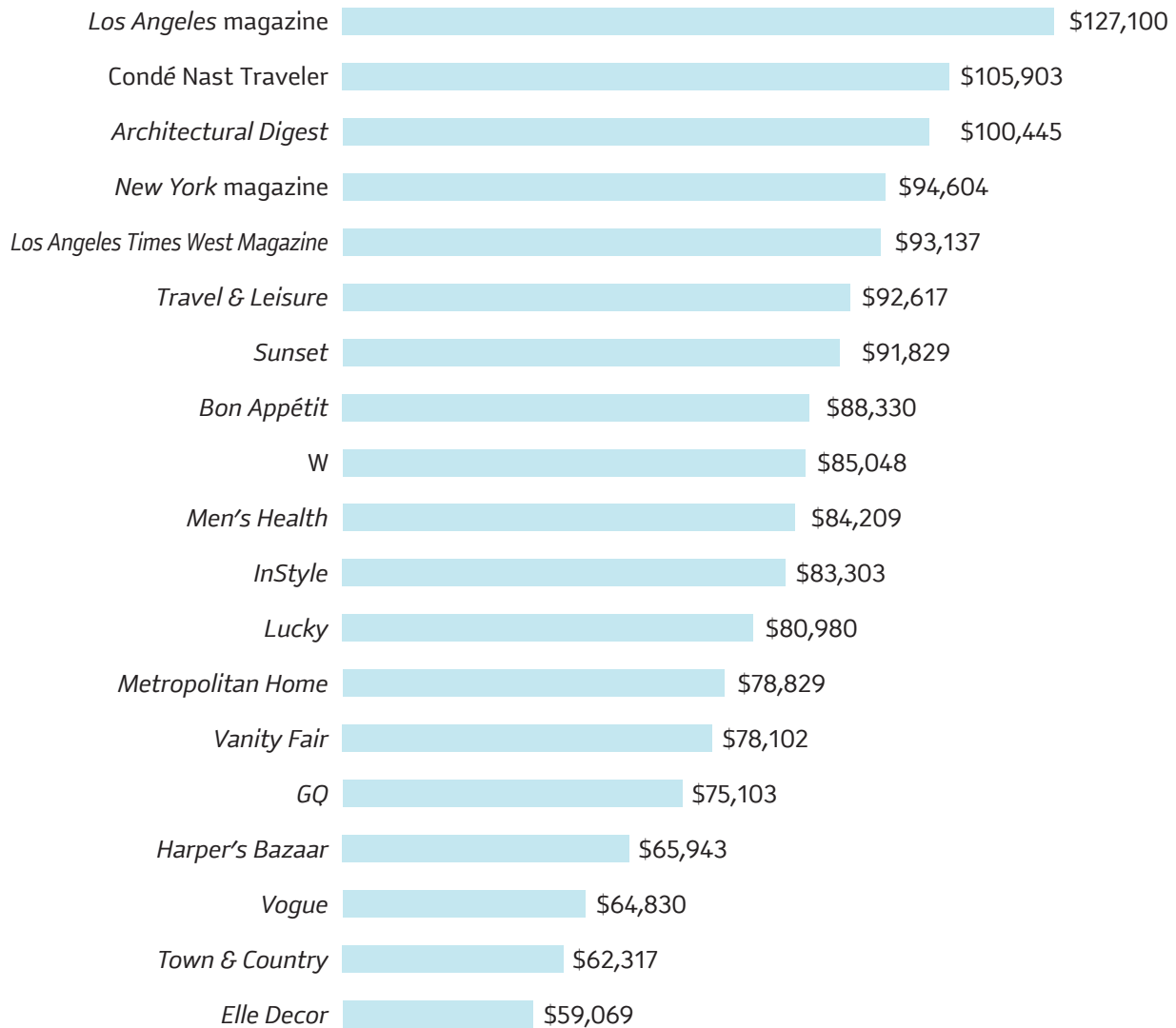


Demographics

Total Audience	420,000
Male/Female	43%/57%
Married/Single	50%/26%
Average Value of Savings and Investments	\$1,353,400
College Graduate	79%
Postgraduate Study with Degree	26%
Age	
18-34	15%
35-44	24%
45-54	21%
55 plus	40%
Average Age	50 years
Median Age	51 years
Average Household Income	\$244,800
Median Household Income	\$127,100
Average Net Worth	\$1,739,300
Median Net Worth	\$800,000

Household Income Ranker

Los Angeles magazine subscribers have a higher median household income than the readers of most national magazines.



Reader Involvement & Engagement

As a result of reading *Los Angeles* magazine, subscribers did the following in the last 12 months:

Took any action	93%
Ranked <i>Los Angeles</i> magazine as Excellent/Very Good	87%
Dined at a specific restaurant	68%
Discussed something they read with another person	61%
Saved an entire issue	57%
Clipped and saved items of interest	45%
Passed magazine along to someone else	42%
Used calendar listings to make entertainment plans	33%
Used travel information for vacations and weekend/day trips	29%

Average amount of time spent reading an issue **63 minutes**

Los Angeles magazine subscribers find *Los Angeles* magazine very much/somewhat:

Informative	93%
Credible	91%
Enjoyable to read	91%
Trustworthy	90%
Look forward to reading every issue	84%
Authoritative	82%
Contains useful ads	74%

Lifestyle & Interests

Los Angeles magazine subscribers are:

Retail Driven

86% purchased accessories/apparel in the last 12 months

86% shopped at malls in the last 12 months

86% shopped at upscale department stores (Saks, Neiman Marcus, Barneys, etc.) in the last 12 months

72% purchased fine jewelry or watches in the last 12 months

Influential

57% have professional/managerial positions

48% belong to a private club

43% are involved with charitable organizations

23% are involved with cultural organizations

Connoisseurs

99% dined out in a restaurant, hotel, or club in the last 30 days

83% ordered a drink by brand

69% drank imported wine in the last six months

54% drank imported beer/ale in the last six months

Active

91% attended a live show or theater in the last 12 months

88% attended an antique show/art show/museum event in the last 12 months

59% read *Los Angeles* magazine for cultural and performing arts information (three out of four issues)

55% went to a spa or salon in the last 12 months

Travel Oriented

83% traveled domestically for pleasure

61% traveled internationally for pleasure*

43% traveled domestically for business

11% traveled internationally for business*

SOURCE: 2007 *Los Angeles* magazine subscriber study, MMR custom division

*International travel includes all destinations outside the continental United States

Influencers

In the last 12 months, *Los Angeles* magazine subscribers have been members, owners, or partners of the following:

	% Composition
A private club (Boat/yacht, golf, country, athletic, pool, beach, tennis/racquet, city/university)	48%
A charitable organization	43%
A business	29%
A cultural organization	23%
An educational organization	21%
Environmental groups/causes	20%

In the last 12 months, *Los Angeles* magazine subscribers participated in the following:

Voted in a federal, state, or local election	81%
Wrote to a public official about some matter of public business	28%

Automotive

In the last 12 months, *Los Angeles* magazine subscribers did the following:

	% Composition
Owned or leased one or more new vehicles	93%
Owned or leased two or more new vehicles	58%
Owned or leased an imported luxury vehicle	40%
Bought one or more vehicles	69%
Bought two or more vehicles	31%

In the next 12 months, *Los Angeles* magazine subscribers plan to:

Buy or lease a new car, SUV, or truck	32%
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Automotive

Los Angeles magazine subscribers currently own/lease the following vehicles:

	% Composition	Index		% Composition	Index
IMPORT	75%	134	DOMESTIC	38%	54
Toyota	18%	103	Ford	14%	48
Honda	16%	107	Chevrolet	6%	29
Mercedes-Benz	10%	277	Lincoln	4%	191
BMW	10%	250	GMC	3%	65
Lexus	9%	220	Jeep	3%	46
Nissan	6%	58	Cadillac	2%	77
Acura	5%	215	Chrysler	2%	31
Infiniti	5%	374	Mercury	1%	23
Volkswagen	5%	123			
Porsche	4%	675			
Audi	3%	320			
Volvo	3%	166			
Jaguar	2%	300			
Mini	2%	720			
Saab	2%	450			
Land Rover	1%	257			

Beverages

In the last six months, *Los Angeles* magazine subscribers consumed the following beverages:

	% Composition
Dinner/table wine	81%
Domestic wine	80%
Bottled water/seltzer	75%
Imported wine	69%
Vodka	58%
Mixed drinks	58%
Domestic beer/ale	57%
Champagne and sparkling wines	55%
Imported beer/ale	54%
Tequila	48%
Ready-to-drink iced tea	43%
Whiskey	37%
Rum	32%
Gin	30%
Cordials and liqueurs	27%
Scotch	25%
Specialty wines and aperitifs	25%
Bourbon	21%
Port, sherry, and dessert wines	20%

83% of *Los Angeles* magazine subscribers ordered a drink by brand name

42% of our readers ordered wine or liquor by the case in the last 12 months

Subscribers spent an average of \$1,424 on alcoholic beverages in the last 12 months

Dining Out

In the last month, *Los Angeles* magazine subscribers did the following:

Dined out in a restaurant, hotel, or club	99%
Drank dinner/table wine	81%
Drank mixed drinks	58%
Drank Champagne and sparkling wine	55%

In the last 12 months, *Los Angeles* magazine subscribers did the following:

Read <i>Los Angeles</i> magazine for restaurant or dining information	77%
Dined at a specific restaurant as a result of reading <i>Los Angeles</i> magazine	68%

The average *Los Angeles* magazine subscriber dines out an average of 11 times a month

Of those who dined at a fine restaurant, the average amount spent in the last 12 months was \$2,501

Fashion & Apparel

In the last 12 months, *Los Angeles* magazine subscribers purchased the following:

	Purchased	Average Spent
Fragrances, cosmetics, lotion	90%	\$898
Watches/jewelry	72%	\$2,766
Women's		
Apparel	77%	\$3,297
Sportswear	76%	\$1,260
Shoes	73%	\$975
Lingerie	68%	\$395
Accessories	63%	\$558
Evening apparel	48%	\$811
Designer collection/couture items	33%	\$2,000
Men's		
Apparel	77%	\$2,168
Sportswear	75%	\$934
Shoes	66%	\$763
Accessories	52%	\$447
Suits	42%	\$1,266
Children's		
Apparel	46%	\$558

Financial

In the last 12 months, *Los Angeles* magazine subscribers used the following:

	% Composition
Certified public accountant	49%
Tax advisor	35%
Stockbroker	28%
Financial planner	25%
Personal or private banker	22%
Total value of savings and investments of \$500,000 or more	37%
Average value of savings and investments	\$1, 353, 400

In the next 12 months, *Los Angeles* magazine subscribers plan to:

Invest in stocks/mutual funds	52%
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Fitness

In the last 12 months, *Los Angeles* magazine subscribers used the following:

	% Composition
Sports/athletic/home fitness equipment	50%
Private athletic/health club	37%
Physical fitness trainer	14%

In the last 12 months, *Los Angeles* magazine subscribers did the following:

Fitness walking	74%
Weight lifting	72%
Swimming	56%
Aerobics or calisthenics	56%
Going to a spa	55%
Hiking	50%
Yoga/Pilates	44%
Bicycling	43%
Running	38%
Golfing	29%
Playing tennis	23%
Boating (power or sail)	23%
Snow skiing/snowboarding	21%
Fishing	20%

Home Ownership & Home Purchases

In the last 12 months, *Los Angeles* magazine subscribers did the following:

	% Composition
Owned a home	70%
Owned property valued over \$500,000 (over 3x the national average)	78%
Owned a vacation/weekend home (over 4x the national average)	17%
Purchased items for the home	91%
Decorated home	76%
Purchased home decorating	72%
Purchased equipment/materials	70%
Purchased household or kitchen appliances	65%
Purchased home furniture	62%
Purchased artwork and collectibles	50%
Hired a landscaper/landscape designer	45%
Purchased home remodeling	44%
Used a home builder or contractor	23%
Used an interior designer/decorator	11%
Average value of home	\$1,267,400 (over 9x the national average)

In the next 12 months, *Los Angeles* magazine subscribers plan to:

Remodel/renovate home	33%
Remodel/renovate other room(s)	22%
Remodel/renovate bathroom	19%
Remodel/renovate kitchen	18%
Redecorate home	29%
Move or relocate	17%

Leisure Time

In the last 12 months, *Los Angeles* magazine subscribers did the following:

	% Composition
Dined out	99%
Shopped	98%
Went to movies	95%
Attended a live show or theater	91%
Attended an antique show/art show/museum event	88%
Went to concerts	79%
Gourmet/fine cooking	75%
Attended sports events	73%
Enjoyed gardening	63%
Participated in casino gambling	55%
Went to a spa	55%
Engaged in fund-raising	25%

73% of our readers entertained guests at home one or more times last month

53% of our readers dined at a restaurant, hotel, or club 10 or more times in the last month

Medical/Health

In the last 12 months, *Los Angeles* magazine subscribers used the following:

	% Composition
Dentist/orthodontist	71%
Dermatologist	26%
OB/Gyn	25%
Insurance	
Personal insurance	56%
Personal life insurance	51%
Personal disability insurance	30%
Long-term care insurance	23%

L.A. Shopping

In the last 12 months, *Los Angeles* magazine subscribers did the following:

	% Composition
Shopped	98%
Read <i>Los Angeles</i> magazine for style information	42%
Shopped at department stores	86%
Shopped at Macy's	71%
Shopped at Nordstrom	63%
Shopped at Bloomingdale's	37%
Shopped at Saks Fifth Avenue	22%
Shopped at Neiman Marcus	22%
Shopped at Barneys New York	17%
Shopped at malls	86%
Shopped at The Grove	48%
Shopped at the Beverly Center	32%
Shopped at Westfield Century City	29%
Shopped at Westside Pavilion	25%
Shopped at South Coast Plaza	24%
Shopped at Glendale Galleria	24%
Shopped at Westfield Topanga	17%
Shopped on the streets of Los Angeles	82%
Shopped Third Street Promenade	40%
Shopped Old Town Pasadena	35%
Shopped West Third Street and Beverly Boulevard	28%
Shopped Rodeo Drive, Beverly Hills	26%
Shopped Melrose Avenue	22%
Shopped Montana Avenue	20%
Average number of days spent shopping in the last 12 months	57

Technology/Internet

In the last 12 months, *Los Angeles* magazine subscribers purchased the following products:

	% Composition
Home electronics	93%
Music and video recordings	81%
Computer software	58%
Desktop/laptop computers	45%
MP3/digital music player	40%
Flat-panel color TV	34%
Digital video recorder	26%
Handheld computers/PDAs	23%

In the last 12 months, *Los Angeles* magazine subscribers did the following:

Used the Internet	92%
Made a purchase using the Internet	85%

Average time spent using the Internet in an average week **12 hours**

Domestic Travel

In the last 12 months, *Los Angeles* magazine subscribers did the following:

	% Composition
Traveled	94%
Took a domestic trip	91%
Took a domestic trip for pleasure	83%
Took a domestic trip for business	43%
Took an average of 8 domestic trips	
Took an average of 6 domestic trips by plane	
Spent an average of \$9,499 on travel	
Spent an average of \$3,291 on personal travel/vacations	

Destinations	% Composition	Index
Las Vegas	38%	N/A
San Diego	37%	N/A
Palm Springs	36%	986
San Francisco	36%	461
Orange County	36%	N/A
Santa Barbara	32%	N/A
New York	27%	N/A
California ski resorts (Tahoe, Mammoth, Big Bear)	23%	N/A
California wine country (Napa, Sonoma)	20%	N/A
Arizona	18%	271
California Central Coast (Big Sur, Monterey)	14%	N/A
Colorado/Utah	14%	111

In the next 12 months, *Los Angeles* magazine subscribers plan to:

	% Composition
Take a trip/vacation	85%
Take an international trip/vacation	55%
Take a cruise	20%

International Travel

In the last 12 months, *Los Angeles* magazine subscribers did the following:

	% Composition
Traveled	94%
Spent an average of \$9,499 on travel	
Spent an average of \$5,803 on personal international travel and vacations	

In the last three years, *Los Angeles* magazine subscribers did the following:

	% Composition
Took an international trip (over 2x the national average)	68%
Took an international trip for pleasure	61%
Took an international trip for business	14%
Took an average of 4 international trips	

Destinations	% Composition	Index
Europe	33%	244
Mexico	25%	161
Hawaii* (nearly 2x the national average)	26%	225
Canada	17%	126
China/Japan/Singapore	13%	N/A
Alaska	7%	148
Australia/New Zealand/South Pacific (3x the national average)	6%	N/A
Central/South America	12%	N/A

In the next 12 months, *Los Angeles* magazine subscribers plan to:

	% Composition
Take a trip/vacation	85%
Take an international trip/vacation	55%
Take a cruise	20%

SOURCE: 2007 *Los Angeles* magazine subscriber study, MMR custom division

*International travel includes all destinations outside the continental United States