



FOX News  
Channel



## FOX News Channel

The **FOX News Channel** is a 24-hour general news service devoted to delivering fair and balanced coverage of the day's events. Weekdays FNC offers 17 hours of live programming, including one-hour programs in the evenings that take an in-depth look at the day's events and feature newsmaker interviews. Backed by the global resources of the News Corporation, the FOX News Channel provides viewers with live news updates, every hour. Currently, FNC is on track to become the world's premier television news service for the 21st Century.

### PROGRAM FORMAT

<b>Local Avails:</b>	3 minutes per hour	<b>Launch Date:</b>	October 1996
<b>Times:</b>	00:18 - 60 seconds 00:45 - 120 seconds	<b>Service Type:</b>	Basic
<b>Insertion Hours:</b>	24 hours per day	<b>Satellite Feed:</b>	Single
<b>Subscribers:</b>	87.8 million	<b>Ownership:</b>	News Corporation

**Source:** Nielsen Media Research, 10/05

### VALUE TO ADVERTISERS

1. In-depth news coverage that is fair and balanced.
2. Loyal and engaged viewers stay to see commercials – FNC viewers stay tuned longer...over 24 minutes length of tune, which is 35% longer than the nearest news competitor.
3. Desirable upscale demographics – reaching policy makers as well as chief executive officers. #1 in Cable News for delivering A25-54 \$75K+POM, \$100K+ and \$125K+.
4. Association with rapid growth in popularity, distribution and viewership.
5. Unique opportunity for immense reach in live news and special events coverage.
6. America's choice as first stop for political coverage...we report, you decide.
7. Recently, FOX News Channel milestones include:
  - FNC earned its highest rated quarter ever in Prime, averaging 2.3 million viewers (3Q'05).
  - In 3Q'05, FNC delivered a 3 or greater Household Rating 10 times in Prime.
  - FNC ranked #1 in Total Viewers vs. all of Basic Cable in Prime, averaging 2.9 million (September '05).
  - FNC is the #1 Cable News Network for the 45th consecutive month.
  - FNC consistently has the top 5 programs in Cable News (3Q'05): *The O'Reilly Factor*, *Hannity & Colmes*, *On The Record With Greta Van Susteren*, *The FOX Report with Shepard Smith* and *Special Report with Brit Hume*.
  - FNC ranks #1 on A25-54 Median Income (\$70, 929) for networks delivering at least 40,000 viewers (2Q'05).
8. The Most Powerful Name in News.



## DEMOGRAPHIC SKEW BY DAYPART

Desirable upscale news viewers with higher-than-average household incomes:

<u>Daypart</u>			<u>% Adults 25-54 Audience</u>		
			<u>HHI \$75K+%</u>	<u>Male %</u>	<u>Female %</u>
Mon-Fri	Your World With Neil Cavuto	4p - 5p	43	48	52
Mon-Fri	The Big Story With John Gibson	5p - 6p	45	49	51
Mon-Fri	Special Report With Brit Hume	6p - 7p	53	50	50
Mon-Fri	The FOX Report With Shepherd Smith	7p - 8p	54	49	51
Mon-Fri	The O'Reilly Factor	8p - 9p	55	49	51
Mon-Fri	Hannity & Colmes	9p - 10p	54	46	54
Mon-Fri	On The Record With Greta Van Susteren	10p - 11p	52	39	61

Source: Nielsen Media Research, 3Q05. Gender Composition based on A18+

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## NETWORK VIEWER PROFILE

<u>Category</u>	<u>Index</u>
Total Households Securities Value: \$250K+	139
Personal Income \$200K+	136
Chief Executive Officers	125

Source: 2005 Mendelsohn Affluent HOH Survey

## NETWORK VIEWER PRODUCT USAGE/LIFESTYLE PROFILE

FOX News Channel Viewers.....

<u>Category</u>	<u>Index</u>
Spends \$5,000+ on Domestic Vacations	153
Bought a Digital Camcorder/Last Year	144
Bought Any New Vehicle/Last Year	144
3+ Foreign Business Trips by Plane	128
Use Internet More Than Once Per Day	127
Have an American Express Gold Card	126

Source: MRI 2005 Cable Study, A25-54



## DEMOGRAPHIC TARGETED PROGRAMMING

### **Men**

Your World with Neil Cavuto  
 Bulls & Bears  
 Special Report with Brit Hume  
 Cavuto on Business  
 The Beltway Boys  
 Forbes on FOX  
 Cashin' In

### **Women**

On The Record With  
 Greta Van Susteren  
 Big Story Weekend Edition  
 Heartland with John Kasich  
 After Hours with Cal Thomas  
 At Large with Geraldo Rivera  
 FOX Magazine

### **Adults**

FOX News Live  
 FOX News Sunday  
 Weekend Live with Tony Snow  
 FOX News Live with Rita Cosby  
 Sunday Best

## 2006 PROGRAMMING HIGHLIGHTS

### **BUSINESS/FINANCIAL**

*Your World with Neil Cavuto* - Bringing Wall Street to Main Street.  
 Monday - Friday 4:00p-5:00p and 1:00a-2:00a

*Bulls & Bears* - For investors serious about making money.  
 Saturday 10:00a-10:30a

*Cavuto on Business* - Takes a look ahead at the upcoming action on Wall Street.  
 Saturday 10:30a-11:00a

*Forbes on FOX* - A Powerful Combination!  
 Saturday 11a-11:30a

*Cashin' In* - How to make the most of your investment dollars.  
 Saturday 11:30a-12p

### **POLITICAL**

*The Big Story with John Gibson* - Up-to-the-minute analysis of the day's events.  
 Monday - Friday 5:00p-6:00p

*Special Report with Brit Hume* - Provides a forum where all political points of view can be presented.  
 Monday - Friday 6:00p-7:00p

*Hannity and Colmes* - Debate of the hot issues of the day.  
 Monday - Friday 9:00p-10:00p

*Beltway Boys* - Review of the week's most memorable political moments and issues.  
 Saturday 6:00p-6:30p

*FOX News Sunday* - A Washington, DC-based public affairs program with a unique edge and attitude.  
 Sunday 5:00p-6:00p

*Big Story Weekend Edition* - Breaking major news stories with tough investigative reporting.  
 Saturday 9:00p-10:00p

### **INTERVIEW**

*FOX & Friends* - Latest in news, weather, sports and entertainment.  
 Monday - Friday 6:00a-9:00a and Saturday & Sunday 7:00a-10:00a

*FOX Report with Shepard Smith* - Nightly newscast that takes the time to look at both sides.  
 Monday - Friday 7:00p-8:00p

*The O'Reilly Factor* - Get the information behind the story.  
 Monday - Friday 8:00p-9:00p

*On The Record with Greta Van Susteren* - A diverse, hard news driven program.  
 Monday - Friday 10:00p-11:00p



**2006 LOCAL/NATIONAL AD SALES PROMOTIONAL TIE-IN OPPORTUNITIES**

Call FOX News Channel directly for information.

**LEADING NATIONAL ADVERTISERS**

FOX News Channel attracts top national advertisers. Lists are available upon request.

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**NETWORK CONTACTS**

**FOX News Channel**  
1211 Avenue of the Americas  
New York, NY 10036  
(212) 301-3000  
Fax: (212) 301-5419

**NATIONAL ADVERTISING SALES**

PAUL RITTENBERG  
SVP, National Advertising Sales  
(212) 301-5401

ROGER DOMAL  
VP, National Sales  
(212) 301-5402

MICHAEL MANDELKER  
VP, Eastern Sales  
(212) 301-5412

STEVE SORICH  
VP, Central Sales  
(312) 494-4790

MARY JACK  
VP, Western Coast Sales  
(310) 444-8754

JOHN LUGINBILL  
VP, Detroit Sales  
(248) 687-1038

SAM MOSER  
VP, Southern Sales  
(817) 348-0964

**AFFILIATE RELATIONS**

JOHN MALKIN  
Vice President  
(212) 301-5420

**Central & Eastern**  
TRISHA PATTERSON  
Director, Local Ad Sales  
(212) 301-5722

**Western**  
SUZY FELDMAN  
VP, Western Region  
(310) 444-8750

**Consumer Web site:** [www.foxnews.com](http://www.foxnews.com)