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**KATHY BEITLER JOINS SCARBOROUGH RESEARCH TO LEAD CLIENT SERVICES FOR NEWSPAPER CUSTOM RESEARCH DIVISION**

***Scarborough Continues to Bolster Newspaper Service with Addition of Leading-Edge Custom Research Capabilities***

NEW YORK (January 22, 2007) – Scarborough Research, the leading authority for newspaper audience ratings and consumer behavior, announced that Kathy Beitler has joined the company to lead client services for its newspaper custom research division. As Account Director, Custom Research, Ms. Beitler will be responsible for the sales and service of Scarborough’s custom research solutions to newspapers throughout the U.S.

Ms. Beitler brings over 25 years of experience in newspaper research to Scarborough. For nearly 20 of her 25-year career, she worked for two of the newspaper industry’s most significant custom research suppliers – Belden Associates, where she was Managing Director for three years, and Urban & Associates, where she was Market Research Manager and, later, Director. Earlier in her career, Ms. Beitler was Research Manager for the Dispatch Printing Company, publisher of the *Columbus Dispatch*, and a Market Research Analyst for the Leo Burnett Company in Chicago.

“While our syndicated service is the definitive source for newspaper audience ratings, we continue to evolve our custom services to meet the changing needs of the newspaper industry,” said Gary Meo, senior vice president of print and Internet services, Scarborough Research.

“Kathy will draw upon her extensive custom research experience to help our newspaper clients develop the creative strategies they need to achieve their business goals. We’re delighted to have her on our team.”

Scarborough’s Custom Research division provides full-service research solutions based

on the specific objectives of newspapers. Services include a wide range of studies, such as audience aggregation, advertiser satisfaction studies, subscriber retention and stop surveys, news audience segmentation studies, product development, strategic branding studies and more.

“Scarborough’s long tradition of providing leading-edge services to newspapers is renown, and I look forward to being part of this tradition,” said Ms. Beitler. “Scarborough’s client-centric approach to custom research means that the services are carefully designed to achieve the client’s goals – they are not ‘cookie cutter.’ I’m looking forward to working with newspapers to develop creative solutions to their challenges and help them take advantage of opportunities.”

Ms. Beitler reports to Gary Meo, Scarborough’s senior vice president of print and Internet services. She will work closely with Ed Batson, Scarborough’s vice president of custom research.

Ms. Beitler will be based in Hingham, MA, and can be reached at 781-740-9770 or [kbeitler@scarborough.com](mailto:kbeitler@scarborough.com).

### **About Scarborough Research Newspaper Readership Ratings**

Since 1974, Scarborough Research has been the currency for newspaper audience information. Scarborough measures daily readership, Sunday readership, and daily section readership, newspaper Web site audiences and now the latest metric that combines print and online readership: Integrated Newspaper Audience. Scarborough’s newspaper data is MRC (Media Rating Council) accredited. Hundreds of newspapers across the United States, along with the advertisers and agencies they serve, rely on Scarborough insights to demonstrate the value of newspaper audiences and measure ROI for newspaper advertising investments.

### **About Scarborough Research**

Scarborough Research, an MRC accredited media and marketing service, ([www.scarborough.com](http://www.scarborough.com), [info@scarborough.com](mailto:info@scarborough.com)) measures the lifestyle and shopping patterns, media behaviors, and demographics of American consumers. Products and services include local market consumer insight studies in 80 Top-Tier Markets and several Mid-Tier Markets, Scarborough USA+ (a national database), Hispanic studies, customer relationship management and database integration solutions. With more than 30 years of experience, Scarborough measures 1,700 categories and serves a broad client base of approximately 3,500 subscribers including marketers, advertising agencies, electronic and print media, broadcast and cable television, radio stations, sports teams and leagues, and out-of-home companies. Surveying more than 210,000

adults annually, Scarborough is a joint venture between Arbitron Inc. ([www.arbitron.com](http://www.arbitron.com)) and The Nielsen Company ([www.nielsen.com](http://www.nielsen.com)).