



The Media Audit

TOP 10 PERFORMERS

VILLAGE VOICE PUBLISHING, LTD

GIVING THE VILLAGE ITS VOICE

AFFLUENT FULL NESTERS - \$75,000 +/- KIDS AT HOME

1. *Village Voice of Ottawa Hills*
2. Business Advantage
3. Toledo Business Journal
4. WJZE - FM
5. Wall Street Journal
6. Toledo Area Parent News
7. The Mirror
8. Buckeye Cable Sports
9. WXKR-FM
10. Herald Newspapers

LIQUID ASSETS \$100,000

1. Wall Street Journal
2. Toledo Business Journal
3. Business Advantage
4. New York Times
5. Blade Home Section
6. USA Today
7. CNBC
8. *Village Voice of Ottawa Hills*
9. WLQR
10. Blade Life and Fashion Section

HOME/HOUSE DWELLING UNIT - OWNED

1. Herald Newspapers
2. Blade Life and Fashion Section (Weekday)
3. The Mirror
4. WSPD
5. Toledo Business Journal
6. Blade Travel Section (Sunday)
7. Blade Home Section (Sunday)
8. Blade Life/Fashion Section (Sunday)
9. *Village Voice of Ottawa Hills*
10. Home & Garden TV

ANNUAL HOUSEHOLD INCOME - \$100,000 PLUS

1. Wall Street Journal
2. *Village Voice of Ottawa Hills*
3. Business Advantage
4. New York Times
5. Toledo Business Journal
6. WJZE-FM
7. Buckeye Cable Sports
8. Healthy Living News
9. WCWA
10. Herald Newspapers