

Dwell Floor Five

Advertising Solutions for
Los Angeles

2 Million+ Los Angeles Adults Plan on a Furniture Purchase this Year

Report: TARGET QUICK PROFILE
 Market: LOS ANGELES, CA for MAR-APR/SEP-OCT 2007
 Bases: ADULTS AGE 18+
 Target: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 9,670,600

% in Target: 20.9

Target Persons: 2,024,900

Audience Profile

Total Income: \$148,189,250,000

Mean Income: \$73,180

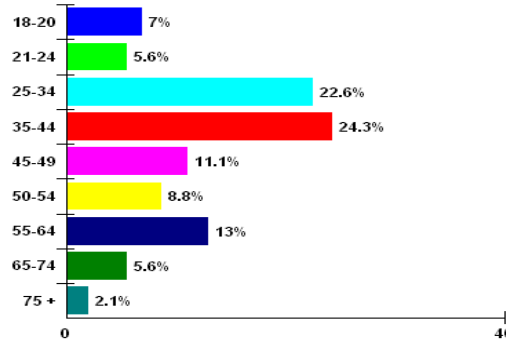
Mean Age: 41

Home Owners: 57%

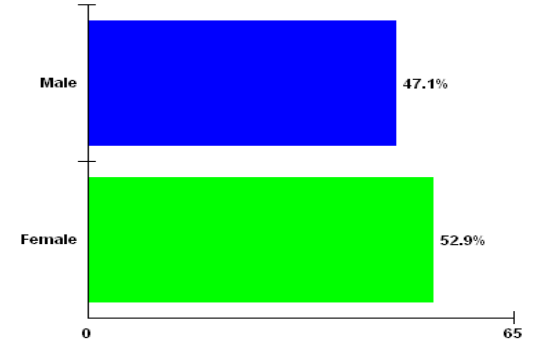
Mean Home Value: \$727,556

Mean Miles Past Week: 207

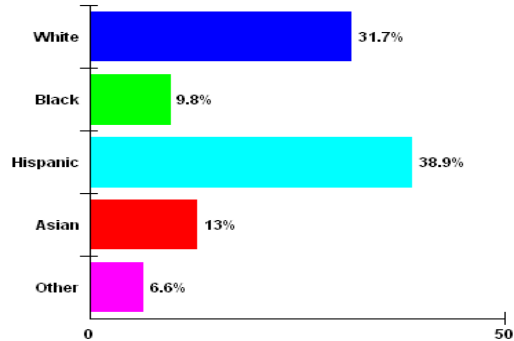
Age Analysis



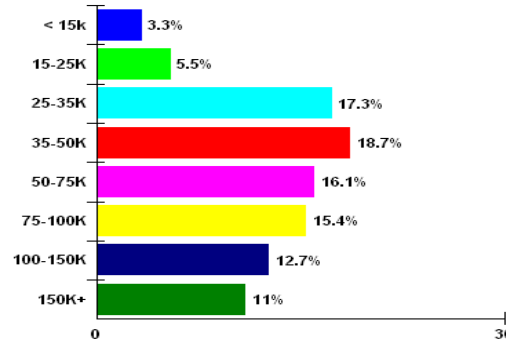
Gender Profile



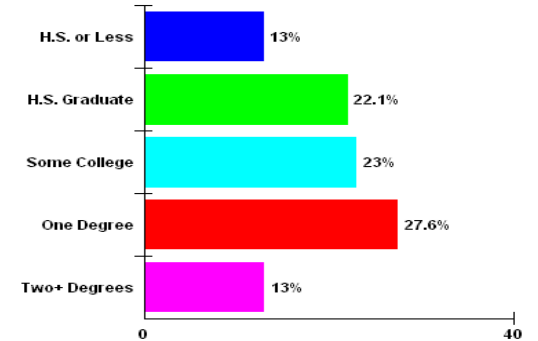
Ethnicity Profile



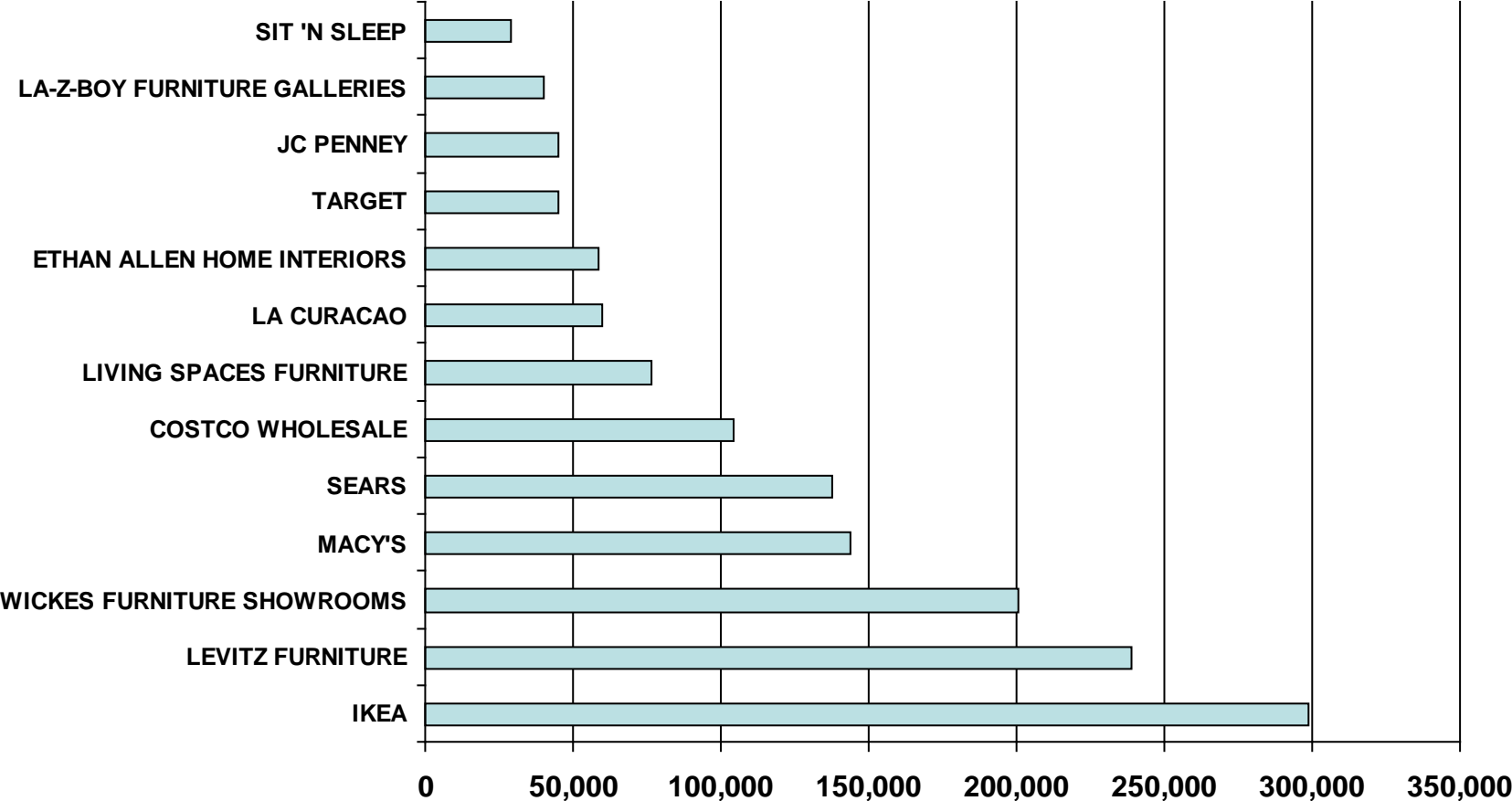
Annual Income



Education Profile



Ikea Leads the Market in Furniture Share



Source: The Media Audit, Los Angeles Mar-Apr / Sep-Oct 2007

LA Weekly Reaches the Most Furniture Buyers

Report: RANKER REPORT
 Market: LOS ANGELES, CA for MAR-APR/SEP-OCT 2007
 Bases: ADULTS AGE 18+
 Target: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE
 Base Population: 9,670,600

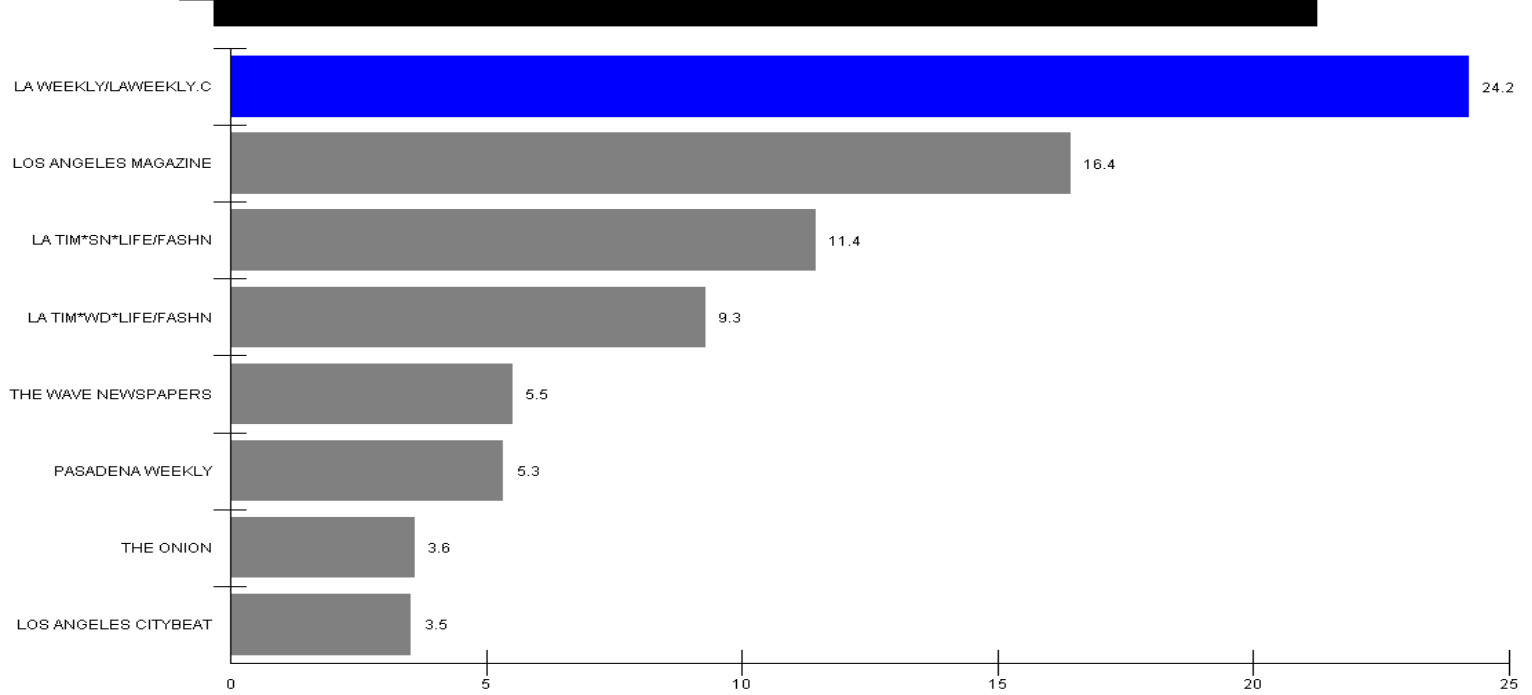
THE MEDIA AUDIT

Cume Ratings

% In Target: 20.9%

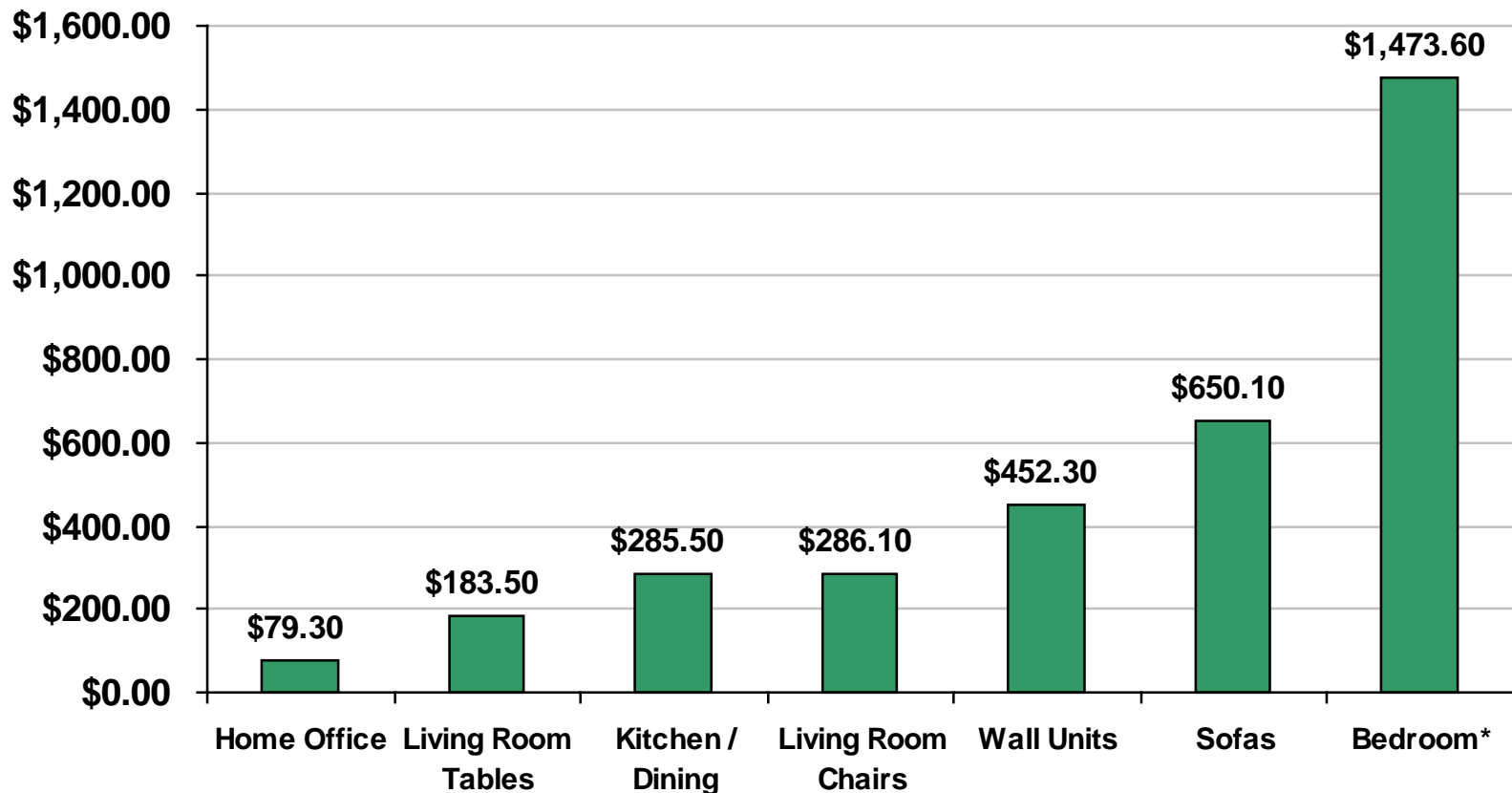
Target Persons: 2,024,900

LA Weekly Print and Internet Net Reach is 48% Greater than LA Magazine



BASED ON 656 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 3,207 BASE # OF RESPONDENTS

LA Weekly Net Print and Internet Audience Furniture Spending Spending in Millions



* Excluding Mattresses

Source: The Media Audit, Annual Consumer Buying Power Los Angeles Mar-Apr / Sep-Oct 2007

Reach 4-Times More Bedroom Furniture Dollars with LA Weekly

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
 Market: LOS ANGELES, CA for MAR-APR/SEP-OCT 2007
 Bases: ADULTS AGE 18+
 Target: OTHER BEDROOM FURNITURE

THE MEDIA AUDIT

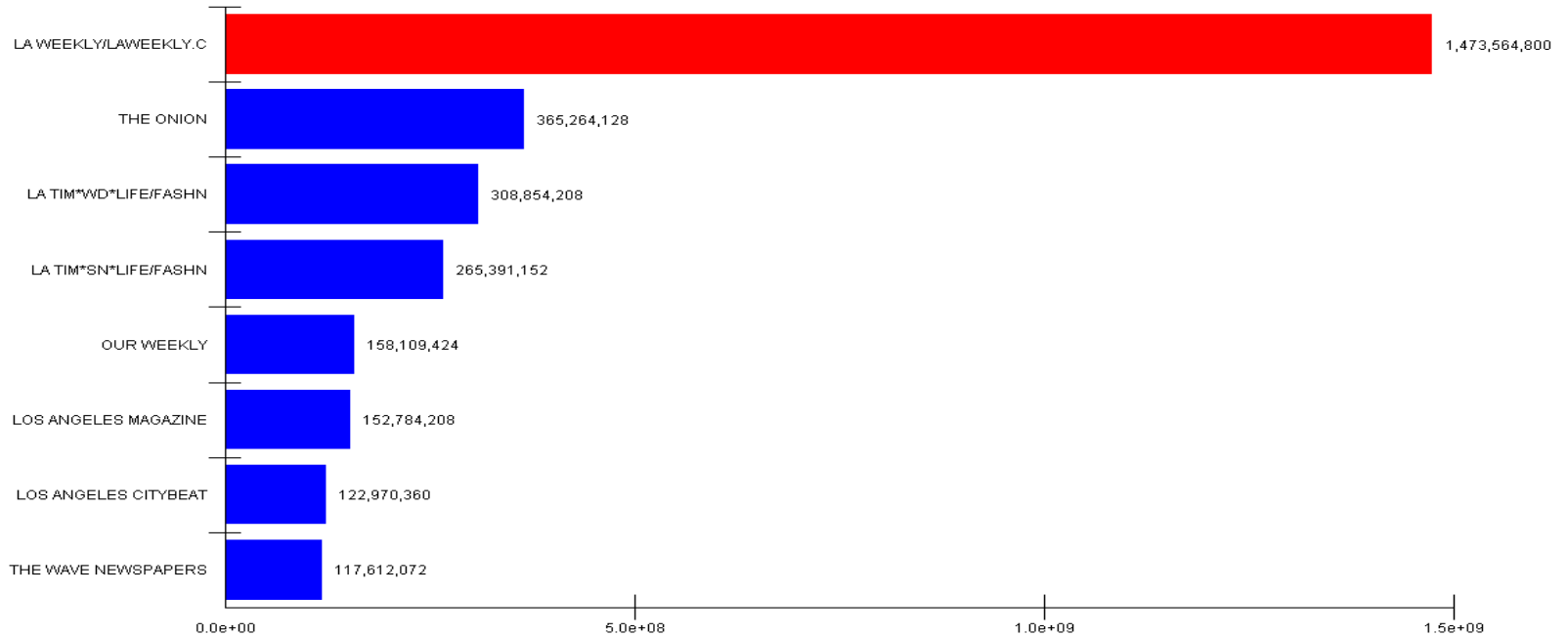
Total Expenditures -- Cume Rating \$'s

Base Population: 9,670,600

% In Target: 6.1%

Target Persons: 593,300

LA Weekly's Net Audience Spends 4x More on Bedroom Furniture



BASED ON 193 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 3,207 BASE # OF RESPONDENTS