

Metro Rank: 62
Revenue Rank: 54

Ft. Myers-Naples-Marco Island, FL Market Overview



Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	2001	2002	2003	2004	2005	2006	Δ 01-06
	\$31,700	\$35,300	\$38,900	\$46,200	\$49,000	\$52,700	10.7%
	Δ 05-06	2007	2008	2009	2010	2011	Δ 06-11
	7.6%	\$53,700	\$56,700	\$59,800	\$62,800	\$65,900	4.6%

Revenue/Retail Sales Revenue/Capita	2001	2006	2011
	\$2,801,000	\$2,611,000	\$2,361,000
	\$44.80	\$60.99	\$64.75

Est. Breakout	Local	National
	89%	11%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA Population Households Retail Sales EBI	2001	2006	Growth Rate	2006	2011	Growth Rate
	707.6	864.1	4.1%	864.1	1,017.8	3.3%
	292.1	367.1	4.7%	367.1	434.4	3.4%
	11,303.5	20,176.6	12.3%	20,176.6	27,867.2	6.7%
	15,887.6	22,555.7	7.3%	22,555.7	29,679.1	5.6%

Demographic Breakdown

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	429.1	61.3	30.8	34.8	50.6	55.0	53.0	143.6
Women (000)	434.9	58.4	29.3	30.6	44.3	52.4	54.8	165.2
Total	864.1	119.6	60.1	65.4	94.9	107.4	107.8	308.8
Percentage	100.0%	13.8%	7.0%	7.6%	11.0%	12.4%	12.5%	35.7%
Per Capita	\$26,104							
Ethnic Population:								
White	84.4%							
Black	6.4%							
Asian	1.1%							
Hispanic	17.9%							

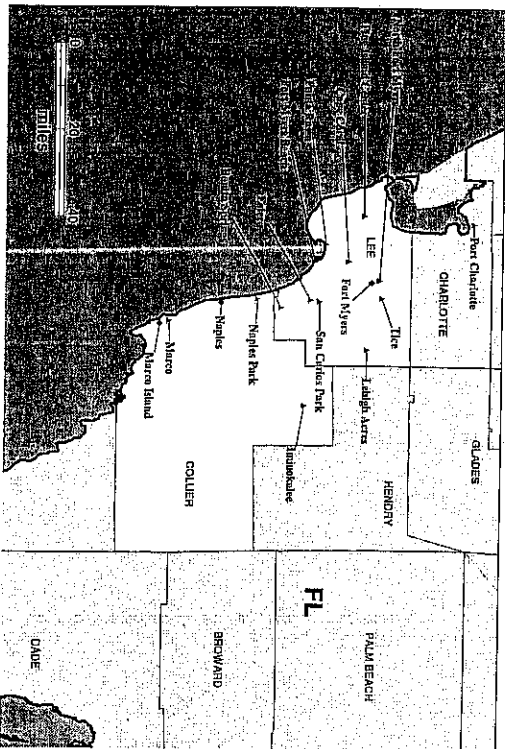
Median Household	\$43,388
Avg Household	\$61,451

Market Summary

FM Classes	Class A	Class B	Class C	Viable Stations	All FMs	All AMs	Total
# Stations	2	18	17	20	10	30	30
Tot 12+	3.9	60.3	61.8	64.2	11.0	75.2	75.2
Avg 12+	2.0	3.4	3.6	3.2	1.1	2.5	2.5
Tot LCS	5.2	80.2	82.2	85.4	14.6	100.0	100.0
Avg LCS	2.6	4.5	4.8	4.3	1.5	3.3	3.3

Metro Counties / Population (000)

Collier, FL 318.8
Lee, FL 545.3
864.1



FM Stations

FM Stations														ARB 12+ Metro Shares (see rights)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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1927	Spring 1927	Fall 1926	Spring 1926	Fall 1925	Spring 1925	Fall 1924	Spring 1924	Fall 1923	Spring 1923	Fall 1922	Spring 1922	Fall 1921	Spring 1921	Fall 1920	Spring 1920	Fall 1919	Spring 1919	Fall 1918	Spring 1918	Fall 1917	Spring 1917	Fall 1916	Spring 1916	Fall 1915	Spring 1915	Fall 1914	Spring 1914	Fall 1913	Spring 1913	Fall 1912	Spring 1912	Fall 1911	Spring 1911	Fall 1910	Spring 1910	Fall 1909	Spring 1909	Fall 1908	Spring 1908	Fall 1907	Spring 1907	Fall 1906	Spring 1906	Fall 1905	Spring 1905	Fall 1904	Spring 1904	Fall 1903	Spring 1903	Fall 1902	Spring 1902	Fall 1901	Spring 1901	Fall 1900	Spring 1900	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	Spring 1996	Fall 1995	Spring 1995	Fall 1994	Spring 1994	Fall 1993	Spring 1993	Fall 1992	Spring 1992	Fall 1991	Spring 1991	Fall 1990	Spring 1990	Fall 1989	Spring 1989	Fall 1988	Spring 1988	Fall 1987	Spring 1987	Fall 1986	Spring 1986	Fall 1985	Spring 1985	Fall 1984	Spring 1984	Fall 1983	Spring 1983	Fall 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1967	Spring 1967	Fall 1966	Spring 1966	Fall 1965	Spring 1965	Fall 1964	Spring 1964	Fall 1963	Spring 1963	Fall 1962	Spring 1962	Fall 1961

AM Stations

AM Stations														2006 Est													
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	Owner	Year Date	Sales Price (000)	L M A	Format	Revenue (000)/1	Power Ratio	Avg '06 Local Comm	ARB 12+ Metro Shares (see rights)													
														Spring 2007	Fall 2006	Spring 2006	Fall 2005	Spring 2005	Fall 2004	Spring 2004	Fall 2003	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000
WWCN	North Fort Myers	B	770	10.0 cp	0.63 a	Beasley Bost Group	83 8711	300		Sprts/Talk	1,350	1.71	1.5	1.1	2.6	1.3	1.2	1.7	1.5	1.2	1.5	1.5	1.5	1.5	1.5		
WPTK	Pine Island	B	1200	50.0 cp	1.00 b	FL Myers Bostig Co	86 9508	560		Spanish	425		0.2	0.5	0.5	0.0	0.4	1.8	1.8	2.0	2.2	2.2	2.2	2.2	2.2		
WINK	Fort Myers	C	1240	1.0	1.00 b	Meridian Bostig Inc	40 0706	975	2	Nws/Tlk/Inf	2,875	0.73	7.5	7.8 ^u	8.0	8.8	3.5	3.6	2.9	3.2	3.2	2.2	2.2	2.2	2.2		
WNOG	Naples	B	1270	5.0 cp	5.00 c	Meridian Bostig Inc	54 9612		c2 2	Nws/Tlk/Inf			2.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCRM	Fort Myers	D	1350	2.0	0.15	Manna Christn Mission	64 8904	450		Sprn/CC/Var	100			0.0 ^u	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMYR	Fort Myers	B	1410	5.0	5.00 e	Starboard Media	52 0409	1,500		Relig Music	900	0.95	1.8	1.1	2.0	1.7	1.2	1.9	2.1	1.2	1.2	1.4	1.4	1.4			
WWCL	Lehigh Acres	B	1440	5.0	1.00	Latino Media Corp	70 0608 P	1,400		Mexican	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WVOI	Marco Island	B	1480	1.0	1.00 e	Starboard Media	75 0506	2,000 d2		Oldies	900		0.3	0.0	0.0	0.0	0.0	0.5	0.7	0.0	0.0	0.0	0.0	0.0			
WAFZ	Immokalee	C	1490	0.6	0.70 g	Glades Media	64 9603	na		Mexican	275			WAFZ ^u	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCNZ	Marco Island	B	1660	10.0	1.00 e	Starboard Media	99 0506	d2		Relig Music	250			WMYR ^u	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -														10	# Combos -		8	AM TOTALS									
# Duopolies -														30	# Duopolies -		11	Total Local Commercial Share									

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.
 2/ Included in TLH share for noted station
 3/ TLH share includes listening shares from partner stations
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