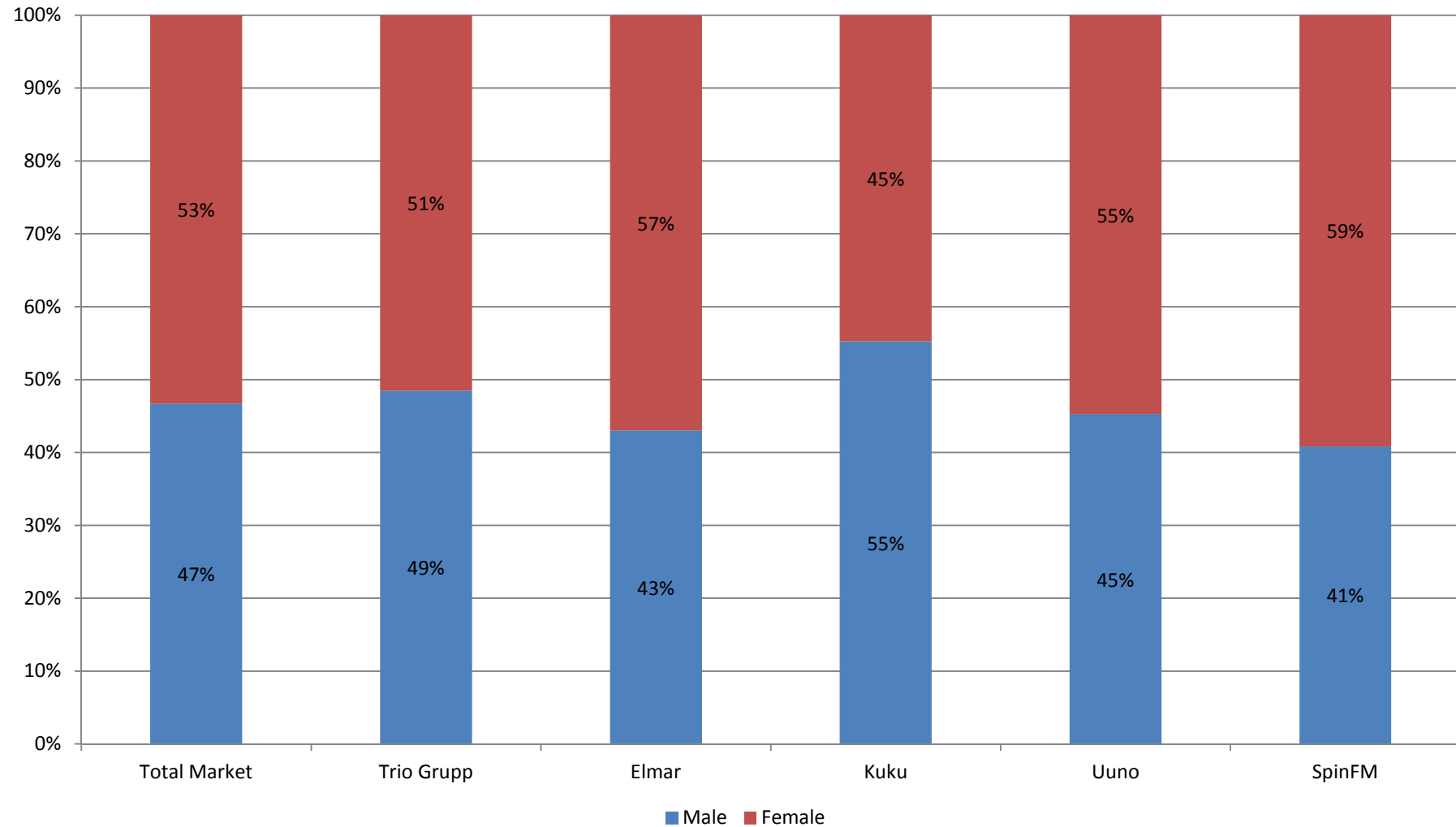
- All profiles are over Estonia and all listeners (all regions, all ages, Estonians and non-Estonians, etc.).
- And also all market or the overall profile of all radio listeners. And profile of the Trio Group (6 stations).
- Percentages show the proportion of the total station audience. For example 15% of Radio Uno listeners are non-Estonians, and 85% Estonians.
- Please notice the difference of formats of stations and a variety of audiences (eg: news & talk radio Kuku versus fully automated CHR station Spin FM, etc.).

Audience profile



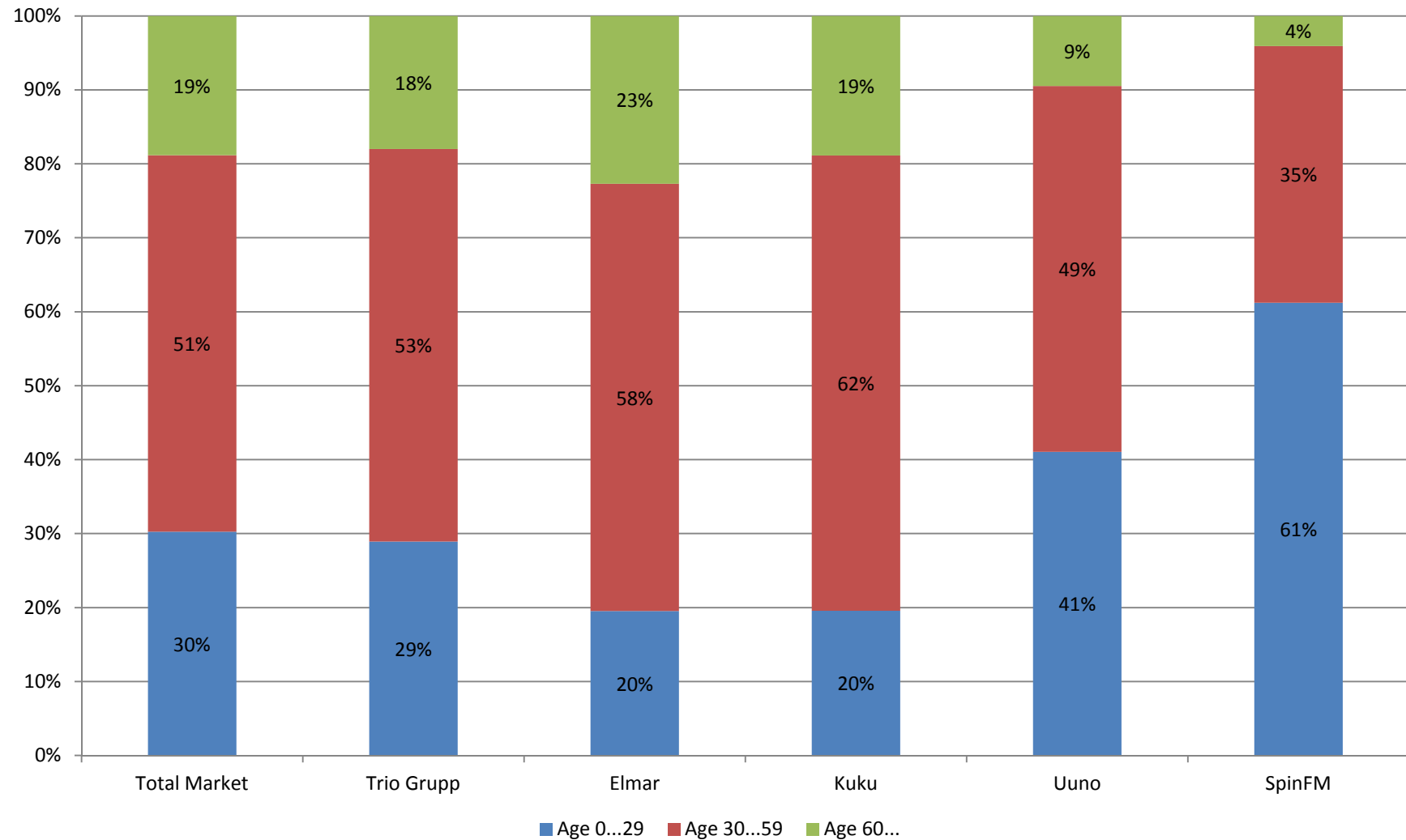
Audience profile

Gender



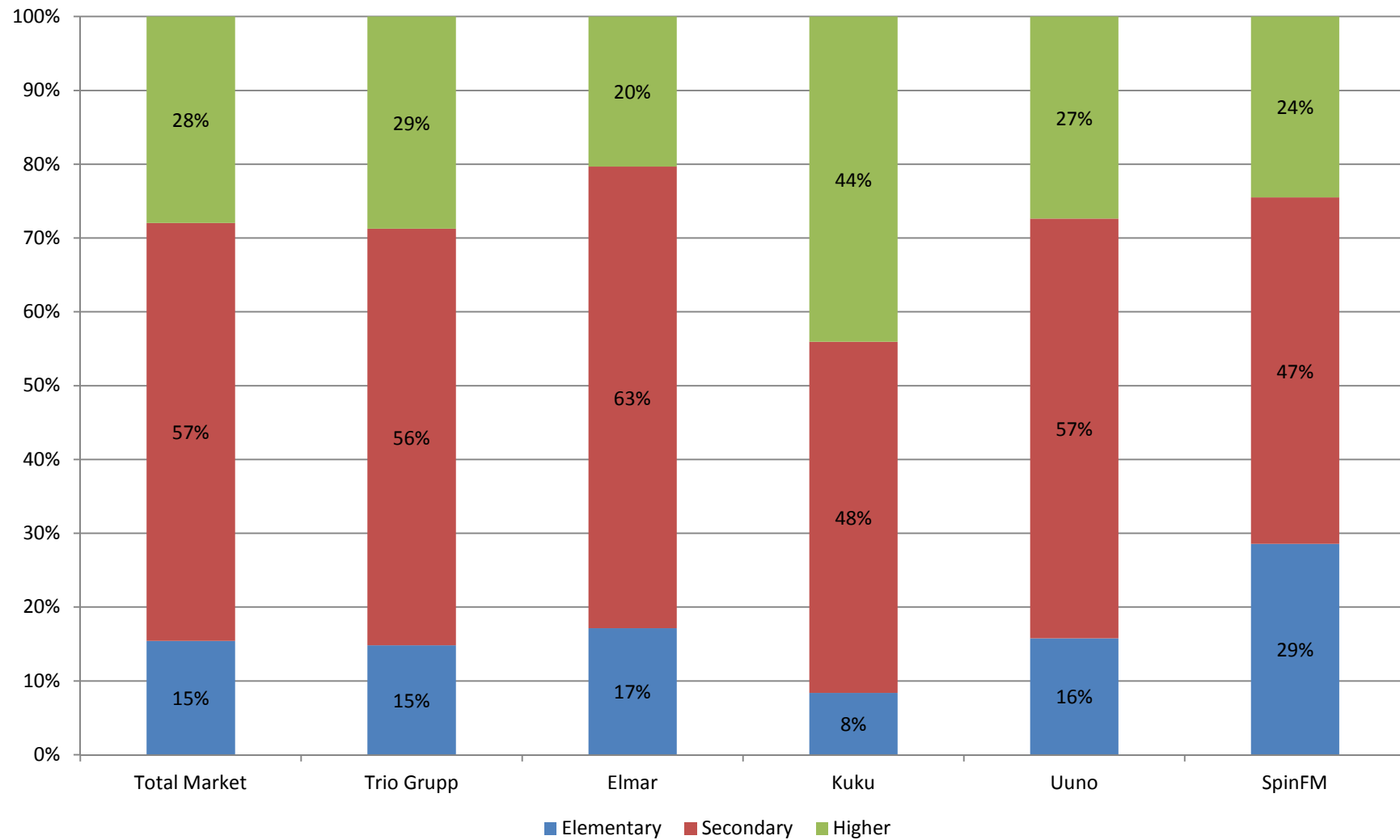
Audience profile

Age Profile.



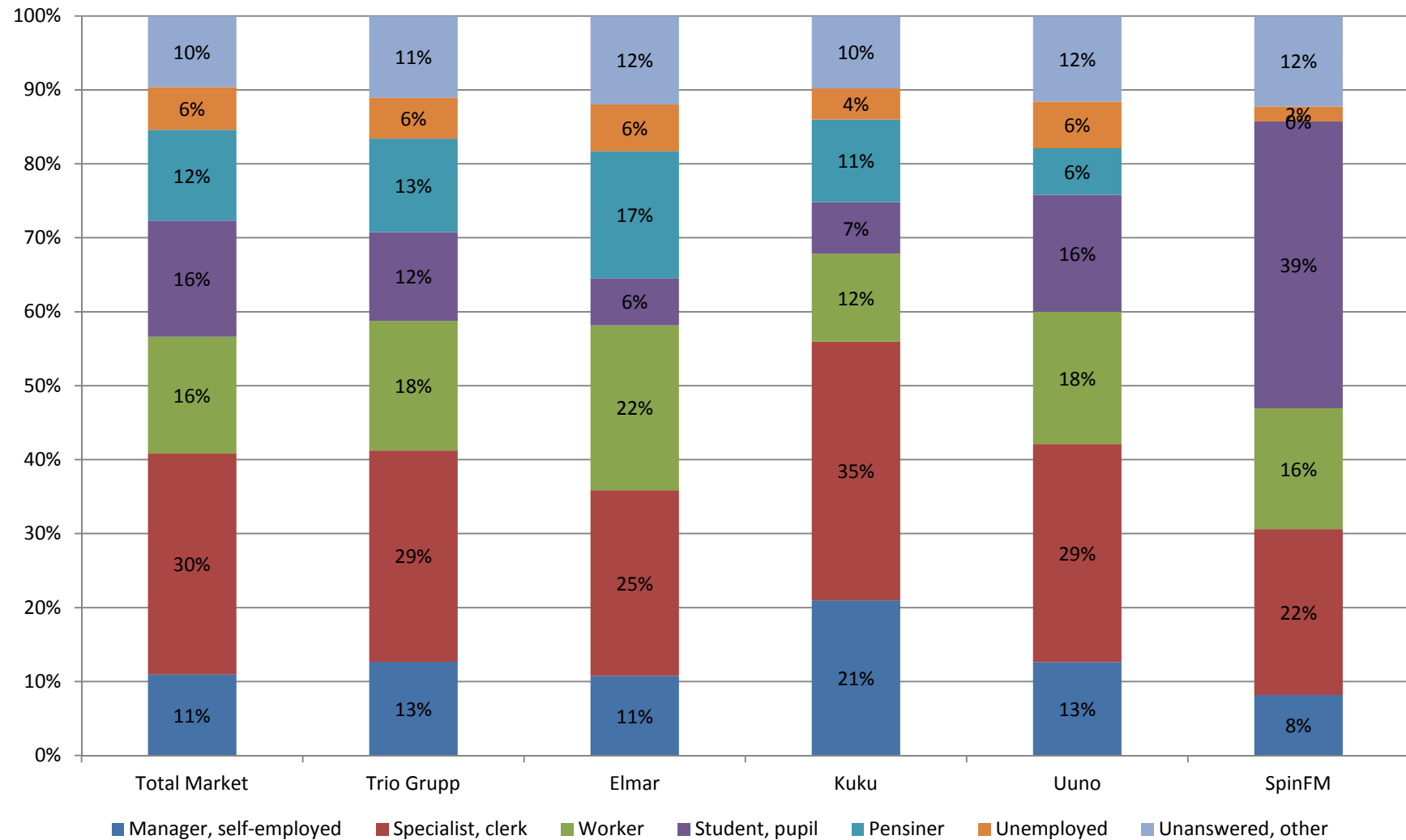
Audience profile

Education.



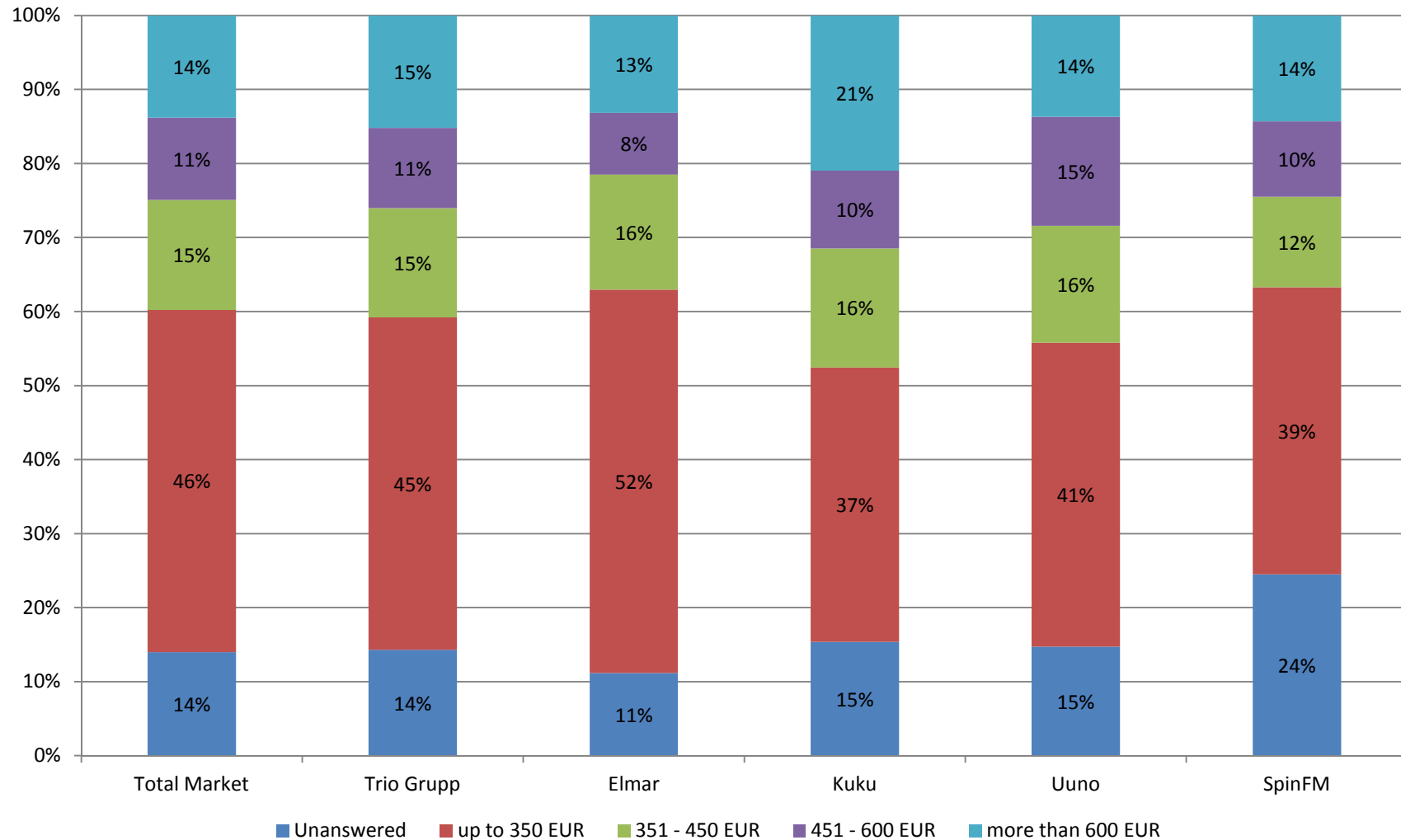
Audience profile

Status.



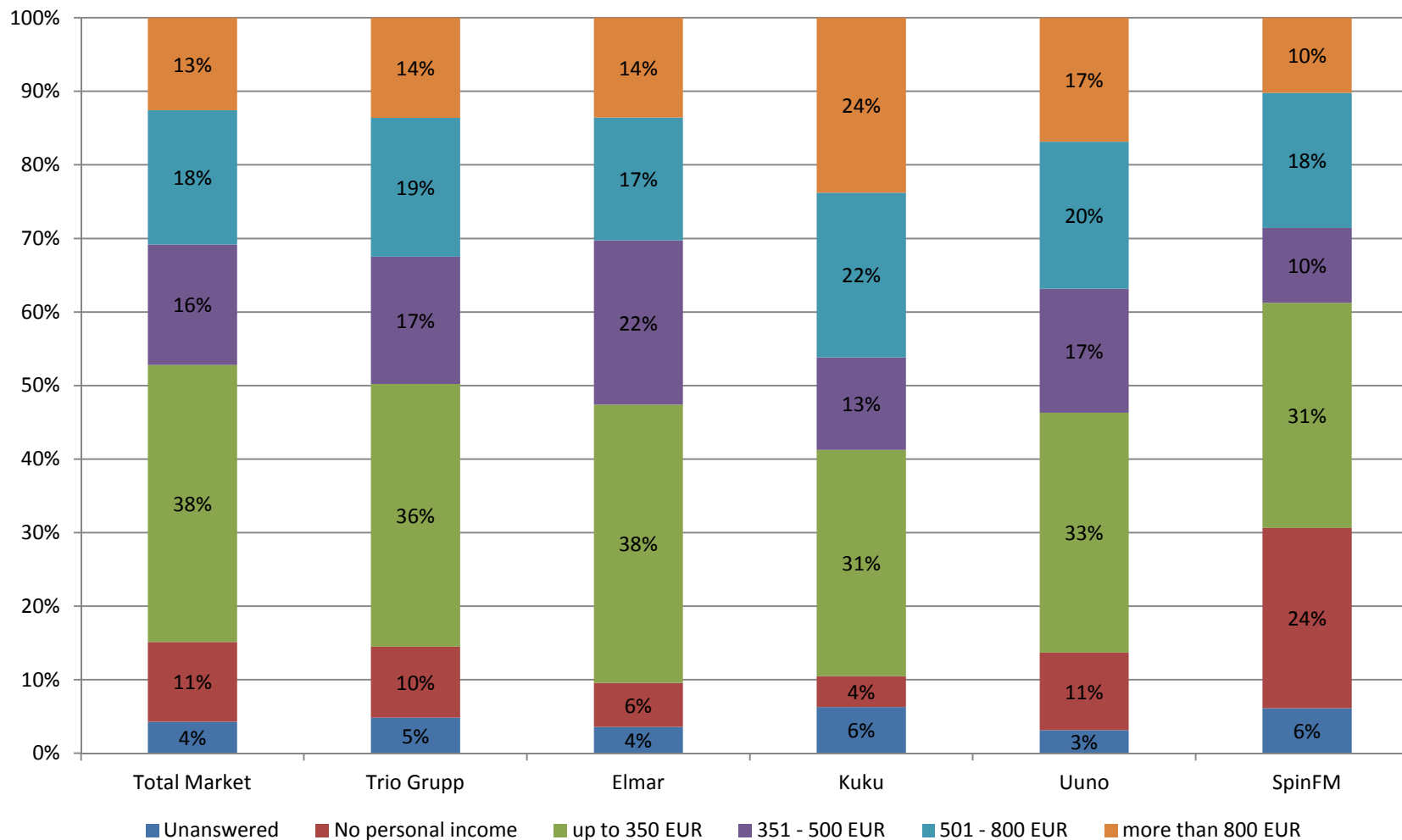
Audience profile

Income per family member per month



Audience profile

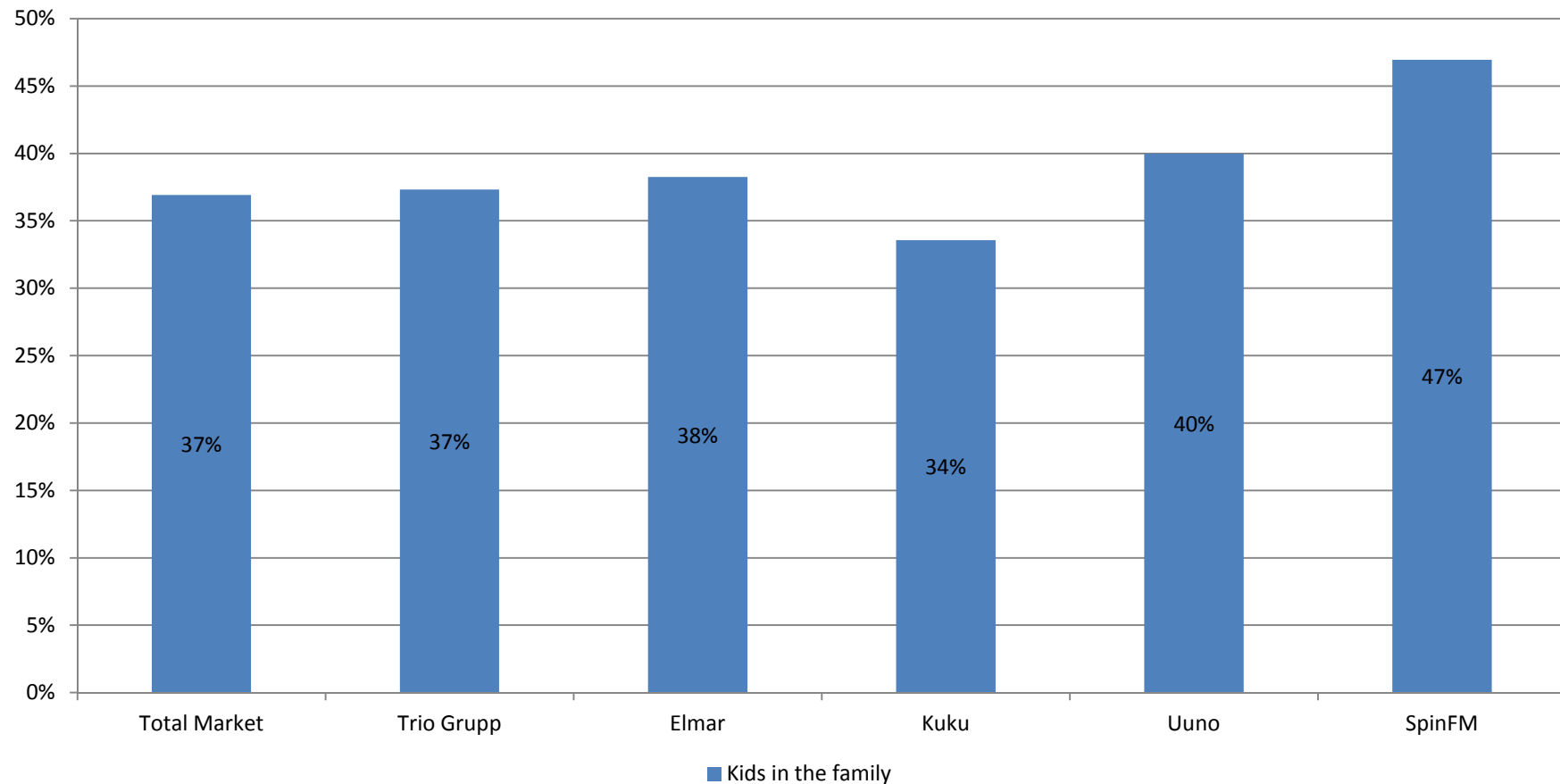
Personal income per month



Audience profile

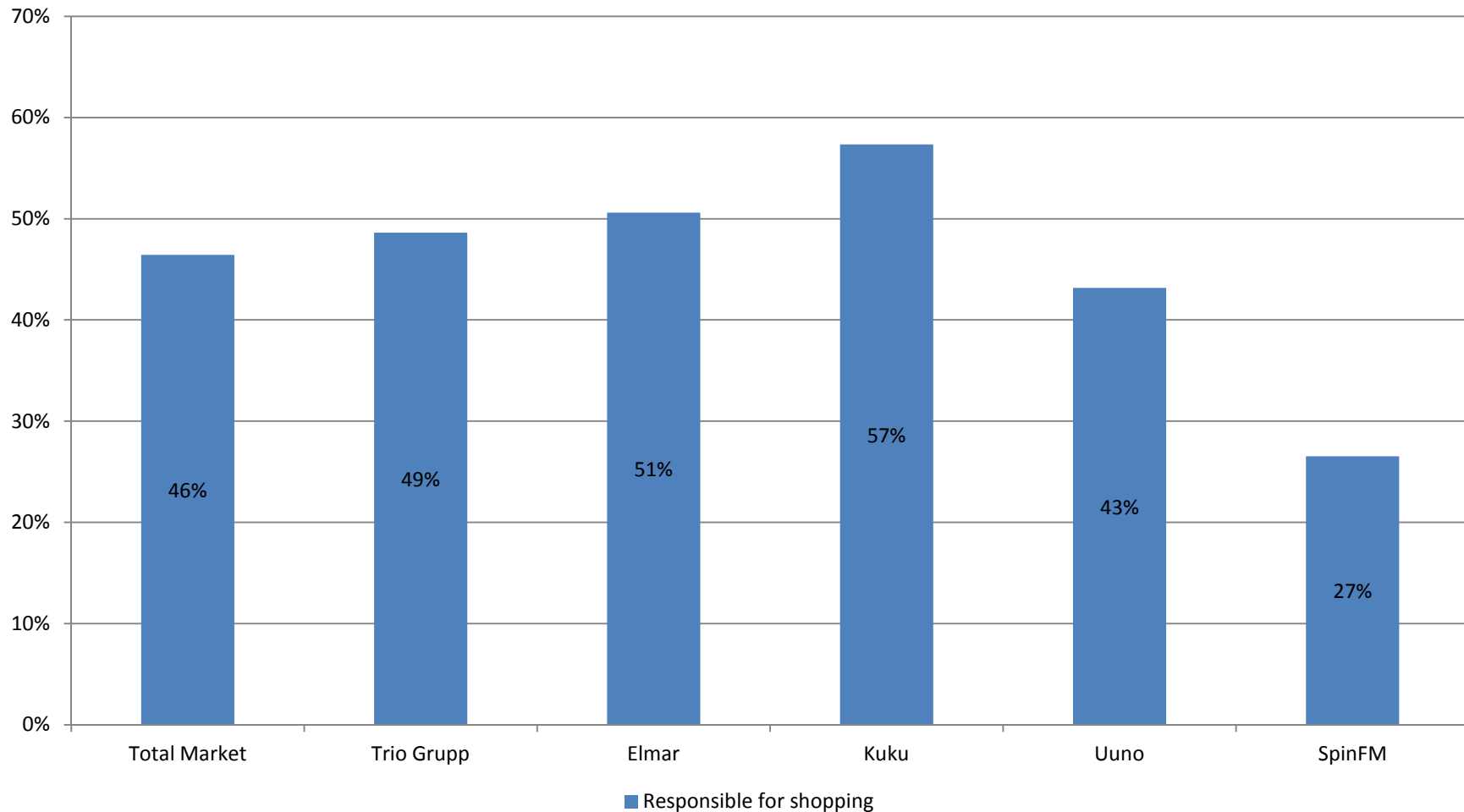
The proportion of station listeners who have kids at home

Kids in the family



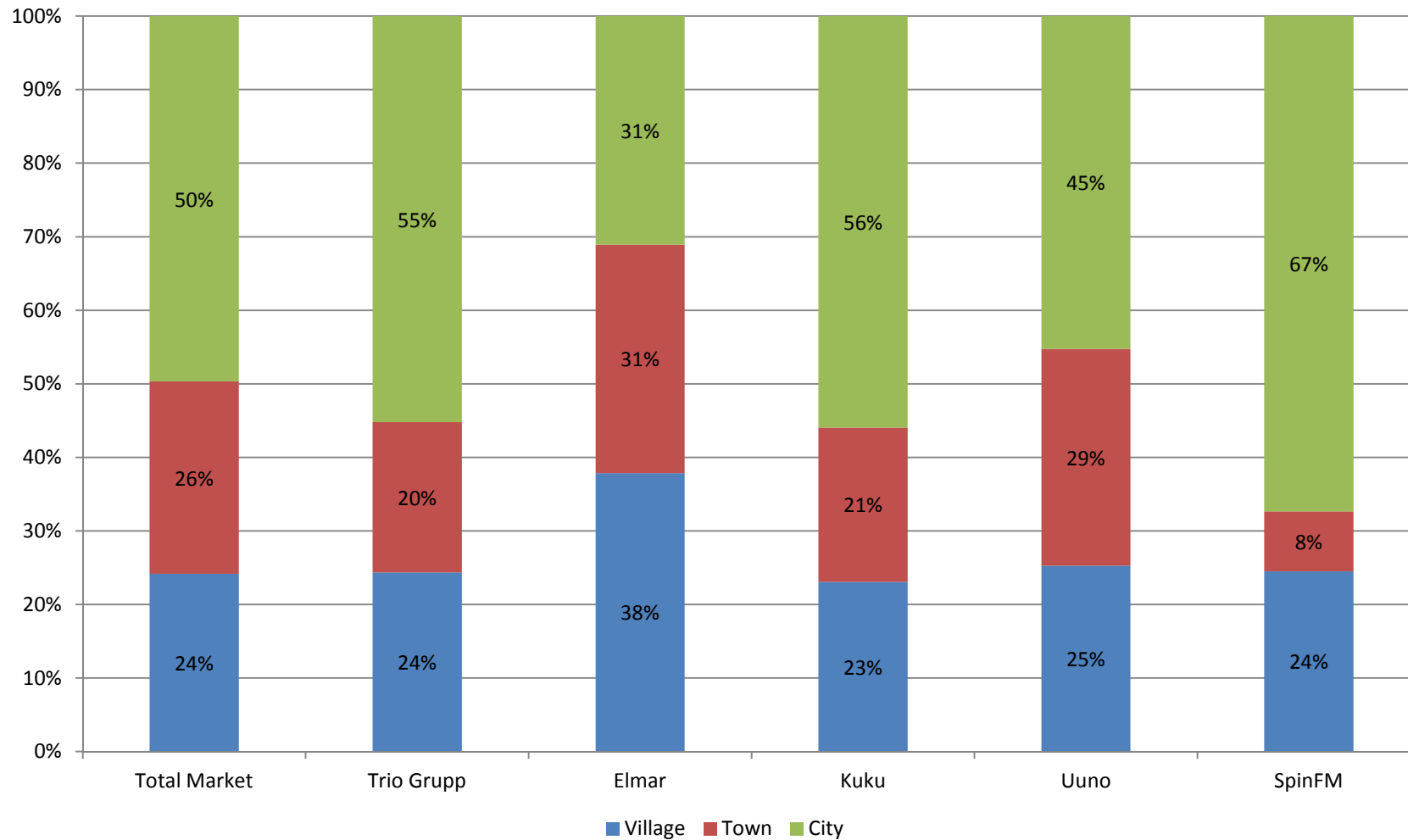
Audience profile

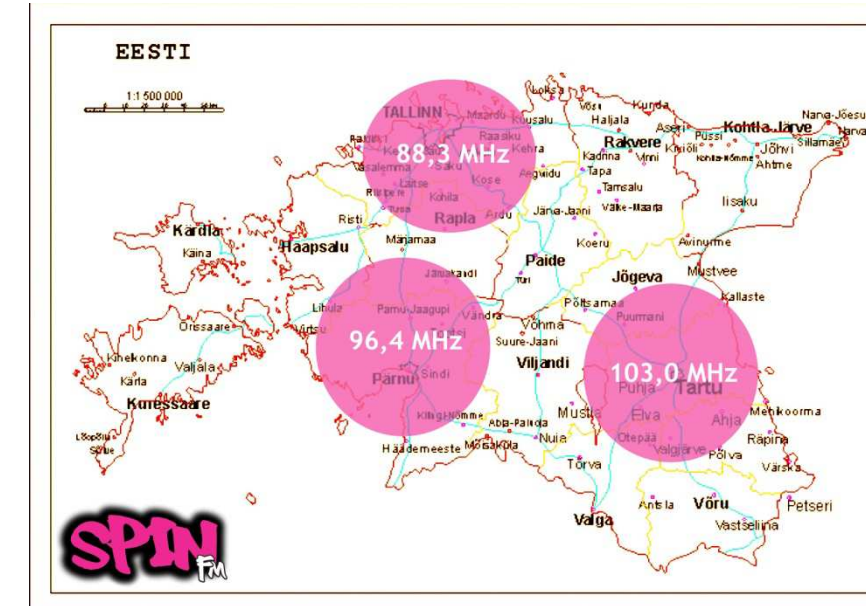
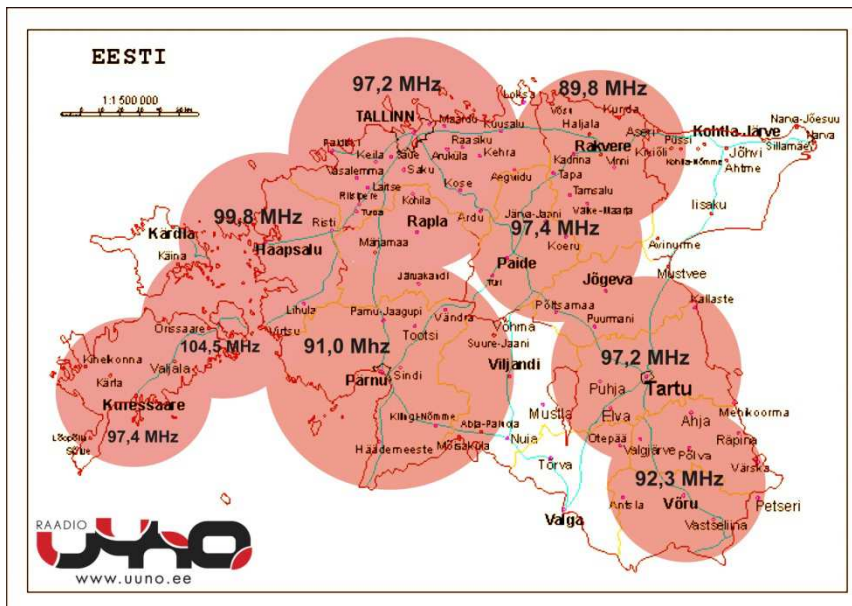
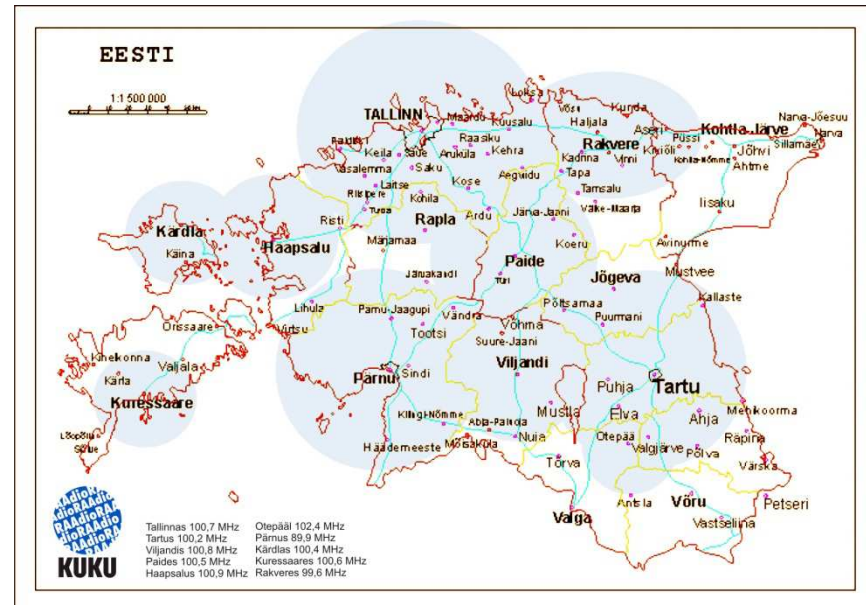
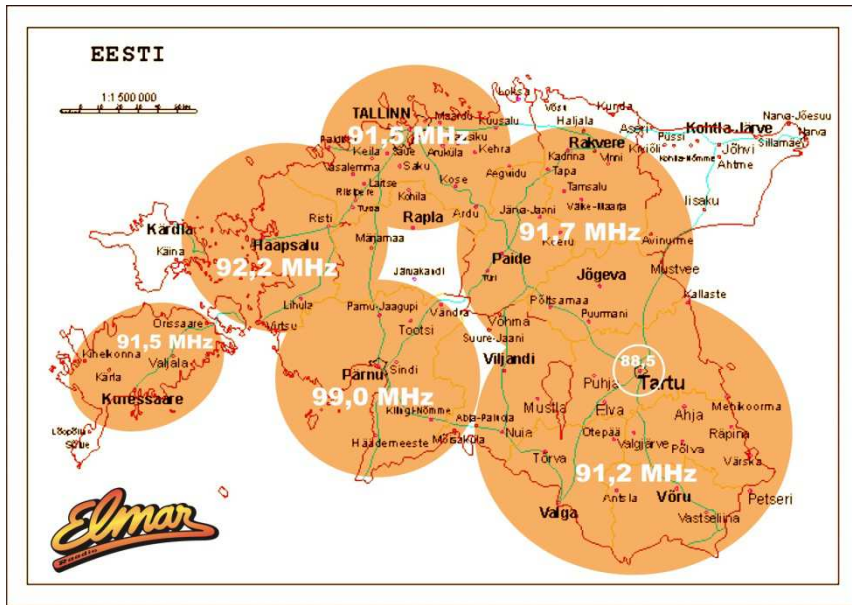
The proportion of station listeners, who are responsible for shopping in the family

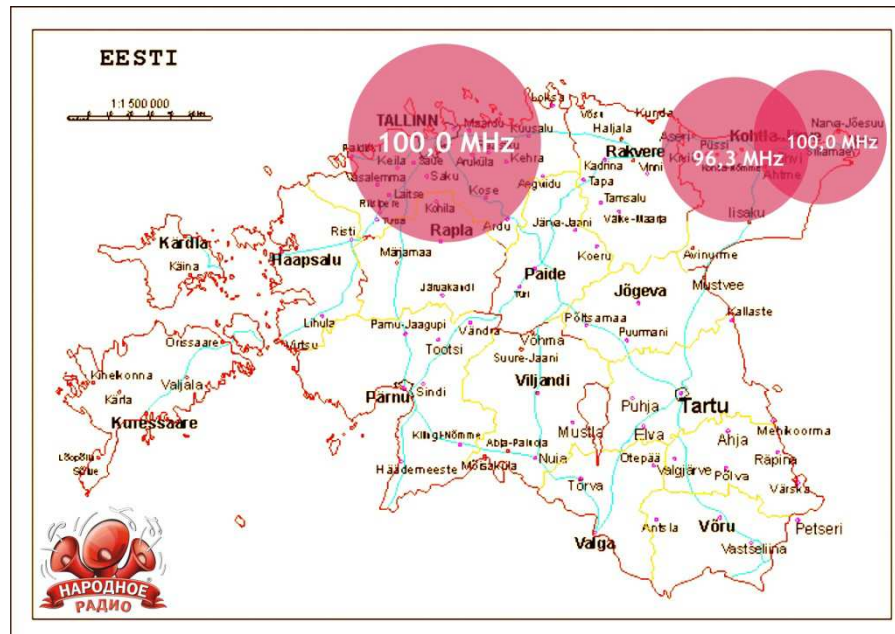
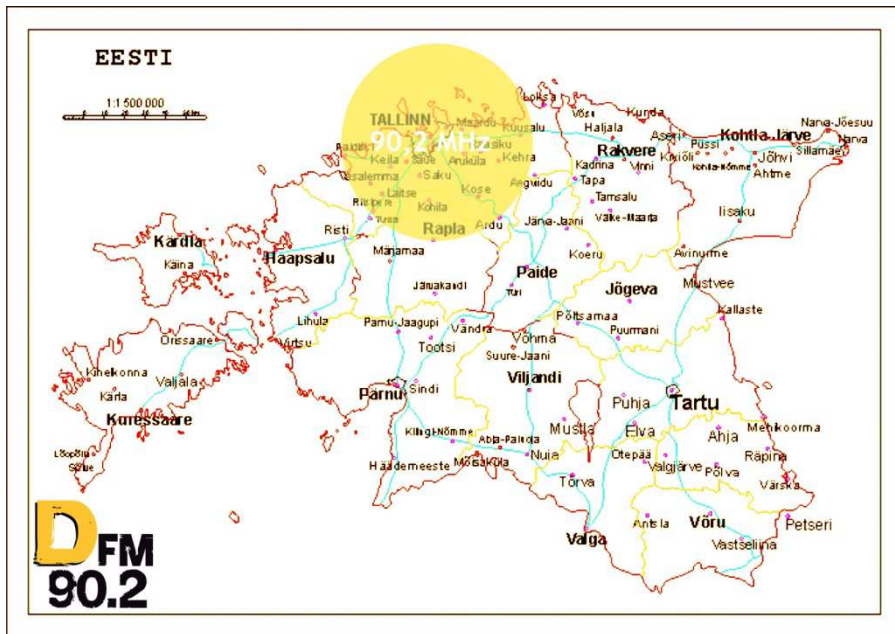


Audience profile

Listener type, place of living.







Trio Group offers

- Territorial coverage – 80%
- Population coverage – 90%
- In addressing advertisers' requirements, Trio Group can offer a uniquely flexible pricing model:
 - all 6 stations nationally
 - all 6 stations regionally
- Most effective media planning
- Easy terms
- Maximum target group
- Most different people inside one age group