

# ELECTRONICS

## REACH CONSUMERS WHO BUY AND USE ELECTRONICS

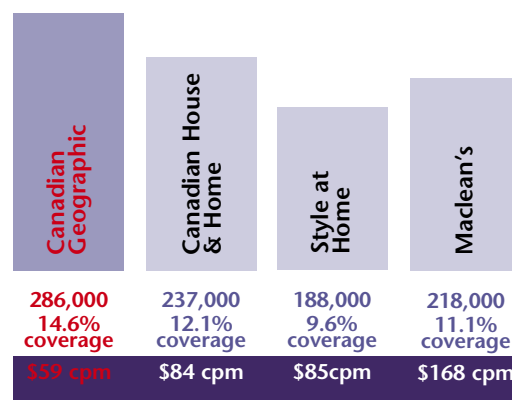
ME FIRST	REACH	TOTAL AUDIENCE
Tend to be the first to own new electronic products	14.9%	376,000
<b>HOOKED UP</b>		
Homes with a computer	14.8%	2,285,000
Homes with 2+ computers	14.1%	913,000
Have a home office	15%	385,000
Use laptop/notebook at home	13.6%	664,000
Use ink-jet printer at home	15.3%	1,396,000
Own cellphone/pcs	14.7%	1,992,000
Purchased pocket-sized MP3 player in past 2 years	16.5%	733,000
Internet access at home	14.7%	1,866,000
Visited travel websites in past month	16.4%	605,000
Made online purchases in past year	16.1%	1,051,000
Participate in photography	18%	783,000
<b>READY FOR THEIR CLOSE-UP</b>		
Purchased digital camera past year	15.2%	856,000
Own digital camera (1 year)	15.5%	1,722,000
Own single-use camera (1 year)	13.5%	115,000
Purchased single-use camera past year	15.9%	89,000
<b>LOTS OF TOYS</b>		
Purchased DVD player in past 2 years	13.1%	481,000
Own home theatre system	15.6%	779,000
Own HDTV	12.9%	504,000
Purchased home stereo in past 2 years	15.6%	1,124,000

Target:

Age 25-54/HHI \$50,000+

Tend to be the First to Own New Electronic Products

### COST RANK



### REACH & FREQUENCY

