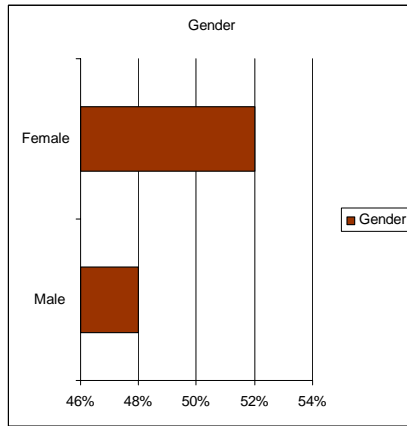


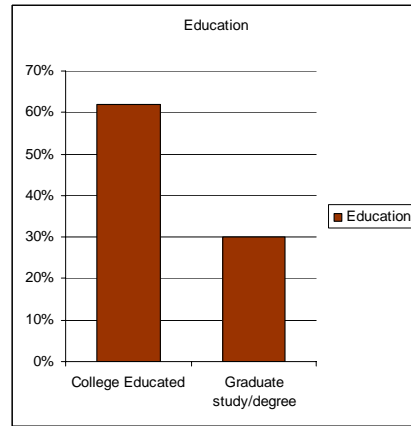
Readership Profiles

Age: Median Age is 38

68% Ages 20-52



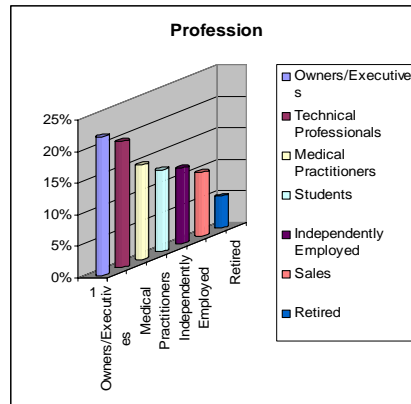
Gender Male 48%
Female 52%



Education College Educated 62%
Graduate study/degree 30%

Profession

Owners/Executives	: 22%
Technical Professionals	: 20%
Medical Practitioners	: 15%
Students	: 13%
Independent Employed	: 12%
Retired	: 5%



Region

Arlington	: 20%
Dallas	: 10%
Garland	: 20%
Richardson	: 20%
Irving	: 10%
Fort-Worth	: 20%
Others (in DFW)	: 5%

