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Estimated Audience Exposure

	USA Today 2,220,863 readers M-TH, 2,665,815 readers FRI Readers average 4 issues per week	53,300,712	49,400,000 240,000,000	Chicago Tribune Chicago Tribune Online	
	US Airways Magazine 2.5M per month	22,500,000	2,810,971,500 7,300,000	Clear Channel Outdoor Clear Channel Transit Syst.	
	Southwest Airlines Magazine Readership estimated at 2.9M per month	26,100,000	309,000 32,000	Illinois REALTOR Magazine Designated REALTOR News	
	HGTV Commercials plus online component	79,910,000	14,219	Metro Chicago Real Estate Magazine	
	CNN's Headline News CNN	60,802,000 41,076,000	620,000	RealtyExecutivesIllinois.com	
	Online Two major portals (AOL, MSN, Yahoo!) Est. targeted impressions = 15+ million 2,665,000 impressions / mo.	15,000,000	2,304,000 1,848,000	WGN Radio WBBM News Radio	 
	REALTOR Magazine REALTOR Mag. Online	7,700,000 12,000,000	556,800 736,800	Chicago Public Radio WBEZ WOJO	 
	Real Estate Magazine (formerly National Relocation & Real Estate Magazine)	2,800,000	1,156,800 696,000	WNUA-FM WBBM-TV	 
	LORE Magazine	240,000	840,000 1,080,000	WMAQ-TV WLS-TV	 
	RIS Media Online	4,464,000	600,000	WGN-TV	
	Inman Online	1,200,000	672,000	WFLD-TV Fox TV	
	REI Online & Internet Marketing (Mighty Interactive)	1,400,000	240,000 208,800	WCPX-TV WGBO Univision TV	 

Total Audience Exposure – 3,448,078,631



Realty Executives Great Lakes Region

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