



1395 Coral Way • Third Floor
Miami • Florida 33145 • USA

Phone: 305.860.1460

Fax: 305.860.6161

E-mail: geoscape@geoscape.com

Internet: www.geoscape.com

Contact: Smilka Valenzuela/César M Melgoza
(888) 211-9353; (305) 860-1460
news@geoscape.com

Geoscape releases Newspaper circulation intelligence module within online system

Nearly 1,400 newspapers featured in amid geo-demographic targeting and circulation data

Miami, FL — May 18, 2004 - Geoscape International, Inc. (Geoscape) introduced today a newspaper capability within the Media Target™ module of its online *intelligence* system. *Media Target™/Newspaper* utilizes the latest and most accurate geo-demographic data, combined with ZIP code level circulation data to determine where newspapers are circulated compared to the population settlement patterns of specific target groups. The system enables both media providers and advertisers to ensure the circulation is adequate for intended audiences.

Media Target/Newspaper enables both circulation directors and media planners to gain a clear geographic and quantitative picture of their circulation compared to the available target population. The system produces color-coded maps showing precisely where each newspaper is circulated as well as demographics of the coverage area. The system also produces reports and maps revealing circulation ratios of specific demographic segments—such as newspapers per population 18 years of age and above, newspapers circulated per target group household and thousands of other powerful market indicators. Maps and reports can be extracted for further analysis and for insertion into reporting documents and presentations.

Nearly 1,200 newspapers audited by the Audit Bureau of Circulations (ABC) and nearly 200 leading Spanish language newspapers are included within the database. ABC is the leading newspaper audit firm, which carefully examines both the subscription and newsstand circulation of print publications.

“ABC is proud to partner with Geoscape by providing ABC-verified circulation intelligence to the Geoscape system. This partnership will combine efforts to ensure that advertisers and publishers benefit from the increased clarity of circulation coverage” says Gladys Searcy, Marketing Manager, e-Data Division of the Audit Bureau of Circulation. “ABC is the most widely used and highly respected audit bureau, a standard of measurement in the industry.”

The rapidly growing Hispanic market has seen tremendous investment in the newspaper media segment. Few Spanish language newspapers are audited, and therefore Geoscape has sourced circulation data from, Papel Media. According to John Trainor, President of Papel Media, “the Geoscape Intelligence System is the leading market planning tool for Hispanic and other cultural markets. With the inclusion of newspaper circulation assessment, its capabilities will appeal to anyone who believes Hispanic newspaper should be a part of their media campaigns.”

Geoscape releases online market intelligence system for advertising in Hispanic newspapers

MediaTarget/Newspaper is available by subscription within the online Geoscape Intelligence System (GIS). Subscriptions to GIS start at only \$495/year with numerous options for data, analysis and enterprise deployment. Subscribers can access an individual newspaper's circulation area and statistics for a \$50, or for an annual fee of \$15,000 per year, unlimited access to all newspapers in the system. Newspaper circulation data is updated quarterly and the underlying demographics are updated twice per year. The GIS also includes a variety of other data sets, visualization and analysis tools such as retail and direct targeting, TV, radio, consumer lists and business lists.

"Adding newspaper capabilities enables our clients to more accurately deploy media resources based on market potential. I'm looking forward to the rapid adoption of the system among newspaper advertisers within the broad market and in rapidly growing areas such as the Hispanic market which represents a very strategic part of our diverse U.S. market" states César M Melgoza, CEO of Geoscape.

About Geoscape International

Founded in 1995, and headquartered in Miami, Geoscape® International, Inc. (www.geoscape.com) is a privately held company dedicated to providing multicultural and multinational market intelligence systems to enable more effective business strategies and tactics. The Geoscape® Intelligence System (GIS) can be accessed at gis.geoscape.com. DirecTarget®, Retail Target™, Media Target™ services, systems and data are relied upon by some of the most prestigious companies in the world including AT&T Wireless, Bank of America, H&R Block, Microsoft, Office Depot, Time Warner Cable, Verizon, Blockbuster and Starbucks. Geoscape has subsidiary operations in Europe, Brazil and Mexico.

About ABC

With nearly 4,300 members, ABC is in its 90th year as the first and largest circulation-auditing organization in the world, maintaining the world's foremost electronic database of audited-circulation information and a growing array of verified readership, subscriber demographics and online activity data. ABC offers reports and services in a variety of flexible formats, including print, spreadsheet, CD-ROM and online at <http://www.accessabc.com>.

For more information, contact Smilka Valenzuela or César M Melgoza @ 888-211-9353 or 305-860-1460; E-mail: news@geoscape.com.

###