

General Media FastTrack Universe

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Note To Readers:

FastTrack provides competitive information from ten media within four days of the close of a week. The service is designed for marketing decision-makers who need to respond quickly to competitor advertising activity.

To maximize data timeliness, the tracking universe is limited to major outlets or markets for each media. Briefly, the General Media FastTrack media universe includes:

Network Television:	6 Networks
Cable Television:	38 Networks
Spot TV Stations:	23 Markets / 107 Stations
Syndicated Television:	All Major Programs
Local Radio Stations:	30 Markets / 577 Stations
Local Newspapers:	71 Markets / 99 Publications
National Newspapers:	6 Publications
Consumer Magazines:	105 Publications
Trade Magazines:	3 Publications
Online:	620 Websites

FastTrack reports are based on information available to us within the four day timeframe. Advertising and data becoming available after four days are folded into subsequent reports.

This list on the following pages shows the General Media FastTrack media universe as of February 1, 2012. The universe is subject to change as necessary.

For more information, please contact your Competitrack rep or call John Jelilian at (718)-482-4204.

Network Television



ABC



CBS



CW



FOX



MY



NBC



Broadcast Television Spot Markets

Market Name
Atlanta
Baltimore
Boston
Charlotte
Chicago
Dallas-Fort Worth
Denver
Detroit
Hartford & New Haven
Houston
Los Angeles
Miami-Fort Lauderdale
Minneapolis-St. Paul
New York City
Orlando-Daytona Beach
Philadelphia
Phoenix
Pittsburgh
Sacramento
San Francisco-Oakland-San Jose
Seattle-Tacoma
Tampa-St. Petersburg
Washington DC

Radio

Market Name
Atlanta
Baltimore
Boston
Charlotte
Chicago
Cincinnati
Cleveland
Dallas-Fort Worth
Denver
Detroit
Hartford
Houston
Indianapolis
Las Vegas
Los Angeles
Miami-Fort Lauderdale
Minneapolis-St. Paul
New York City
Orlando
Philadelphia
Phoenix
Pittsburgh
Portland, OR
Sacramento
San Diego
San Francisco-Oakland
Seattle-Tacoma
St. Louis
Tampa-St. Petersburg
Washington DC

Cable Television

- 1 A&E Network
- 2 ABC Family
- 3 Animal Planet
- 4 BET
- 5 Bravo
- 6 Cartoon Network
- 7 CNBC
- 8 CNN
- 9 Comedy Central
- 10 Country Music Television
- 11 Discovery Channel
- 12 DIY Network
- 13 E!
- 14 ESPN
- 15 ESPN 2
- 16 Food Network
- 17 Fox Business Network
- 18 Fox News Channel
- 19 FX
- 20 Golf Channel
- 21 HGTV
- 22 History
- 23 Lifetime
- 24 MSNBC
- 25 MTV
- 26 NBC Sports Network
- 27 Nickelodeon
- 28 Outdoor Channel
- 29 SPEED
- 30 Spike
- 31 Syfy
- 32 TBS
- 33 The Weather Channel
- 34 TLC
- 35 TNT
- 36 TV One
- 37 USA Network
- 38 VH1

Newspapers and Magazines



- A** Akron Beacon Journal
- Albany Times Union
- Albuquerque Journal Tribune
- Allure
- AM New York
- Anchorage Daily News
- Architectural Digest
- Arizona Daily Star
- Arizona Republic
- Atlanta Journal-Constitution
- Atlantic Monthly
- Austin American-Statesman
- Automobile
- Automotive News
- AutoWeek
- B** Bakersfield Californian
- Baltimore Sun
- Barron's
- Bergen County Record
- Better Homes and Gardens
- Biloxi Sun-Herald
- Bloomberg Markets
- Bon Appetit
- Boston Globe
- Boston Herald
- Boulder Daily Camera
- Bristol Herald Courier
- Business Week
- C** Car and Driver
- Cedar Rapids Gazette
- Charlotte Observer
- Chicago Sun-Times
- Chicago Tribune
- Cigar Aficionado
- Cincinnati Enquirer
- Colorado Springs Gazette
- Columbia State
- Columbus Dispatch
- Conde Nast Traveler
- Cooking Light
- Cosmopolitan
- Country Living
- D** Dallas Morning News
- Dayton Daily News
- Denver Post
- Departures

- Deseret Morning News
- Details
- Detroit Free Press
- Detroit News
- E** Ebony
- Economist
- Elle
- Elle Decor
- Entertainment Weekly
- Entrepreneur
- Erie Times-News
- ESPN Magazine
- Esquire
- F** Family Circle
- Fargo Forum
- Fast Company
- Fayetteville Observer
- Financial Times
- First For Women
- Fitness
- Florida Times-Union
- Food & Wine
- Food Network Magazine
- Forbes
- Fort Worth Star-Telegram
- Fortune
- Frederick News-Post
- Fresno Bee
- G** Game Informer
- Gentlemen's Quarterly
- Glamour
- Golf Digest
- Golf Magazine
- Good Housekeeping
- Green Bay Press-Gazette
- Greenville News
- Greenwich Time
- H** Harpers
- Harper's Bazaar
- Harrisburg Patriot News
- Hartford Courant
- House Beautiful
- Houston Chronicle
- I** In Style
- In Touch Weekly
- Inc.

- Indianapolis Star
- International Herald Tribune
- Investor's Business Daily
- K** Kansas City Star
- Kingsport Times News
- Kiplinger's Personal Finance
- L** Ladies' Home Journal
- Las Vegas Review-Journal
- Lexington Herald-Leader
- Long Island Newsday
- Los Angeles Times
- Louisville Courier-Journal
- Lucky
- M** Manchester Union Leader
- Marie Claire
- Martha Stewart Living
- Maxim
- McAllen Monitor
- Memphis Commercial Appeal
- Men's Health
- Men's Journal
- Miami Herald
- Milwaukee Journal Sentinel
- Minneapolis Star Tribune
- Money
- Monterey Herald
- Motor Trend
- N** National Enquirer
- National Geographic
- National Review
- New Haven Register
- New York Daily News
- New York Post
- New York Times
- New Yorker
- Newark Star-Ledger
- Newsweek
- Nintendo Power
- Nylon
- O** O, Oprah Magazine
- Official Xbox Magazine
- Oklahoma City Daily Oklahoman

Newspapers and Magazines (continued)



- | | |
|---|---|
| <p>Omaha World-Herald
Orange County Register
Orlando Sentinel</p> <p>P Palm Beach Post
Parenting Early Years
Parents
PC Gamer
PC World
People
Philadelphia Inquirer
Pittsburgh Post-Gazette
Playboy
PlayStation: The Official Magazine
Popular Science
Prevention</p> <p>R Reader's Digest
Real Simple
Redbook
RedEye
Riverside Press-Enterprise
Road & Track
Roll Call
Rolling Stone</p> <p>S Sacramento Bee
Salt Lake City Tribune
San Antonio Express-News
San Diego Union-Tribune
San Francisco Chronicle
San Jose Mercury News
Sarasota Herald-Tribune
Savannah Morning News
Savannah Tribune
Scientific American
Seattle Times
Self
Seventeen
Shape
Smart Money
South Florida Sun-Sentinel
Southern Living
Spartanburg Herald-Journal
Spin
Spokane Spokesman-Review
Sports Illustrated
Sports Illustrated for Kids
St. Joseph News-Press</p> | <p>St. Louis Post-Dispatch
St. Paul Pioneer Press
Sunset Magazine</p> <p>T Tampa Bay Times
Tampa Tribune
Teen Vogue
The Week
Time
Time Out
Toledo Blade
Town & Country
Traditional Home
Travel & Leisure
Tulsa World
TV Guide</p> <p>U US Weekly
USA Today
Utica Observer-Dispatch</p> <p>V Vanity Fair
Veranda
Virginian-Pilot
Vogue</p> <p>W Wall Street Journal
Washington Informer
Washington Post
Washington Times
Wichita Eagle
Wichita Falls Times Record News
Wine Spectator
Wired Magazine
Womans Day
Working Mother</p> |
|---|---|

Websites

A AARP
 ABC Family Channel
 ABC News
 ABC Television Network
 About.com
 AccuWeather.com
 AddFreeStats.com
 Addicting Games
 Advisor Today
 Agri-View
 Agriculture.com
 AgriNews Publications
 AgWeb
 Alexa
 Alfy.com
 All Music
 AllBusiness.com
 AllHipHop.com
 Allrecipes.com
 AllTheLyrics.com
 Amazon.com
 American Greetings
 American Society of Interior Designers
 AnandTech
 Animal Planet
 Answers.com
 AOL
 AOL Autos
 AOL Television
 Apartments.com
 ArcadeTown.com
 Architect Magazine
 Architectural Record
 Armor Games
 Army Times
 Ars Technica
 ARTISTdirect
 Asbury Park Press
 AskMen
 ASP.net
 Astrology.com
 Atlanta Journal-Constitution
 AutoBlog
 Automotive.com
 AutoTrader.com
 Aviation Week
 AVS Forum
 Away.com

azcentral.com
 A-Z Lyrics Universe
B BabyCenter
 Baltimore Sun
 Bankrate.com
 Battle.net
 Bebo
 Beliefnet.com
 Bella Online
 Benefits Pro
 BET
 Betanews
 Better Homes and Gardens
 Better Medicine
 Billboard.com
 Bizrate
 Black Doctor
 BlackPlanet.com
 Bloomberg
 Boing Boing
 BookRags.com
 Boston.com
 Boston Herald
 Box Office Mojo
 Break.com
 Breitbart.com
 Broker World Magazine
 BuddyTV
 Builder Magazine
 Bullz-Eye.com
 Business Week
 Buy.com
 buzznet.com
C Candystand.com
 CarDomain.com
 Care2
 CareerBuilder.com
 Cars.com
 CarsDirect
 Cartoon Network
 CBS News
 CBS Sports
 CBS Television Network
 ChaCha
 Charlotte Observer
 Cheap Tickets
 Cheapflights.com
 Cheat Code Central
 Chicago Sun-Times



Chicago Tribune
 CIO Magazine
 Citysearch - Chicago
 Citysearch - Los Angeles
 Citysearch - New York
 Cleveland Plain Dealer
 CNBC
 CNET
 CNN
 CNNMoney.com
 Coal Power Magazine
 College Planning & Management
 CollegeHumor
 Comcast.net
 Comedy Central
 ComingSoon.net
 Complex
 CompuServe
 Computer Shopper
 Computerworld
 Computing.net
 ConsumerSearch.com
 Contactmusic.com
 Contra Costa Times
 Contract Magazine
 Contractor Magazine
 Contractor Talk
 Cooks.com
 CoolSavings
 Corn & Soybean Digest
 Country Music Television
 Cracked.com
 CraveOnline
 CrazyMonkeyGames.com
 CRN
 Custom Home Online
 CW Television Network
D Dafont.com
 DailyFinance
 Dailymotion
 Dairy Herd Network
 Dallas Morning News
 DaniWeb

Websites

Dealnews.com
 DealTime
 Decisive Magazine
 Defense News
 Delta Farm Press
 Denver Post
 Detroit Free Press
 Detroit News
 Dice.com
 Diesel & Gas Turbine Worldwide
 Digg
 Digital Photography Review
 Discovery Channel
 Disney
 Disney Family
 DIY Network
 Download.com
 Drudge Report
 Drugs.com
 Drugstore.com
E E! Entertainment Television
 eBaum's World
 eBay
 eBay Motors
 EbonyJet Online
 eBuddy
 ebuild
 EcoHome Magazine
 Edmunds.com
 EE Times
 eHow
 Electronic Design
 Electronic Products
 Electronics Design, Strategy, News
 Elle
 eLyrics.net
 eMedicineHealth
 Employee Benefit Adviser
 Employee Benefit News
 EmployersWeb.com
 Encyclopedia Britannica
 Encyclopedia.com
 Energy Central
 Engadget
 Entertainment Weekly
 Entrepreneur Magazine
 Epicurious.com
 Epinions
 ESPN

Essortment
 Evaluation Engineering
 EverydayHealth.com
 Evite
 eWeek.com
 Excite
 Expedia
 Explosm.net
F FaceBook
 FacilitiesNet
 FamilyFun
 Fandango
 FanFiction.net
 FanNation
 FARK.com
 Farm & Ranch Guide
 Farm Futures
 Farm Progress
 Federal Computer Week
 Federal News Radio
 FilePlanet
 Film.com
 Filtration + Separation
 Financial Times
 Fine Homebuilding
 Flickr
 FlyOrDie
 Food Network
 Food.com
 Forbes
 ForResidentialPros.com
 Fort Worth Star-Telegram
 Fox Business
 Fox News
 Fox Sports
 FOX Television Network
 Free Online Games
 Free-Codecs.com
 FreeCodeSource.com
 Fresno Bee
 Friendster
 Funny or Die
G G4
 Game Zone
 GameFAQs
 GameFront
 GameRankings.com
 Games.com
 GameSpot



GameSpy
 GamesRadar
 GameTrailers.com
 GameWinners.com
 GardenWeb
 Gawker
 Gay.com
 Gentlemen's Quarterly
 GigaOM
 Gizmodo
 Go.com
 Golf.com
 Gothamist
 Government Technology
 GovernmentExecutive.com
 GreatSchools
 Green Bay Press Gazette
 GreenBuilder
 GSMArena.com
H Hartford Courant
 Healthline
 Heavy
 Hello Beautiful
 HGTV
 HGTV Remodels
 Hi5
 High Plains/Midwest Ag Journal
 HipHop DX
 Hollywood.com
 Hoovers
 Hospitality Design Magazine
 Hotmail
 Hotwire.com
 House Beautiful
 Houston Chronicle
 HowardForums
 HowStuffWorks
 HRMorning.com
I I Am Bored
 IGN.com
 ImageShack
 Indianapolis Star
 Infoplease.com

Websites

InformationWeek
 Instructables
 Intellicast.com
 International Business Times
 Internet.com
 Internet Movie Database
 Investopedia
 Iowa Farmer Today
 iVillage.com
 iWin.com
 IWON
J Jalopnik
 Jayski
 JigZone.com
 JoBlo.com
 Jokeroo.com
 Joystiq
K Kaboodle
 Kaboose.com
 Kansas City Business Journal
 KCTV TV (Kansas City)
 Kelley Blue Book
 KGW TV (Portland)
 KHOU TV (Houston)
 KING TV (Seattle)
 Kitchen and Bath Business
 Kitchens.com
 KMBC TV (Kansas City)
 KMOV TV (Saint Louis)
 KOMO TV (Seattle)
 Kotaku
 KSHB TV (Kansas City)
 KSL TV (Salt Lake City)
 KTLA TV (Los Angeles)
L Lancaster Farming
 Last.fm
 Legacy.com
 Lifehacker
 Lifetime Television
 LiveJournal
 LiveScience
 Live365.com
 Local.com
 Logo TV
 Lonely Planet
 Los Angeles Times
 Lycos
 Lyrics 007
 Lyrics On Demand

Lyrics.com
 LyricsMania.com
M MacRumors.com
 Mail.com
 MajorGeeks.com
 Manta
 MapQuest
 MarketWatch
 MarthaStewart.com
 Mashable
 Match.com
 Maxim
 Mayo Clinic
 MediaTakeOut.com
 MedicineNet.com
 Medscape
 MegaGames
 Memory Lane
 Men's Health
 Merriam-Webster
 Metacritic
 MetroLyrics.com
 Miami.com
 Michigan Live
 MidAmerica Farmer Grower
 Military.com
 Milwaukee Journal Sentinel
 Minneapolis Star Tribune
 Minnesota Farm Guide
 Missouri Farmer Today
 MLB.com
 Modern Power Systems
 Modern Tire Dealer
 Monster.com
 Morningstar
 Motley Fool
 Motor Trend Magazine
 Moviefone
 MovieTickets.com
 MovieWeb
 MP3.com
 MSN
 MSN Autos
 MSN Movies
 MSNBC
 MTV
 MyHotComments
 Myspace
 myYearbook



N NASCAR
 NASDAQ
 Nashville Tennessean
 National Association of Home Builders
 National Geographic
 National Journal
 National Review Online
 NBA.com
 NBC.com
 Neopets
 Neoseeker
 Network World
 New Orleans Times-Picayune
 New York Daily News
 New York Magazine
 New York Post
 New York Times
 Newport News Daily Press
 Newsday
 Newsmax.com
 NewsOne
 NewTorrants.info
 Nextgov
 NFL.com
 NHL.com
 Nick Jr.
 Nickelodeon
 NJ.com
 NME.com
 NotebookReview.com
 NPR
O Oanda.com
 Offshore Magazine
 Ohio's Country Journal
 123Greetings.com
 1up.com
 Oprah.com
 Orange County Register
 Orbitz
 OregonLive.com
 Outdoor Hub
 Overstock.com

Websites

P Parents Magazine
 PC Magazine
 PCWorld
 People Magazine
 PerezHilton.com
 Petfinder
 PGA Tour
 Philly.com
 Photo.net
 Photobucket
 Pimp-My-Profile.com
 Pipeline Magazine
 Pitchfork
 Pittsburgh Post-Gazette
 playlist.com
 Plumbing and Mechanical
 Plumbing Engineer
 Pogo.com
 Politico
 PopCap Games
 PopSugar
 Powder/Bulk Solids
 Power Magazine
 Power-Gen Worldwide
 POZ Magazine
 PriceGrabber.com
 Pronto.com

Q QJ.net
 QualityHealth.com
 Quizilla

R RateMyProfessors.com
 RealClearPolitics
 RealGM
 RealJock
 Realtor.com
 Rediff India Abroad
 redOrbit
 Reference.com
 Remodeling Magazine
 Replacement Contractor Online
 Residential Architect Magazine
 Reuters
 Revolution Health
 Rhapsody
 Rivals.com
 Riverside Press-Enterprise
 Road Runner
 RockYou
 Roll Call

Rolling Stone
 Rotoworld.com
 Rotten Tomatoes
 Rune Tips
 RuneScape
 RxList

S Sacramento Bee
 Salon.com
 San Diego Union-Tribune
 San Francisco Chronicle
 San Jose Mercury News
 SB Nation
 Scholastic.com
 ScienceDaily
 Scout.com
 Seattle Post-Intelligencer
 Seeking Alpha
 Shockwave.com
 ShopLocal.com
 Shopping.com
 Shopzilla
 Sing365.com
 SitePoint
 Slashdot
 Slate Magazine
 Slickdeals
 Snopes.com
 SOAPnet
 SoundClick
 SourceForge.net
 South Florida Sun-Sentinel
 Southeast Farm Press
 Southern Living
 Southwest Farm Press
 SparkNotes
 SparkPeople
 Spike TV
 Spinner
 Sporting News
 Sports Illustrated
 St. Louis Post-Dispatch
 Starpulse.com
 SteadyHealth.com
 STLyrics.com
 Style.com
 Sulekha.com
 Super Cheats
 SuperHeroHype.com
 Superpages.com



Syfy

T Tacoma News Tribune
 Tagged
 Tampa Bay Online
 Tarot.com
 TeamXbox
 TechCrunch
 Technorati
 TechSpot
 Television Without Pity
 1010Tires.com
 Test & Measurement World
 The A.V. Club
 The Atlantic
 The Business Journals
 The Cincinnati Enquirer
 The Code Project
 The Economist
 The Futon Critic
 The Huffington Post
 The Institute For HealthCare
 Consumerism
 The Kansas City Star
 The Knot
 The Land
 The Learning Channel
 The Miami Herald
 The News & Observer
 The Onion
 The Orlando Sentinel
 The Progressive Farmer
 The Root
 The Seattle Times
 The Smoking Gun
 TheStreet.com
 TheUrbanDaily
 This Old House
 Ticketmaster.com
 Time Magazine
 Time Out
 TimeAndDate.com
 TinyPic
 Tire Business
 Tire Review

Websites

- TMZ
- Tom's Hardware
- Topix
- Townhall.com
- TradingMarkets.com
- Travelocity
- Tri-State Neighbor
- TripAdvisor
- True.com
- Tucows
- Tutorialized
- TV Guide
- TV.com
- U . . .** U.S. News & World Report
- UGO
- Ultimate Fighting Championship
- Ultimate-Guitar.com
- Us Weekly
- USA Network
- USA Today
- V . . .** Variety
- Veoh
- VH1 Television Network
- Vibe.com
- VirtualTourist.com
- W . . .** W3Schools
- Wall Street Journal
- Walmart
- Washington Post
- WDAF TV (Kansas City)
- Weather.com
- WeatherBug
- WebMD
- Webshots
- WhitePages
- Wilmington News Journal
- Winamp
- Wired.com
- Wisconsin State Farmer
- Woot
- WorldNetDaily.com
- WTOP Radio
- WWE
- X . . .** X17 Online
- Xanga.com
- Y . . .** Yahoo!
- Yahoo! Autos
- Yahoo! Finance
- Yahoo! Mail

- Yahoo! News
- Yahoo! Shopping
- Yahoo! Sports
- YouTube
- YP.com
- Z . . .** Zap2it
- ZDNet
- Zillow
- Zimbo

