

Detroit Supermarkets

3rd Qtr '10

Rank / Advertiser		Print	% of Adv	Television	% of Adv	Radio	% of Adv	Out-of-Home	% of Adv	Total	% of Mkt
1 Kroger	Q3/10	\$6,736	0.3	\$1,355,109	63.2	\$780,660	36.4	\$0	--	\$2,142,505	76.9
	Q1 - Q3 '10	\$344,743	6.0	\$3,140,264	54.3	\$2,299,550	39.8	\$0	--	\$5,784,557	77.4
2 Aldi	Q3/10	\$111,299	36.5	\$90,775	29.8	\$103,020	33.8	\$0	--	\$305,094	11.0
	Q1 - Q3 '10	\$260,871	28.1	\$391,479	42.1	\$277,617	29.9	\$0	--	\$929,967	12.5
3 Save-A-Lot	Q3/10	\$8,584	9.0	\$66,083	69.0	\$21,063	22.0	\$0	--	\$95,730	3.4
	Q1 - Q3 '10	\$18,708	14.8	\$77,473	61.2	\$30,435	24.0	\$0	--	\$126,616	1.7
4 GFS Marketplace	Q3/10	\$44,544	53.3	\$17,945	21.5	\$21,097	25.2	\$0	--	\$83,586	3.0
	Q1 - Q3 '10	\$77,094	54.7	\$17,945	12.7	\$45,967	32.6	\$0	--	\$141,006	1.9
5 Hiller's Market	Q3/10	\$0	--	\$0	--	\$45,650	100.0	\$0	--	\$45,650	1.6
	Q1 - Q3 '10	\$0	--	\$0	--	\$121,166	100.0	\$0	--	\$121,166	1.6
6 SUPERVALU	Q3/10	\$0	--	\$0	--	\$35,615	100.0	\$0	--	\$35,615	1.3
	Q1 - Q3 '10	\$0	--	\$0	--	\$35,615	100.0	\$0	--	\$35,615	0.5
7 Giant Eagle	Q3/10	\$25,317	100.0	\$0	--	\$0	--	\$0	--	\$25,317	0.9
	Q1 - Q3 '10	\$25,317	100.0	\$0	--	\$0	--	\$0	--	\$25,317	0.3
8 Oak Ridge Supermarkets	Q3/10	\$24,200	100.0	\$0	--	\$0	--	\$0	--	\$24,200	0.9
	Q1 - Q3 '10	\$81,400	92.6	\$0	--	\$6,500	7.4	\$0	--	\$87,900	1.2
9 Spartan Stores, Inc.	Q3/10	\$0	--	\$0	--	\$0	--	\$13,750	100.0	\$13,750	0.5
	Q1 - Q3 '10	\$0	--	\$0	--	\$26,752	66.1	\$13,750	33.9	\$40,502	0.5
10 Whole Foods Market	Q3/10	\$998	15.7	\$0	--	\$5,360	84.3	\$0	--	\$6,358	0.2
	Q1 - Q3 '10	\$998	15.7	\$0	--	\$5,360	84.3	\$0	--	\$6,358	0.1
11 Shoppers Valley Market	Q3/10	\$0	--	\$0	--	\$3,000	100.0	\$0	--	\$3,000	0.1
	Q1 - Q3 '10	\$0	--	\$0	--	\$3,000	100.0	\$0	--	\$3,000	--
12 Neimans Family Market	Q3/10	\$0	--	\$0	--	\$2,249	100.0	\$0	--	\$2,249	0.1
	Q1 - Q3 '10	\$0	--	\$0	--	\$12,263	100.0	\$0	--	\$12,263	0.2
13 Plum Market	Q3/10	\$843	41.0	\$0	--	\$1,214	59.0	\$0	--	\$2,057	0.1
	Q1 - Q3 '10	\$1,966	4.4	\$0	--	\$42,272	95.6	\$0	--	\$44,238	0.6
14 Busch's ValuLand	Q3/10	\$904	100.0	\$0	--	\$0	--	\$0	--	\$904	--
	Q1 - Q3 '10	\$2,127	100.0	\$0	--	\$0	--	\$0	--	\$2,127	--
15 Trader Joe's	Q3/10	\$0	--	\$0	--	\$0	--	\$0	--	\$0	--
	Q1 - Q3 '10	\$0	--	\$0	--	\$59,100	100.0	\$0	--	\$59,100	0.8
OTHER ADVERTISERS (0, 3)	Q3/10	\$0	--	\$0	--	\$0	--	\$0	--	\$0	--
	Q1 - Q3 '10	\$71	0.1	\$44,830	90.1	\$4,835	9.7	\$0	--	\$49,736	0.7
TOTAL - ALL ADVERTISERS	Q3/10	\$223,425	8.0	\$1,529,912	54.9	\$1,018,928	36.6	\$13,750	0.5	\$2,786,015	100.0
	Q1 - Q3 '10	\$813,295	10.9	\$3,671,991	49.2	\$2,970,432	39.8	\$13,750	0.2	\$7,469,468	100.0

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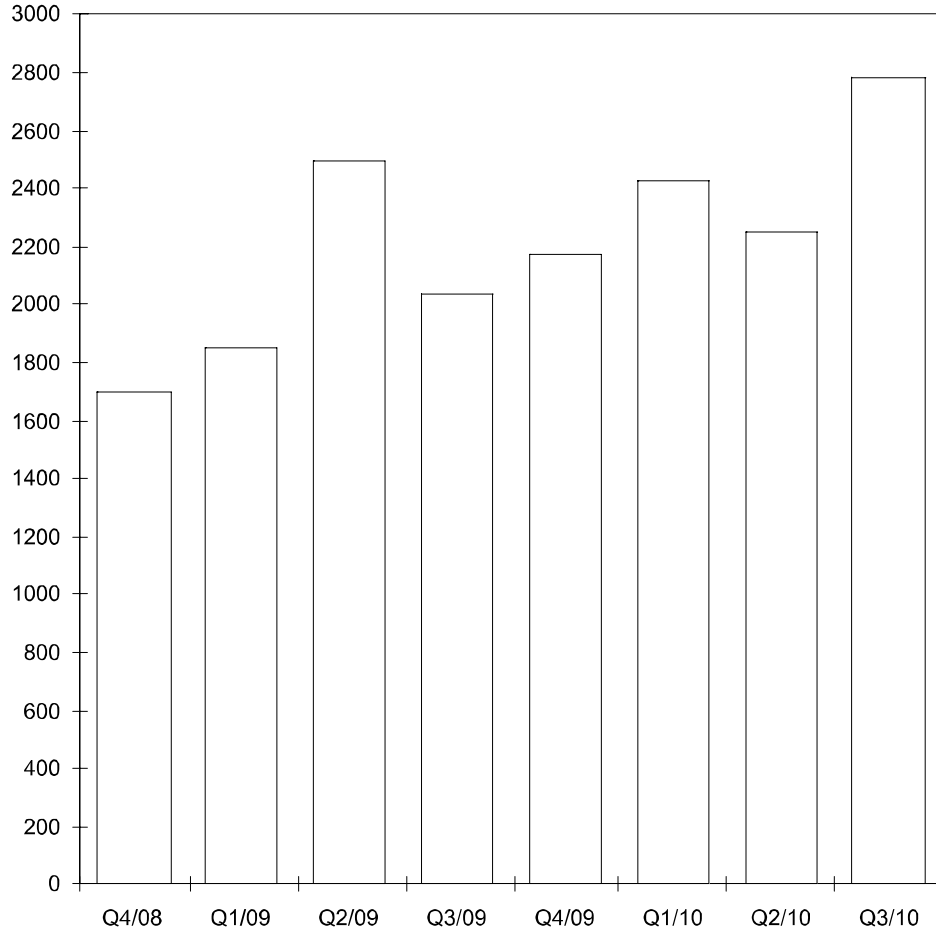
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4th Qtr '08 - 3rd Qtr '10

(Spending in thousands of dollars)



3rd Qtr '10

