



**SPEARMINT RHINO**  
**GENTLEMEN'S CLUB**

# Over 2.2 Million Market Adults Visited a Night Club or Bar Last Month

Report: TARGET QUICK PROFILE  
 Market: LOS ANGELES, CA for MAR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Target: PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS  
 Base Population: 9,731,048

THE MEDIA AUDIT

All Groups  
 TOTAL

% in Target: 23.3

Target Persons: 2,265,821

## Audience Profile

**Total Income: \$185,422,200,500**

**Mean Income: \$81,834**

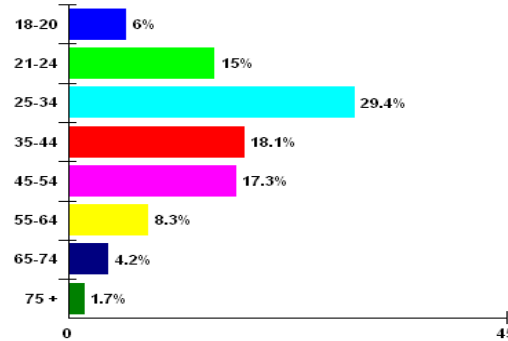
**Mean Age: 37**

**Home Owners: 57%**

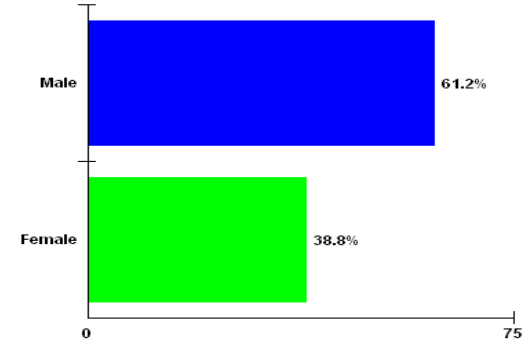
**Mean Home Value: \$687,002**

**Mean Miles Past Week: 206**

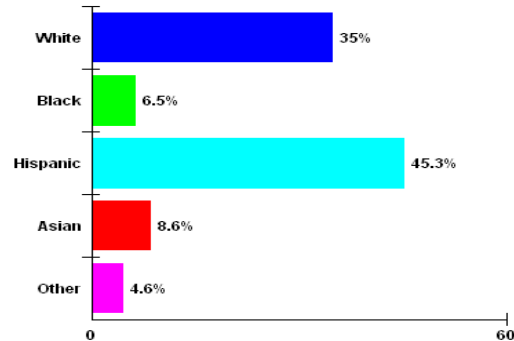
## Age Analysis



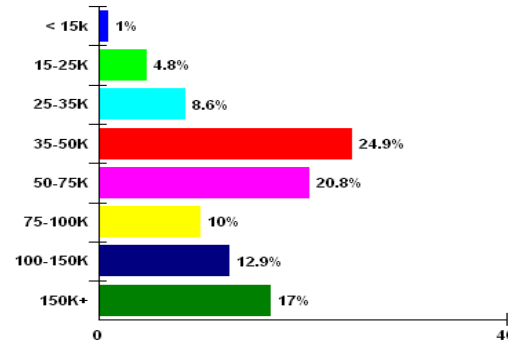
## Gender Profile



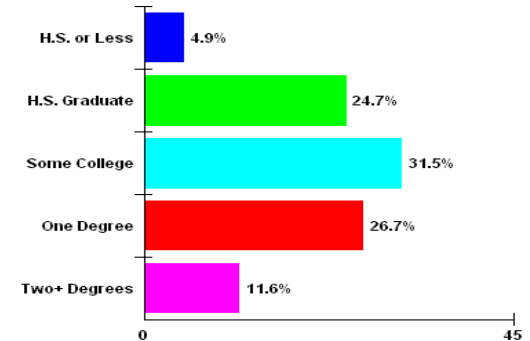
## Ethnicity Profile



## Annual Income



## Education Profile



# Bar-Hoppers & Night-Clubbers Skew Male

Report: TARGET PROFILE REPORT  
Market: LOS ANGELES, CA for MAR-MAY 2008  
Bases: ADULTS AGE 18+  
Target: PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS

THE MEDIA AUDIT

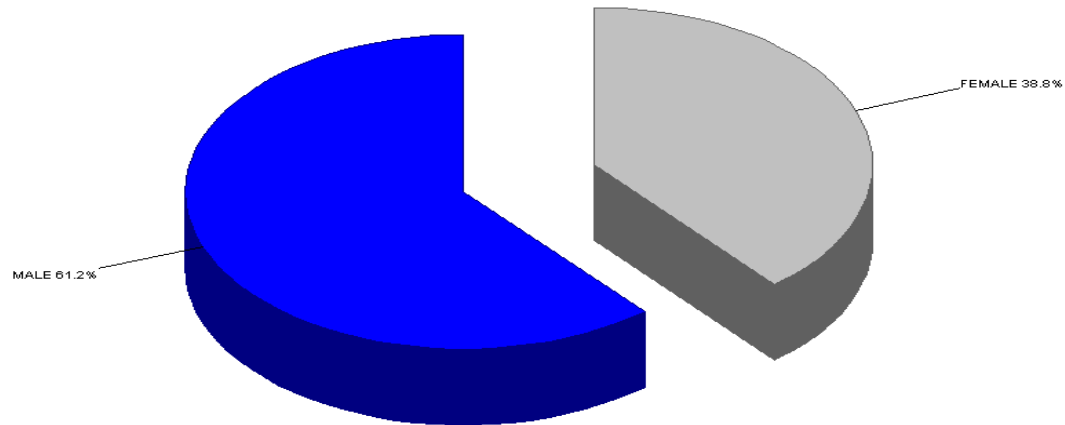
Gender Profile

Base Population: 9,731,048

% In Target: 23.3%

Target Persons: 2,265,820

**Over 60% of Bar or Night Club Frequenters are Male**



MARKET PROFILE IS BASED ON 1,611 RESPONDENTS. TARGET PROFILE IS BASED ON 332 RESPONDENTS IN THE AUDIENCE OF THE TARGET.

# Your Best Clients are: Young with Money, Yuppies, & Affluent White Collar Workers

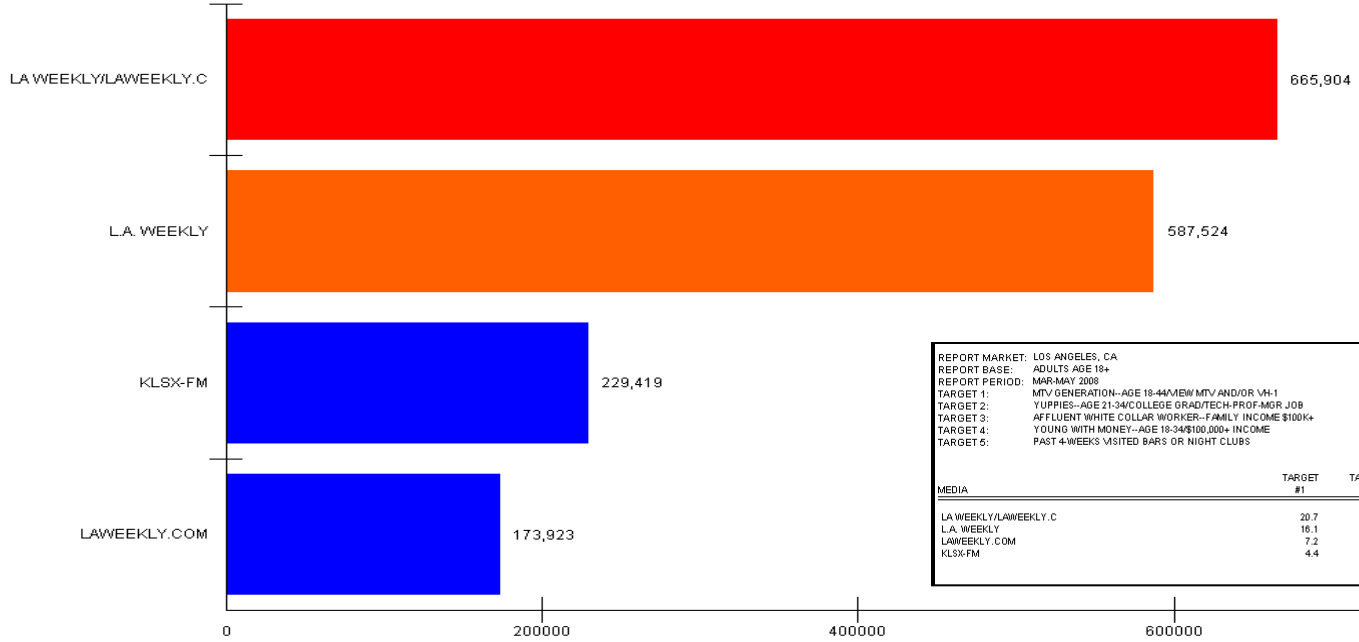
THE MEDIA AUDIT				
CROSSTAB REPORTS				
Cross Target Statistical				
REPORT MARKET: LOS ANGELES, CA				
REPORT BASE: ADULTS AGE 18+				
REPORT PERIOD: MAR-MAY 2008				
PRIMARY TARGET: PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS				
BASE POPULATION: 9,731,048	% IN TARGET: 23.3%	TARGET PERSONS: 2,265,820		
TARGET	BASE PERSONS	PRIMARY PERSONS	HORIZONTAL PERCENT	TARGET INDEX
YOUNG WITH MONEY--AGE 18-34/\$100,000+ INCOME	462,651	255,085	55.1	237
YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB	398,121	210,583	52.9	227
MTV GENERATION--AGE 18-44/MEW/MTV AND/OR VH-1	1,462,081	646,603	44.2	190
AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+	1,242,297	469,599	37.8	162
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	846,901	244,884	28.9	124
AFFLUENT FULL NESTERS--\$75K +/KIDS AT HOME	1,528,833	354,199	23.2	99
AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 46+	1,348,515	302,514	22.4	96
MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS	522,750	104,012	19.9	85
GRAYING AFFLUENTS--AGE 50+/FAMILY INCOME \$60,000+	1,706,009	334,606	19.6	84
AFFLUENT BLUE COLLAR WORKER--FAMILY INCOME \$75000+	335,871	38,832	11.6	50

**Young with Money targets are more than twice as likely to visit bars or night-clubs.**

# LA Weekly Reaches MORE Night-Club Goers and Targets that index high for Bars/Nightclubs

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings  
 Market: LOS ANGELES, CA for MAR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Target: PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS  
 Base Population: 9,731,048 % In Target: 23.3% Target Persons: 2,265,820

## LA Weekly Print & Online Delivers Nearly 3x More Reach



REPORT MARKET: LOS ANGELES, CA  
 REPORT BASE: ADULTS AGE 18+  
 REPORT PERIOD: MAR-MAY 2008  
 TARGET 1: MTV GENERATION--AGE 18-44/NEW MTV AND/OR VH-1  
 TARGET 2: YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB  
 TARGET 3: AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+  
 TARGET 4: YOUNG WITH MONEY--AGE 18-34/\$100,000+ INCOME  
 TARGET 5: PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS

MEDIA	TARGET #1	TARGET #2	TARGET #3	TARGET #4	TARGET #5
LA WEEKLY/LAWEEKLY.C	20.7	42.9	21.2	33.2	29.4
L.A. WEEKLY	16.1	34.9	19.4	28.3	25.9
LAWEEKLY.COM	7.2	15.1	5.4	11.8	7.7
KLSX-FM	4.4	4.4	9.0	13.2	10.1

BASED ON 332 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 1,611 BASE # OF RESPONDENTS

# LA Weekly is #1

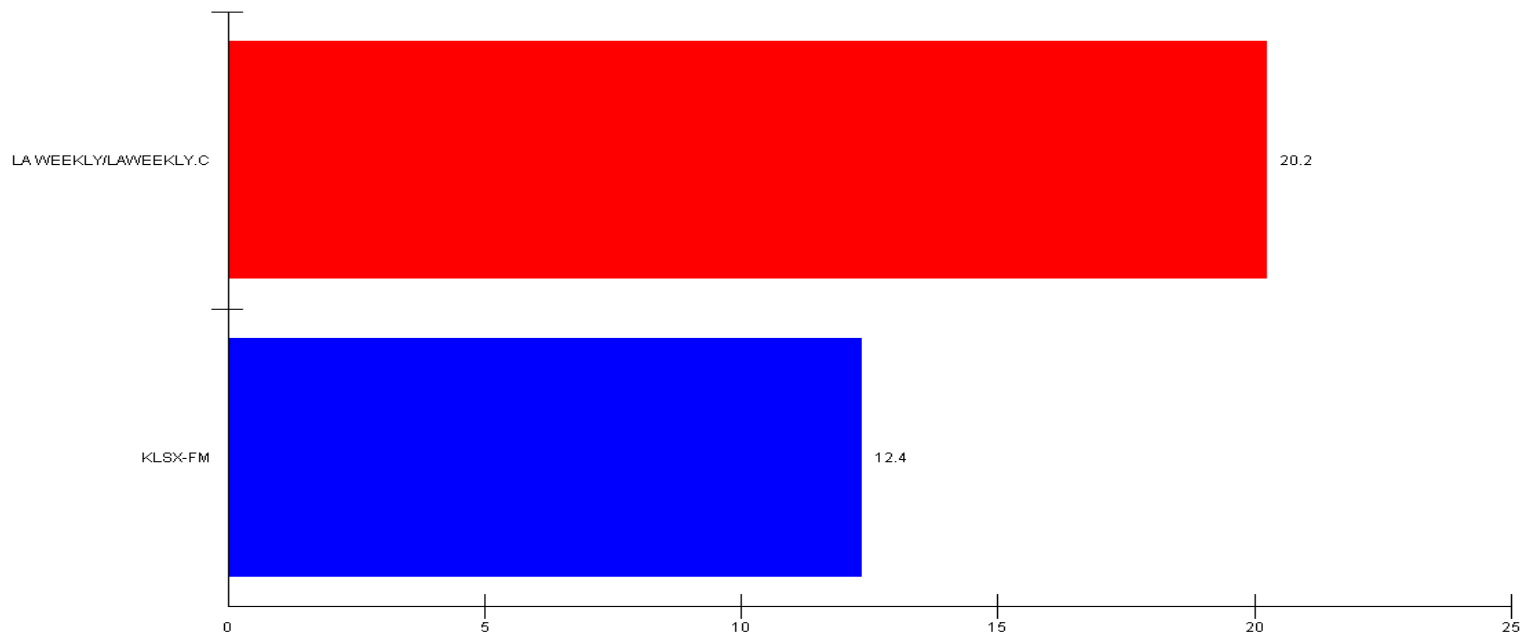
## Reaching More Male Club-Goers, Age 25+

Report: COMPOSITE AVERAGE REPORTS  
Market: LOS ANGELES, CA for MAR-APR/SEP-OCT 2007  
Bases: ADULTS--AGE 25 PLUS  
Target 1: AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+  
Target 2: YOUNG WITH MONEY--AGE 18-34/\$100,000+ INCOME  
Target 3: PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS

THE MEDIA AUDIT

Cume Ratings  
Male Adults

Among Male Adults 25+ - LA Weekly Reaches More Club-Goers



# LA Weekly Readers SPEND MORE on Alcohol... a total of \$283.9 Million

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT  
Market: LOS ANGELES, CA for MAR-APR/SEP-OCT 2007  
Bases: ADULTS AGE 18+  
Target: ALCOHOLIC BEVERAGES AT RESTAURANTS, CAFETRS, DRIVE

THE MEDIA AUDIT

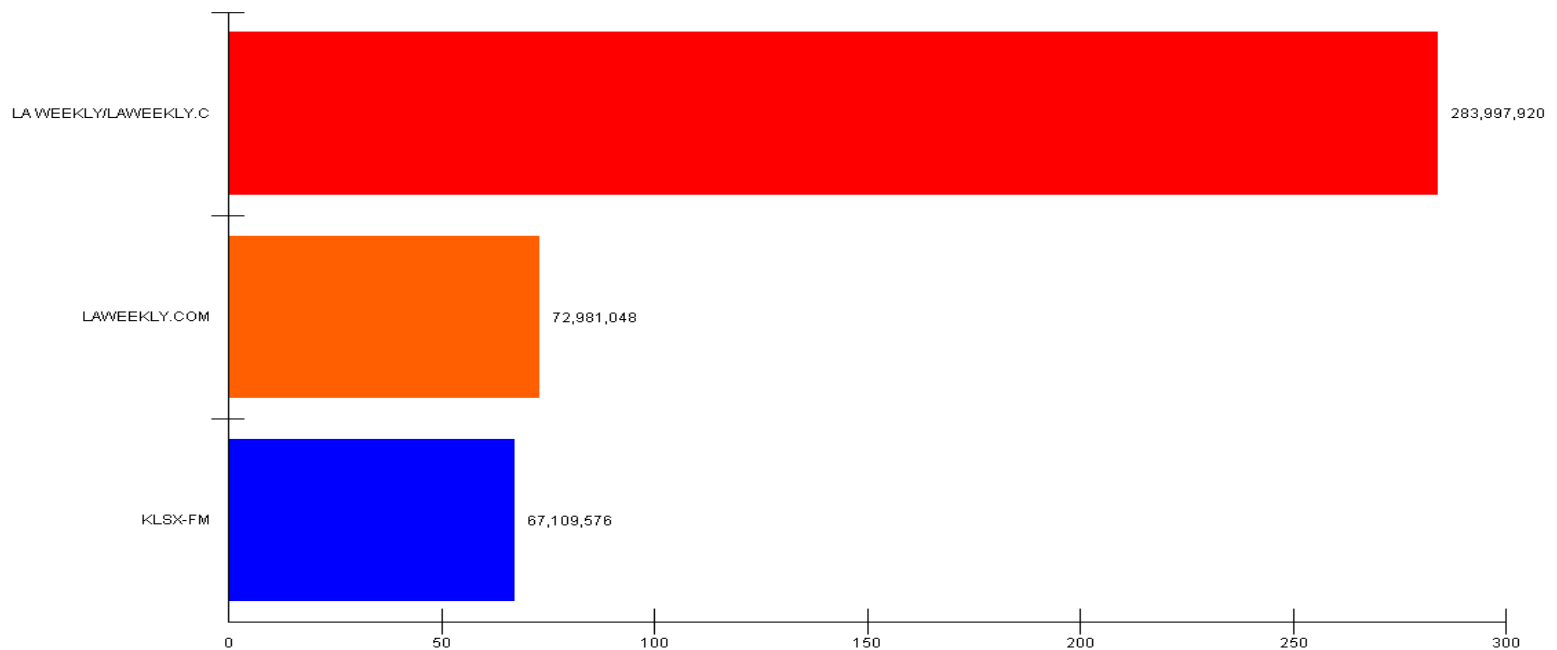
Total Expenditures -- Cume Rating \$'s

Base Population: 9,670,612

% In Target: 24.4%

Target Persons: 2,355,205

## LA Weekly Readers Outspend KLSX Listeners on Alcohol



BASED ON 802 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 3,207 BASE # OF RESPONDENTS