



Single Period Account Detail Report

Prepared For: Your Newspaper
Compared To: Sample Markets
Calendar Year-to-Date Through: June 30, 2005

	Revenue			Your Share	# of Papers Active	Revenue per Unit of Circulation			Your Power Circ
	Sample Markets	Your Newspaper	Other Active Newspapers			Active Newspapers in Survey	Your Newspaper	Other Active Newspapers in Survey	
Consumer Electronics / Appliance Stores									
Frys Electronics	13,448,942	1,248,796	12,200,146	9.3%	8	\$3.54	\$2.93	\$3.62	0.83
Best Buy / Magnolia	11,758,200	937,691	10,820,509	8.0%	11	\$2.15	\$2.20	\$2.15	1.02
Circuit City	8,058,055	819,399	7,238,656	10.2%	11	\$1.48	\$1.92	\$1.44	1.30
Comp USA	7,057,024	426,531	6,630,493	6.0%	11	\$1.29	\$1.00	\$1.32	0.78
Ritz Camera	3,810,944	175,281	3,635,663	4.6%	10	\$0.74	\$0.41	\$0.77	0.55
Good Guys	2,793,321		2,793,321		6	\$1.00			
Radio Shack	1,604,822	108,268	1,496,554	6.7%	11	\$0.29	\$0.25	\$0.30	0.86
Oreck Floor Care Center	1,028,222	83,550	944,672	8.1%	11	\$0.19	\$0.20	\$0.19	1.05
Tweeter	503,495	51,168	452,327	10.2%	7	\$0.14	\$0.12	\$0.14	0.86
Total Consumer Electronics / Appliance Stores	50,063,024	3,850,684	46,212,340			\$10.82	\$9.03	\$9.93	0.83