

Atlantic City Casinos

Reaching Your Best Prospects

in the

Philadelphia Market

with

Philadelphia Magazine



Philadelphia Magazine

December 2007



Profile of Casino Gambler in the Philadelphia Market

Report: TARGET QUICK PROFILE
 Market: PHILADELPHIA, PA for JUL-SEP 2007
 Bases: ADULTS AGE 18+
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 3,919,700

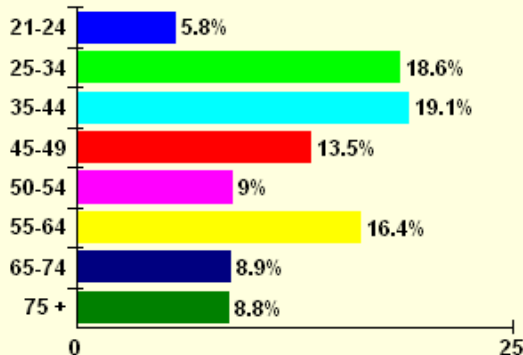
% in Target: 25.0

Target Persons: 978,800

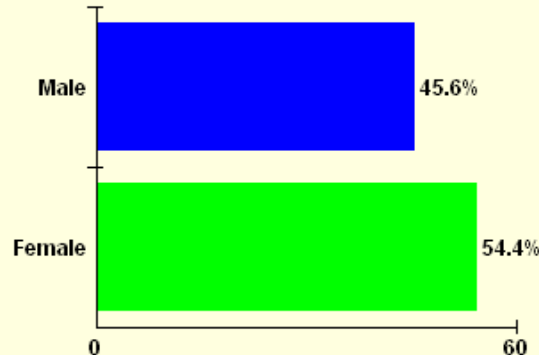
The Audience Has...

Total Income: \$67,656,750,000
Annual Mean Income: \$69,115
Mean Age: 48
Home Owners: 80%
Mean Home Value: \$309,382
Mean Miles Driven Past Week: 206

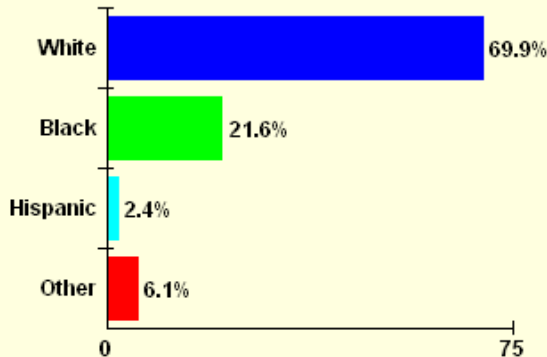
Age Analysis



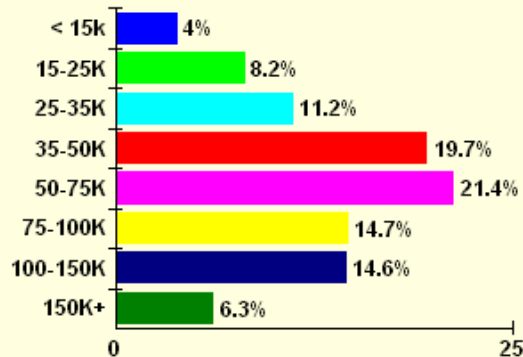
Gender Profile



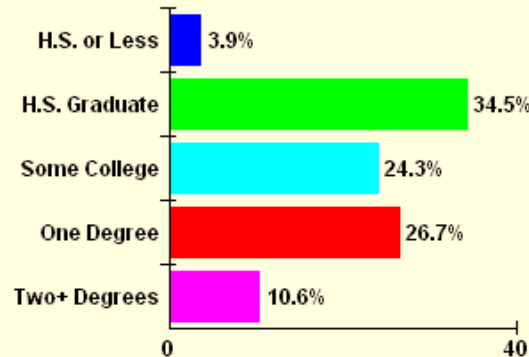
Ethnicity Profile



Annual Income



Education Profile



Profile of Philadelphia Magazine Readers

Report: MEDIA QUICK PROFILE
 Market: PHILADELPHIA, PA for JUL-SEP 2007
 Bases: ADULTS AGE 18+
 Media: PHILADELPHIA MAG.

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 3,919,700

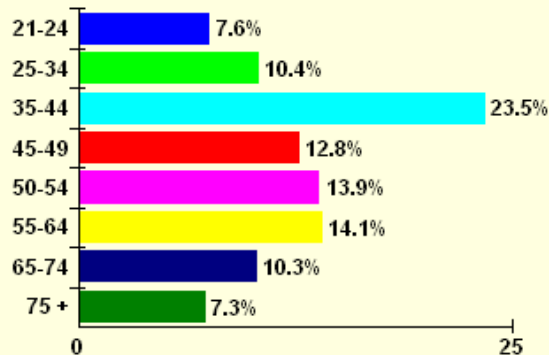


Media Persons: 855,400

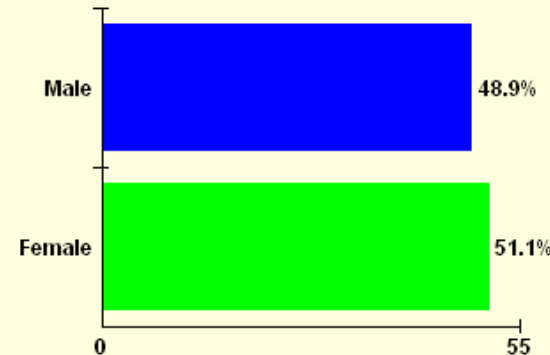
The Audience Has...

Total Income: \$66,036,500,000
Annual Mean Income: \$77,200
Mean Age: 48
Home Owners: 84%
Mean Home Value: \$351,505
Mean Miles Driven Past Week: 200

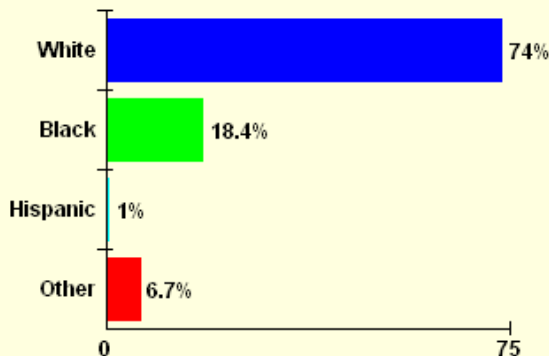
Age Analysis



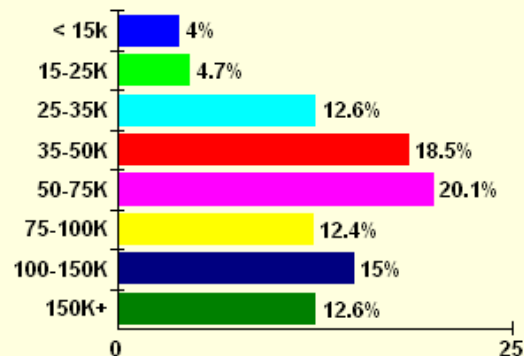
Gender Profile



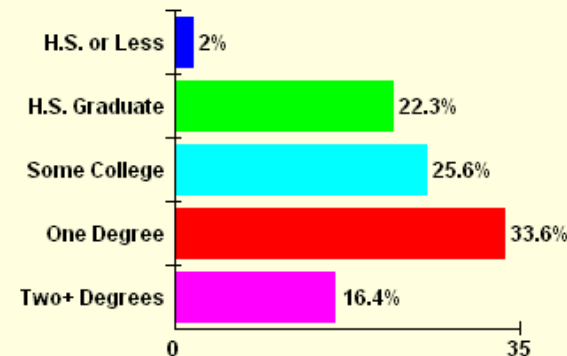
Ethnicity Profile



Annual Income



Education Profile





AGE DEMO ANALYSIS:

Philadelphia Magazine Super-serves the Casino Gambler Prime Demo

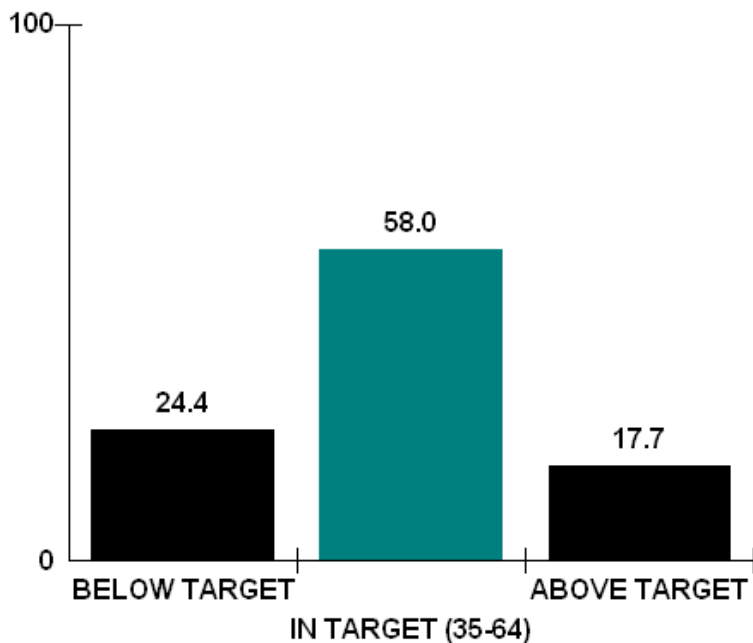
Report: AGE DEMO ANALYSIS
 Market: PHILADELPHIA, PA for JUL-SEP 2007
 Bases: ADULTS AGE 18+
 Media: PHILADELPHIA MAG.
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR
 Total Market Persons: 3,919,700
 Total Market Persons: 3,919,700

THE MEDIA AUDIT

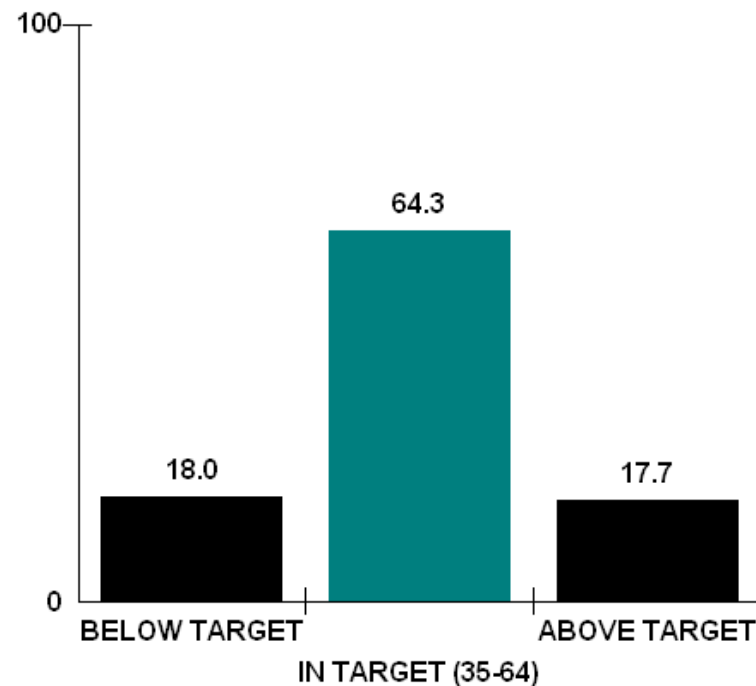
Media Percent: 21.8%
 Target Percent: 25.0%

Media Persons: 855,400
 Target Persons: 978,800

VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR



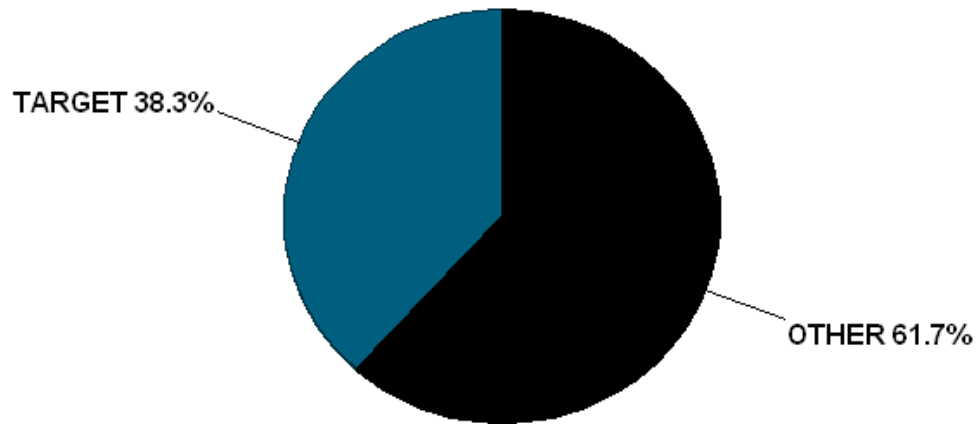
PHILADELPHIA MAG.





Over 38% of Philadelphia Magazine Readers are Casino Gamblers...
compared to 27% of the Philly Market.

Over 38% of Philadelphia Magazine Readers are Casino Gamblers





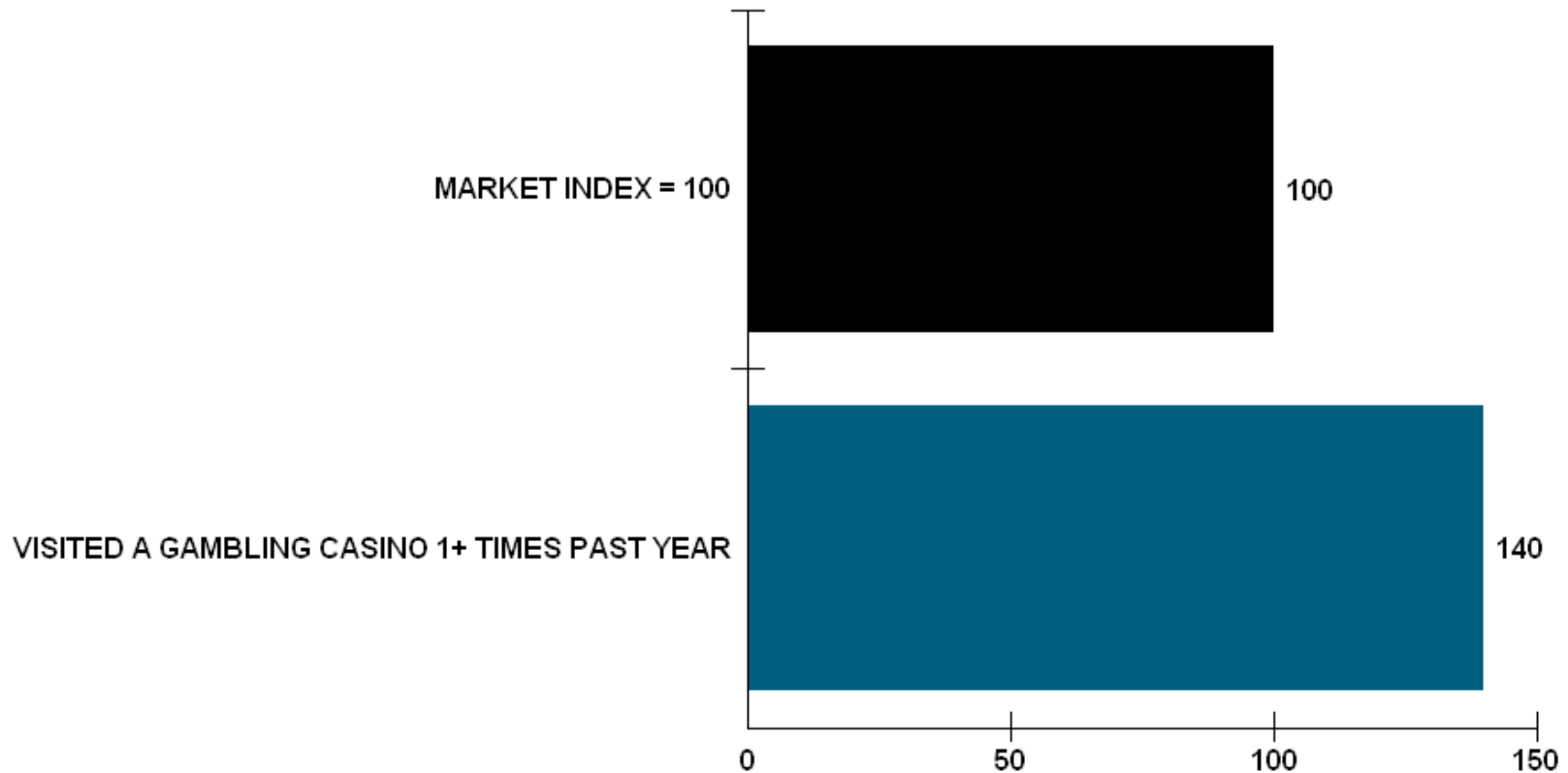
Philadelphia Magazine readers are 40% more likely than the average adult in the market to be **CASINO GAMBLERS**.

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: PHILADELPHIA, PA for JAN-MAR/JUL-SEP 2007
Bases: ADULTS AGE 18+
Media: PHILADELPHIA MAG.

THE MEDIA AUDIT

Cume Index

PHILADELPHIA MAGAZINE



Philadelphia Magazine readers are 63% more likely than the average adult in the market to be frequent **FULL-SERVICE RESTAURANT DINERS.**

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: PHILADELPHIA, PA for JAN-MAR/JUL-SEP 2007
Bases: ADULTS AGE 18+
Media: PHILADELPHIA MAG.

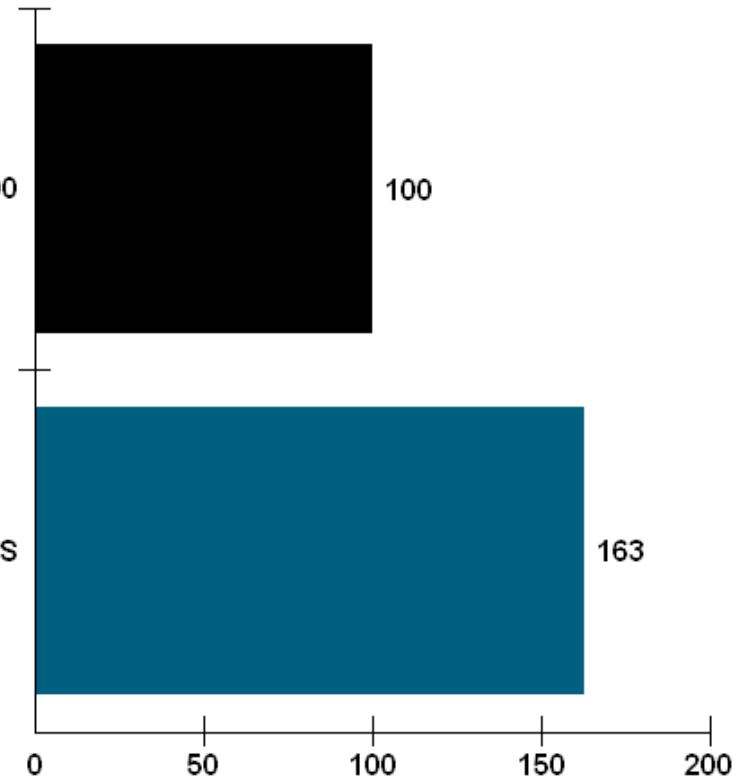
THE MEDIA AUDIT

Cume Index

PHILADELPHIA MAGAZINE



MARKET INDEX = 100



2-WEEKS EVENING MEAL SIT-DOWN RESTAURANT 4+TIMES

163

Philadelphia Magazine OUTPERFORMS the market in delivering the BAR & NIGHTCLUB CROWD.

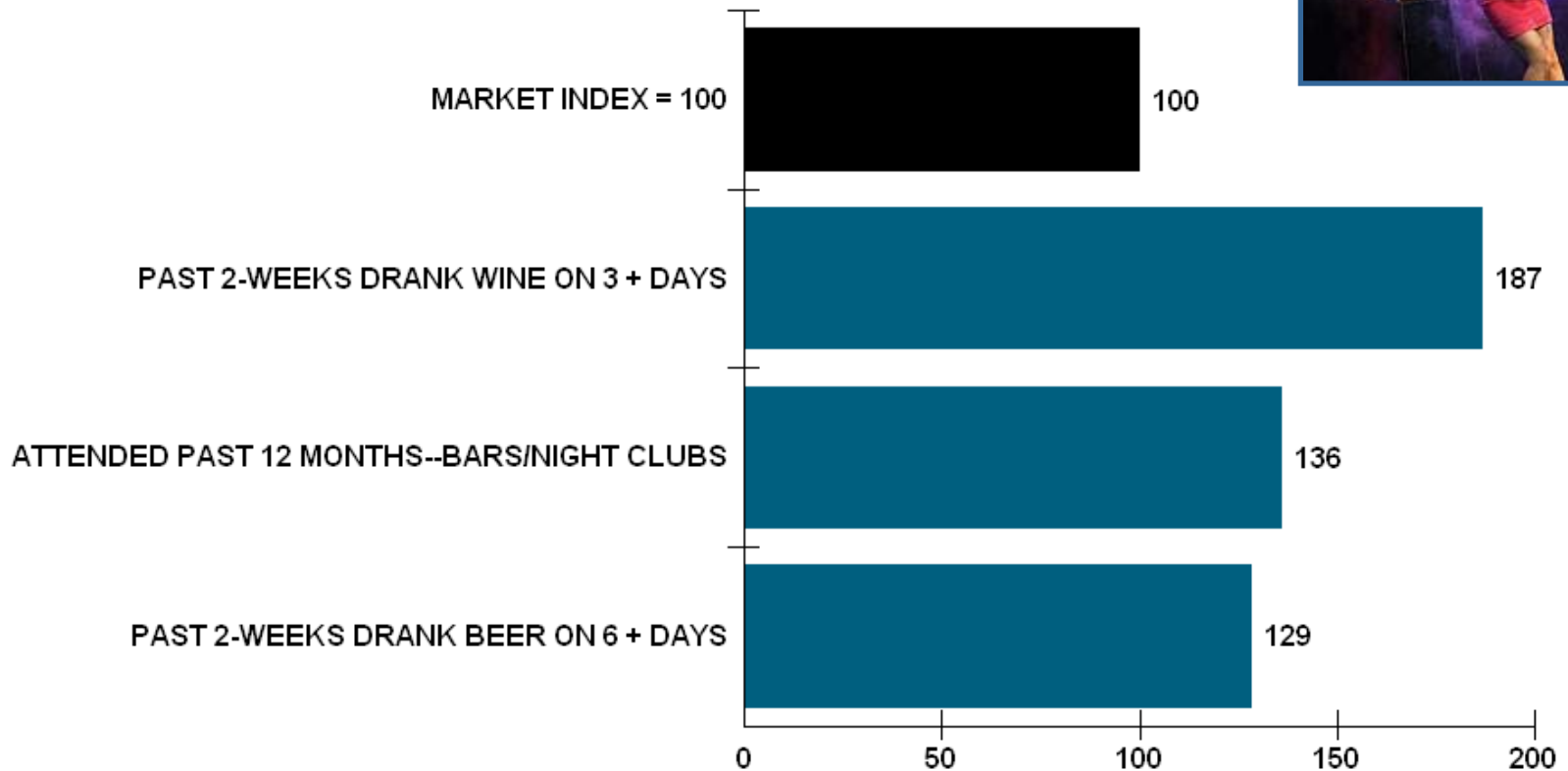
Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: PHILADELPHIA, PA for JAN-MAR/JUL-SEP 2007
Bases: ADULTS AGE 18+
Media: PHILADELPHIA MAG.

THE MEDIA AUDIT

Cume Index



PHILADELPHIA MAGAZINE





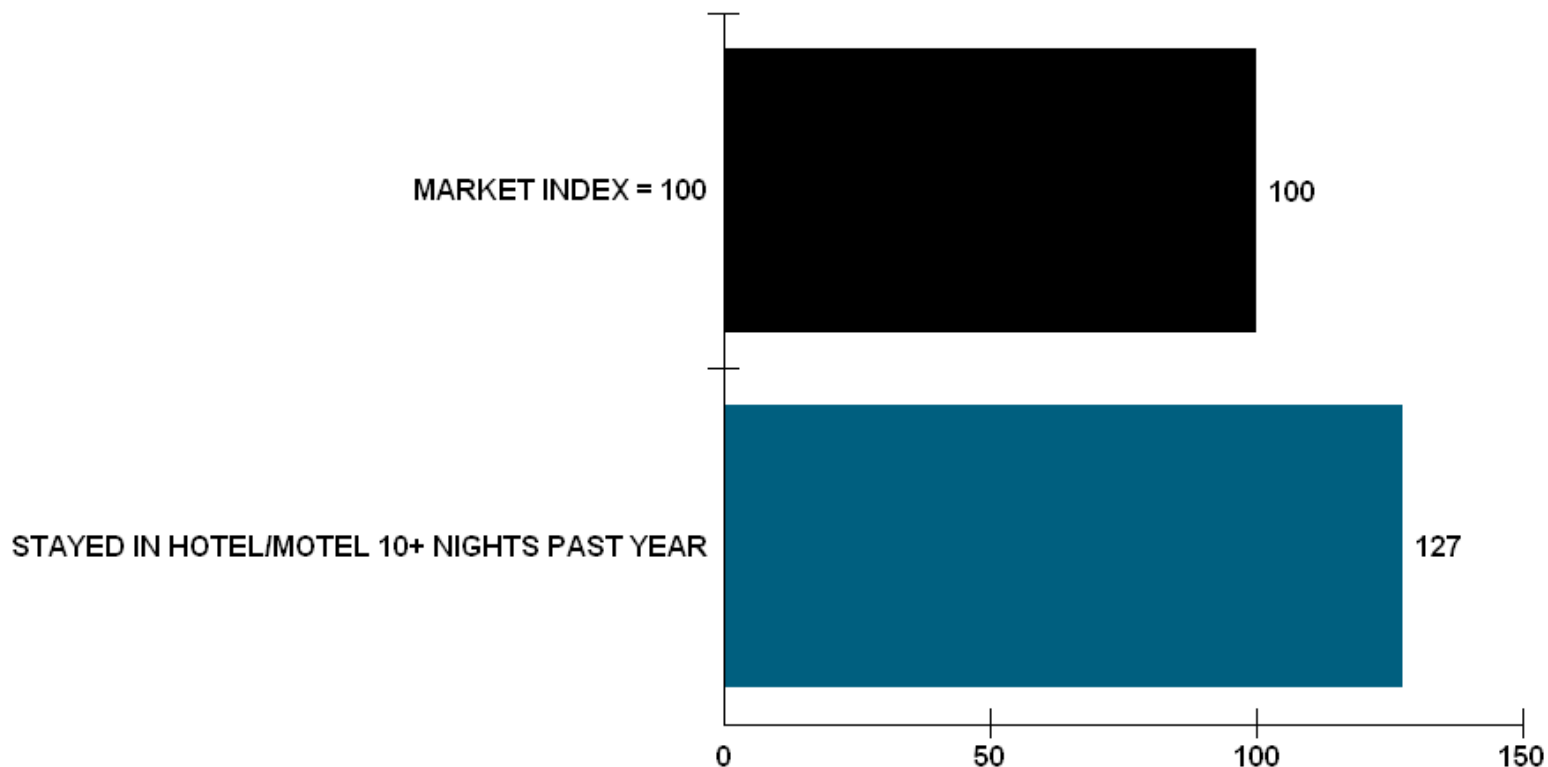
Philadelphia Magazine Readers are 47% more likely to be Frequent HOTEL guests.

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: PHILADELPHIA, PA for JAN-MAR/JUL-SEP 2007
Bases: ADULTS AGE 18+
Media: PHILADELPHIA MAG.

THE MEDIA AUDIT

Cume Index

PHILADELPHIA MAGAZINE



Philadelphia Magazine reaches **MORE CASINO GAMBLERS** than any **Weekly or Monthly Publication.**

THE MEDIA AUDIT

RANKER REPORT

Cume Ratings

REPORT MARKET:
REPORT BASE:
REPORT PERIOD:
TARGET:

PHILADELPHIA, PA
ADULTS AGE 18+
JUL-SEP 2007
VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR



BASE POPULATION: 3,919,700

% IN TARGET: 25.0%

TARGET PERSONS: 978,800

RANK	MEDIA	CUME PERSONS	CUME RATING	0	10	21	31
1	PHILADELPHIA MAG.	301,200	30.8				
2	SHOPPER'S GUIDE	246,300	25.2				
3	PHIL. CITY PAPER	176,900	18.1				
4	WINE & SPIRITS QTRLY	147,800	15.1				
5	THE TREND	139,000	14.2				
6	PW PHIL. WEEKLY	134,800	13.8				
7	SOUTH PHIL. REVIEW	124,900	12.8				
8	PHIL.MAG.HOME&GARDEN	120,100	12.3				
9	PHILADELPHIA TRIBUNE	118,800	12.1				
10	THE MERCHANDISER	107,900	11.0				
11	AUTO SHOPPER	102,100	10.4				
12	NORTHEAST TIMES	97,000	9.9				
13	NWS OF DELAWARE CNTY	94,400	9.6				
14	SW PHIL. REVIEW	89,200	9.1				
15	PHIL. BUSINESS JRNL.	78,600	8.0				
16	PHILADELPHIA STYLE	77,100	7.9				
17	ELEGANT WEDDING	76,400	7.8				
18	METROKIDS	70,500	7.2				
19	MAIN LINE TIMES	66,600	6.8				
20	GRTR. PHIL. HOUSE&HOME	47,500	4.9				
21	MAIN LINE TODAY	47,300	4.8				
22	CHESTNUT HILL LOCAL	42,700	4.4				
23	AUTO LOCATOR	41,800	4.3				
24	JEWISH EXPONENT	41,700	4.3				
25	MAIN LINE LIFE	40,800	4.2				
26	PHIL. NEWS OBSERVER	35,600	3.6				
27	NEW JERSEY MONTHLY	32,500	3.3				
28	SUBURBAN & WAYNE TMS	31,400	3.2				
29	CHESTR. CTY. TOWN&CTRY	30,800	3.1				
30	TIMES CHRONICLE	24,700	2.5				
31	PGN	15,500	1.6				
32	PULSE WEEKLY	12,300	1.3				

Philadelphia Magazine reaches **MORE CASINO GAMBLERS** than any **Radio Station**.

Report: RANKER REPORT
Market: PHILADELPHIA, PA for JUL-SEP 2007
Bases: ADULTS AGE 18+
Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

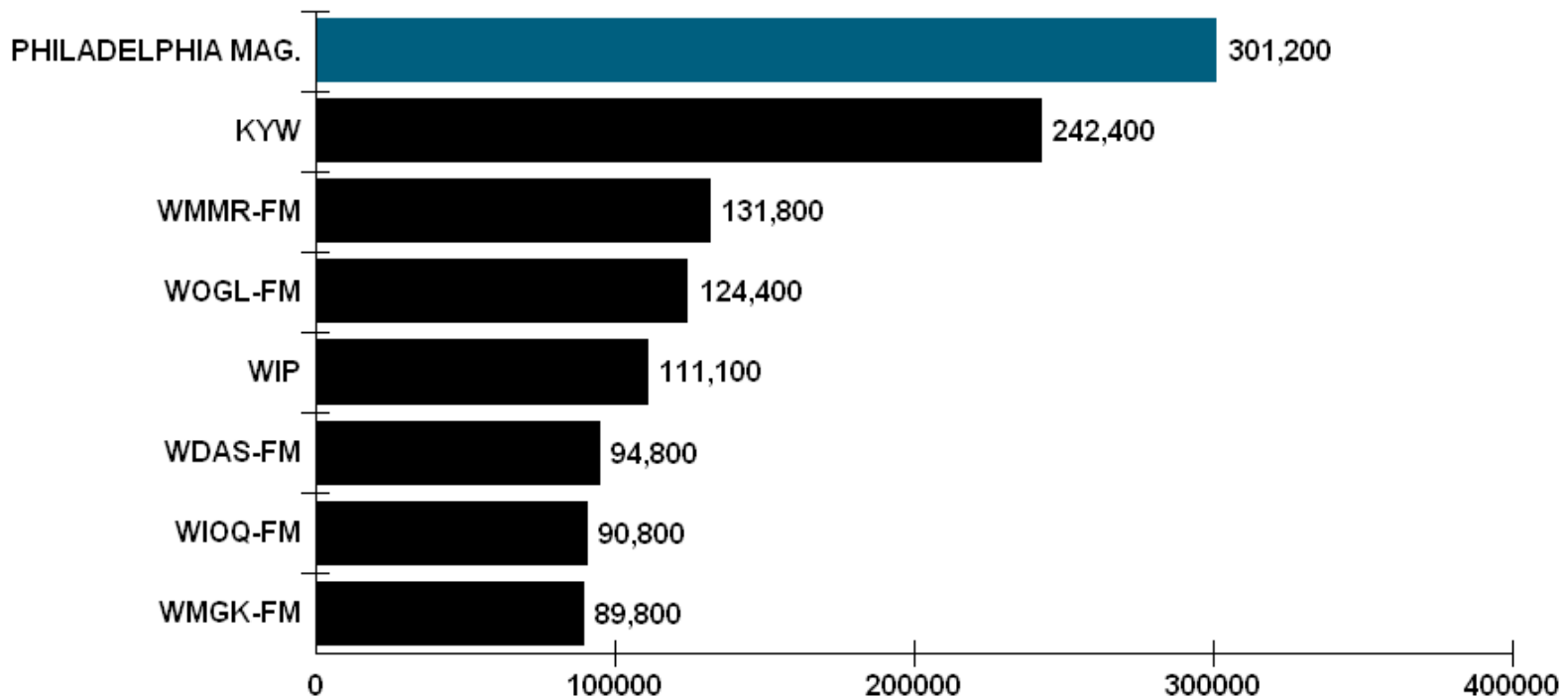
Cume Ratings

Base Population: 3,919,700

% In Target: 25.0%

Target Persons: 978,800

CASINO GAMBLERS



Philadelphia Magazine reaches **MORE CASINO GAMBLERS** than the **Philadelphia Inquirer Entertainment Sections**

Report: RANKER REPORT
Market: PHILADELPHIA, PA for JUL-SEP 2007
Bases: ADULTS AGE 18+
Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

Cume Ratings

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CASINO GAMBLERS

