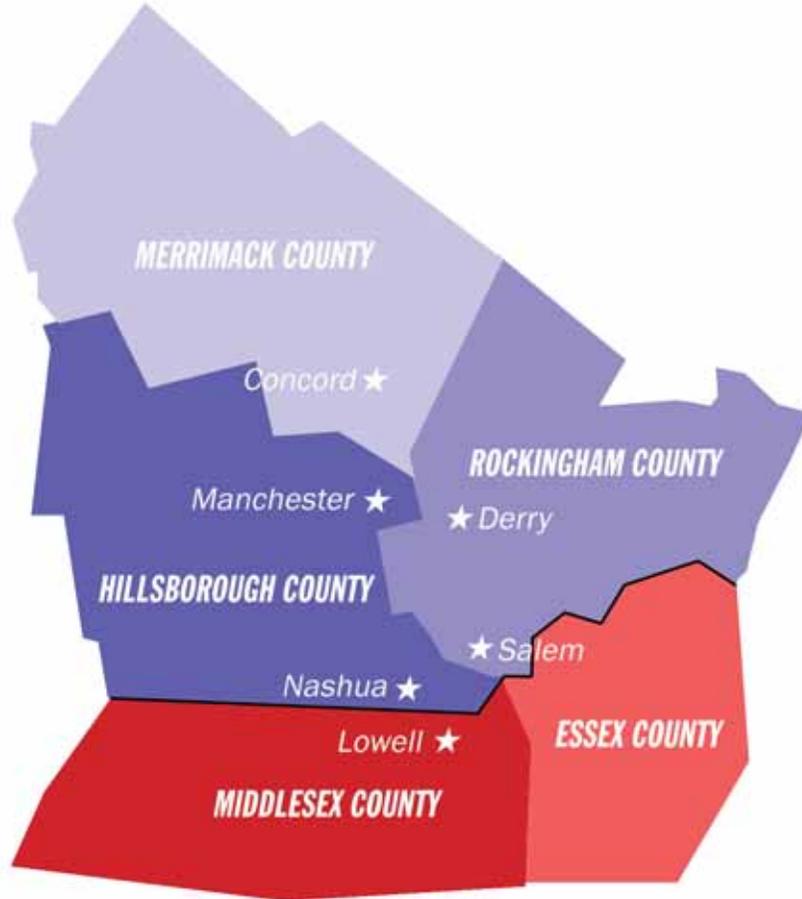


**Most read in the
Merrimack Valley**



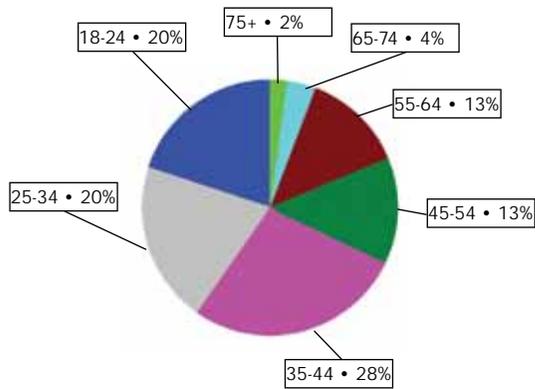


208,000 readers

cumulative monthly audience 

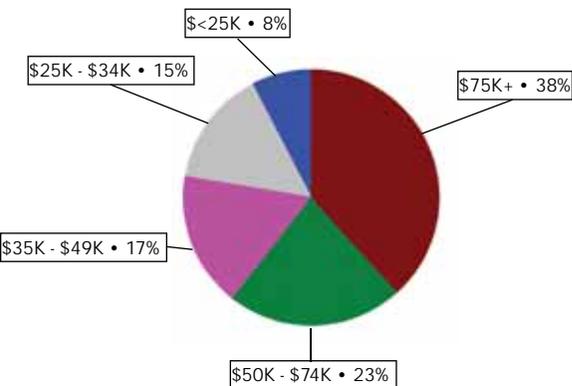
Readership profile

Age Analysis



Median age: 40 years old

Annual Income



Median income: \$78,500

Gender Profile

Women: 53%
Men: 47%

Education Profile

HS grad: 41%
Some College: 27%
College grad: 25%
Advanced degree: 7%

Housing Profile

Rent: 26%
Own: 74%
Market value of home
\$100K-\$199K: 7%
\$200K-\$299K: 44%
\$300K-\$399K: 22%
\$400K-\$499K: 16%
\$500K+: 11%

Financial Profile

Have 401K or IRA: 87%
Have CDs/savings cert: 35%
Liquid assets \$100K+: 30%

Auto Profile

Domestic owned: 83%
Foreign owned: 57%
No. vehicles owned ~ 2: 47%
No. vehicles owned ~ 3+: 37%
Own SUV: 34%
Own pick-up: 32%

Lifestyle Profile

Married: 54%
Single: 46%
No children living at home: 60%
Children living at home <6: 16%
Children living at home 6-12: 25%
Children living at home 13+: 18%

Hippo's Explosive Growth

2002: 54,200
2003: 80,000
2004: 104,000
2005: 124,000
2006: 208,000



Hippo's Story



Three Manchester area guys started the Hippo in an office no bigger than a closet. The first issue was 16 pages and we printed 5,000 copies. Our concept was simple – offer advertisers a local inexpensive place to reach their customers. We wanted to be the Southwest Airlines of the newspaper business. Just like Southwest, we focus on the basics, reaching as many people as possible for as little as possible. Today the paper reaches 208,000 people making it the most read in the Merrimack Valley and the largest weekly newspaper in the state. And it still offers the lowest rates around.



Our readers have purchasing power

Appliances, electronics and home improvement

Plan remodel home next 12 months: 30%
(40% more than regional average)

Plan buy home next 2 years: 18%
(60% more than regional average)

Plan to purchase furniture next 12 months: 50%
(23% more than regional average)

Plan to purchase electronics next 12 months: 42%
(76% more than regional average)

Active

Visited lounge, winebar, bar or nightclub: 58%
(55% more than regional average)

Attended theater, symphony or opera: 52%
(50% more than regional average)

Attended live music concert: 49%
(twice the regional average)

Skied/snowboarded: 34%
(more than twice the regional average)

Followed Red Sox on TV: 85%
(14% more than regional average)

* All percentages are for the past 12 months

Number one in local media

When compared to other local media, Hippo is number one for some of the most sought-after groups. This is a partial list of areas in which Hippo reaches the most people in these groups.

- Yuppies (as defined by Media Audit)
- New to the area
- Internet users
- People planning to buy car/truck/van
- Skiers
- Annual household income greater than \$50K
- Home values \$400K-\$499K
- Boston Globe readers
- College graduates
- Plan to buy home

How Hippo has helped other local businesses

"Dollar for dollar, the Hippo gives the best advertising exposure that New Hampshire has to offer."
- Peter Bonnette, President of P.M. MacKay Group and the Millhouse Design Center of Nashua, N.H.

"The Hippo is our most effective form of advertising. Our customers not only read it, but rely on it to find out what's happening at The Brimmer and elsewhere in the area."
- Diane Downing, Black Brimmer American Bar & Grill

"Merry Maids began advertising in Hippo on a 6 week trial basis. Two weeks into the ad, after receiving such a positive response, I was sure we would continue with Hippo. If you are looking for your business phone to ring, an ad with HippoPress is a great way to make that happen."
- Patti Boisvert, Merry Maids

"My restaurant has been advertising with Hippo since I first discovered it a couple of years ago and I haven't missed being in an issue yet."
- Kevin Cornish, KCs Ribshack

"In my line of business being affiliated with Hippo is a perfect match. The clients I get from advertising in Hippo are eclectic and fun."
- Kriss Soterion, Kriss Cosmetics

"The Hippo brings our company's message to a wide audience. We here at Media Right located in Bedford on South River Road have a customer target that Hippo brings home time and time again."
- Russ Towers, Media Right

"I often get asked by other small business owners what is Island Ink-Jet's most effective form of advertising. I tell them, Hippo. We've been advertising with Hippo for five months, and it continues to provide us with the lowest cost to acquire new customers compared with the local daily newspaper or monthly coupon flyer we advertise with. The demographics are much broader than I expected, besides hitting the 20-and-30 somethings, we're getting a great response from families and seniors too. Due to the success with the Manchester Hippo, we expanded advertising to include the Nashua and Concord Hippos."
- Mike Lynch, Island Ink-Jet



60% of Hippo readers say they don't read a daily newspaper





FREQUENTLY ASKED QUESTIONS

How many people read Hippo? 208,000 cumulative people over the course of a month.

How do you know that? Hippo contracts Media Audit, an independent survey company, to compile readership data about our paper and other media in the area. Media Audit is similar to Arbitron and Nielsen ratings in that it measures the audience size of newspapers, radio and television in markets throughout the United States. Media Audit conducts telephone surveys every six months to collect the readership data.

How is readership different than circulation? Circulation is the number of newspapers picked up each week. Readership reflects the number of people who actually read those papers. This is important because your customers are PEOPLE, not PAPERS. In most cases, one newspaper is read by more than one person. Readership numbers reflect that. Media Audit measures two types of readership. The first is CUME readership and it includes all readers who have read the paper at least one time during a four-week period (cumulative monthly readership). The second type of readership that Media Audit measures is people who read the last issue. This is the total readership of just one newspaper. Hippo's readership for just one week is 98,800.

What is Hippo's circulation? As of December 2005, it averaged about 32,500 newspapers picked up by readers each week. Your sales representative may have more updated circulation figures.

How is circulation calculated? Hippo is audited by Circulation Verification Audit of St. Louis. Hippo's circulation is calculated by taking the number of papers distributed each week and subtracting the returns – that is, papers not picked up after a week. These papers are collected and counted to get a net number distributed. The net number is the circulation. Hippo performs spot checks on pick-up locations and on our distribution personnel. Also, we're checked by Circulation Verification Audit to make sure our numbers are correct. Daily newspapers, such as the Union Leader and Concord Monitor, use a similar process to calculate circulation.

Where can readers pick up a copy of the Hippo? At about 1,000 locations. By drop category and volume they include: 50% grocery stores | 25% street boxes | 10% large employers, such as Anthem Blue Cross | 5% airports and hotels | 5% offices, including medical and professional | 5% bars and restaurants.

How does the Hippo's readership compare with that of other newspapers or magazines in New Hampshire? Hippo is already New Hampshire's second-most-read newspaper in the state. In our core area of the Merrimack Valley (including parts of northern Massachusetts), we're the most read newspaper, weekly or daily. Hippo is this region's dominant source of print news and advertising information. Overall in the state, the Union Leader is still the most-read newspaper in New Hampshire, with a good portion of its circulation scattered across the state, from Berlin to Keene to Portsmouth. It's followed by Hippo, the Nashua Telegraph, Foster's Daily Democrat and Concord Monitor.

Why do so many people read the Hippo? Each week, Hippo provides people with information about the city they live in, work in or spend leisure time in. Hippo offers a comprehensive exploration of local news, people and events. Hippo takes the point of view that southern New Hampshire's largest cities, Manchester, Nashua and Concord, are wonderful places to work, live, and have fun. Hippo's staff makes sure that all those great things, and in some cases the things that need to be made better, are covered in the paper every week. Hippo is a guide to local living: each week, we show that southern New Hampshire residents don't have to leave their hometowns to find good restaurants, great places to buy clothes, line dancing, parks, dog runs, and everything else this area has to offer.

How is Hippo able to offer such inexpensive rates compared with direct mail or daily newspapers? Low overhead. Hippo works hard to be the Southwest Airlines of newspapers in New Hampshire. We don't try to cover the whole state, so our costs are low. Hippo doesn't own its own newspaper press, which eliminates the need to tie up cash in a big capital investment. Hippo also strives to reduce costs in other parts of its business by reusing printer and copier paper, buying used furniture, and concentrating its free distribution. Readers want the Hippo so much they pick it up at the local supermarket or street box, saving us the cost of home delivery or mailing.



MOST AWARD WINNING WEEKLY IN NH

Hippo is a must-read for 208,000 people who live, work and play in southern New Hampshire. It offers engaging articles on local restaurants, political issues and people. It's also a guide to everything going on in the region, including the largest listings of weekly events. With its engaging covers, Hippo appeals to a wide active audience. Each week, readers go out of their way to pick up a copy. This means it's a valued resource.

AD SIZES

- Full page
10.25" wide x 13" high
- 1/2 page Horizontal
10.25" wide x 6.25" high
- 1/2 page Vertical
5" wide x 12.75" high
- 1/4 page Horizontal
5" wide x 6.25" high
- 1/4 page Horizontal
5" wide x 6.25" high
- 1/4 page Vertical
2.38" wide x 12.75" high
- 1/8 page Horizontal
5" wide x 3" high
- 1/8 page Vertical
6.25" wide x 2.38" high

DEADLINES

- Space • noon Monday
Material • noon Monday (proof)
• 5 p.m. Monday (no proof)
• 5 p.m. Monday (camera-ready)

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