

The Daily Town News

Key Sales Metrics

Period Ending: Sunday, April 01, 2007

New Subscriber Stats

This Year Sales Source	Share of Starts	Average Term Weeks	Average Discount Percentage	Percent Paid Orders	ABC Units 100 Sold
Telemarketing	35%	11.2	32.0%	13.9%	32.5
Kiosk	15%	18.5	47.0%	87.5%	48.9
Door-to-Door Sales	32%	8.9	49.9%	99.9%	45.6
Direct Mail	8%	22.1	58.0%	42.5%	68.9
Other Direct Response	3%	14.3	42.0%	37.8%	75.2
Voluntary	7%	13.5	28.0%	48.5%	81.2
Average	100%	16.2	38.6%	72%	46.7

Last Year Sales Source	Share of Starts	Average Term Weeks	Average Discount Percentage	Percent Paid Orders	ABC Units 100 Sold
Telemarketing	37%	13.1	30.0%	12.8%	33.8
Kiosk	10%	18.6	45.0%	82.5%	48.4
Door-to-Door Sales	36%	9.5	49.9%	99.9%	44.7
Direct Mail	6%	21.5	59.0%	41.2%	66.8
Other Direct Response	3%	13.2	43.5%	36.2%	72.9
Voluntary	8%	11.2	31.2%	37.2%	78.8
Average	100%	16.6	40.1%	69.5%	45.9

Var. Sales Source		Average Term Weeks	Average Discount Percentage	Percent Paid Orders	ABC Units 100 Sold
Telemarketing	-5.7%	-17.0%	6.3%	7.9%	-4.0%
Kiosk	33.3%	-0.5%	4.3%	5.7%	1.0%
Door-to-Door Sales	-12.5%	-6.7%	0.0%	0.0%	2.0%
Direct Mail	25.0%	2.7%	-1.7%	3.1%	3.0%
Other Direct Response	0.0%	7.7%	-3.6%	4.2%	3.0%
Voluntary	-14.3%	17.0%	-11.4%	23.3%	3.0%
Var. of Averages	0.0%	-2.5%	-3.9%	4.0%	1.7%

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direct marketing