

Barney's First Quarter Report

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	SP	SL	MP	Media Prominence Index (MPI)	Publicity Index (PI)	Circulation	Impressions
Barney's													
Fashion Week Promotion(1)													
Internet													
marketwatch.com		03/18/05	Main Page			600	9	8	5	745,824.40	1,491,648.75	1,203,185	8,422,295
Good business story.													
fashion-era.com		03/18/05	Main Page			150	8	6	5	245.99	491.98	2,588	18,116
Promotion item.													
Subtotals - Internet: 2				0 : 0	0.00	750	8.5	7.0	5.0	746,070.37	1,492,140.73	1,205,773	8,440,411
Magazine													
Fashion and Beauty	Women's Wear Daily	03/18/05	4-Color		15.00		9	9	9	12,722.62	25,445.24	41,719	125,157
Wonderful feature on fashion week promotions.													
Fashion and Beauty	Essence	03/18/05	B/W		5.00		3	5	3	3,782.93	7,565.86	1,057,355	3,172,065
Small story on promotional events.													
Subtotals - Magazine: 2				0 : 0	20.00	0	6.0	7.0	6.0	16,505.55	33,011.10	1,099,074	3,297,222
National TV													
NBC - Network Station	Today Show	03/18/05	7:00 AM - 7:30 AM	2 : 8			7	9	7	274,817.80	549,635.56	5,521,000	5,521,000
Nice interview with fashion director.													
HLN - Cable Station	Cnn Headline News	03/18/05	9:00 AM - 9:30 AM	1 : 1			3	1	1	-2,816.37	-5,632.74	251,000	251,000
Interviewer hates fashion.													
Subtotals - National TV: 2				3 : 9	0.00	0	5.0	5.0	4.0	272,001.41	544,002.82	5,772,000	5,772,000
Newspaper													
New York	New York Times, The	03/18/05	B/W		23.00		8	7	7	27,851.85	55,703.70	1,176,689	2,941,723
Major feature on new lines promoted during Fashion Week. Interview with fashion director.													
Houston	Houston Chronicle	03/18/05	Color		12.00		5	6	5	15,232.00	30,464.00	558,150	1,395,375
Wire service pick-up of new lines.													
Philadelphia	Philadelphia Inquirer, The	03/18/05	Color		12.00		5	6	5	9,641.00	19,282.00	376,493	941,233
Wire service pick-up of new lines.													
Subtotals - Newspaper: 3				0 : 0	47.00	0	6.0	6.3	5.7	52,724.85	105,449.70	2,111,332	5,278,330
Other													
Misc. Media	Fashion Show Fundraiser	03/18/05					9	9	9	18,750.00	37,500.00	300	300
Wonderful event. Raised \$10,000 and all the right people came!													
Subtotals - Other: 1				0 : 0	0.00	0	9.0	9.0	9.0	18,750.00	37,500.00	300	300

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Radio													
Dallas - Fort Worth	KRLD - AM	03/14/05	6:00 AM	3 : 5			7	7	7	660.03	1,320.06	27,100	27,100
Interview with fashion director.													
HOUSTON-GALVESTON	KTRH - AM	03/18/05	8:00 PM	3 : 2			3	2	1	-222.35	-444.70	14,000	14,000
Interviewer had a bad day! Hates fashion week!													
Subtotals - Radio: 2				6 : 7	0.00	0	5.0	4.5	4.0	437.68	875.36	41,100	41,100
Television													
New York	WABC	03/07/05	8:00 AM	2 : 43			9	8	5	27,690.24	55,380.48	432,698	432,698
Great segment with shots from fashion promotion.													
Philadelphia	WTRF	03/07/05	12:00 PM	10 : 50			9	9	9	2,906.72	5,813.44	12,655	12,655
Great segment with shots from fashion promotion.													
San Francisco - Oakland - San Francisco	KRON	03/18/05	6:00 PM	0 : 29			2	5	2	483.87	967.74	61,356	61,356
Small B-roll segment.													
Subtotals - Television: 3				14 : 2	0.00	0	6.7	7.3	5.3	31,080.83	62,161.66	506,709	506,709
Subtotals - Fashion Week Promotion(1): 15				23 : 18	67.00	750	6.4	6.5	5.3	1,137,570.69	2,275,141.37	10,736,288	23,336,072
Subtotals - Barney's: 15				23 : 18	67.00	750	6.4	6.5	5.3	1,137,570.69	2,275,141.37	10,736,288	23,336,072
Report Totals		Total Placements: 15		23 : 18	67.00	750	6.4	6.5	5.3	1,137,570.69	2,275,141.37	10,736,288	23,336,072

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