



Over 103,000 Albuquerque Adults Plan to Buy Furniture

Report: TARGET QUICK PROFILE
 Market: ALBUQUERQUE, NM for NOV-DEC 2007
 Bases: ADULTS AGE 18+
 Target: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE
 Base Population: 605,287

THE MEDIA AUDIT

All Groups
 TOTAL

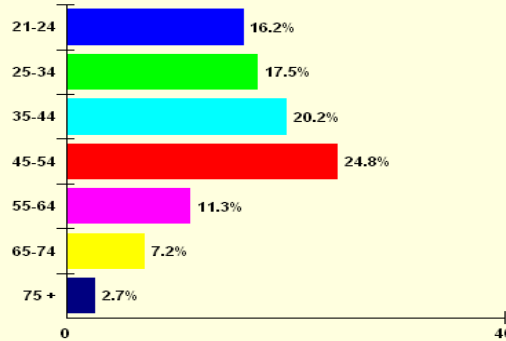
% in Target: 17.1

Target Persons: 103,594

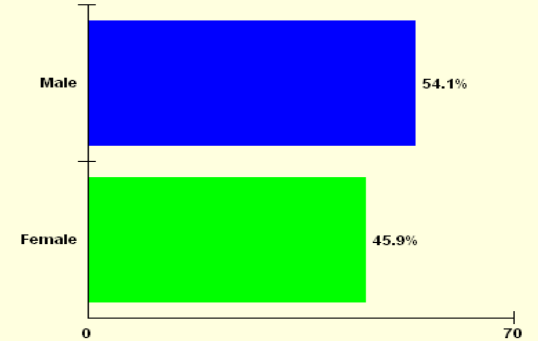
Audience Profile

Total Income: \$7,166,299,250
Mean Income: \$69,177
Mean Age: 42
Home Owners: 74%
Mean Home Value: \$270,567
Mean Miles Past Week: 242

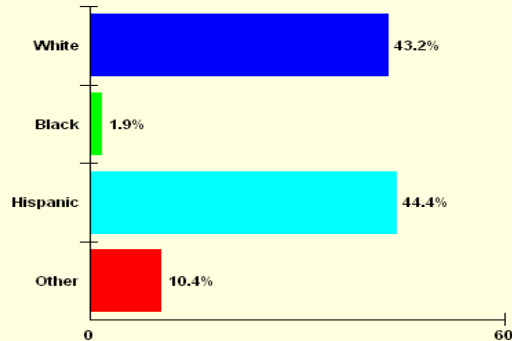
Age Analysis



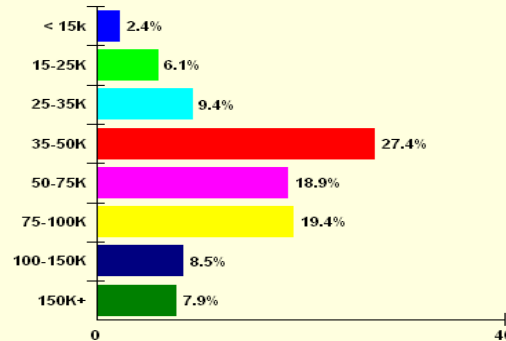
Gender Profile



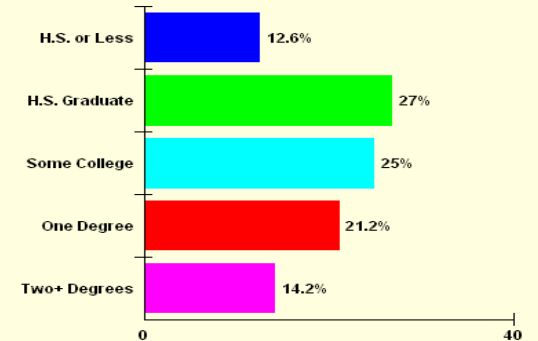
Ethnicity Profile



Annual Income



Education Profile



Ashley is **Second** in the Market in Furniture Share

THE MEDIA AUDIT
CROSTAB REPORTS
Cross Target Vertical Percent

REPORT MARKET: ALBUQUERQUE, NM
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: NOV-DEC 2007
PRIMARY TARGET: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE

BASE POPULATION: 605,287

% IN TARGET: 17.1%

TARGET PERSONS: 103,593

TARGET	BASE PERSONS	PRIMARY PERSONS	VERTICAL PERCENT	0	17	33	50
SHOP FURNITUREMATTRESS--AMERICAN HOME FURNISHINGS	265,152	50,874	49.1				
SHOP FURNITUREMATTRESS--ASHLEY FURNITURE HOMESTORE	41,602	18,084	17.5				
SHOP FURNITUREMATTRESS--DENVER MATTRESS COMPANY	47,588	13,103	12.6				
SHOP FURNITUREMATTRESS--JC PENNEY	34,751	4,456	4.3				
SHOP FURNITUREMATTRESS--LA-Z-BOY FURNITURE GALLERIES	26,798	5,067	4.9				
SHOP FURNITUREMATTRESS--MATTRESS FIRM	23,907	6,146	5.9				
SHOP FURNITUREMATTRESS--MOR FURNITURE FOR LESS	44,072	12,600	12.2				
SHOP FURNITUREMATTRESS--SEARS	58,546	11,489	11.1				
SHOP FURNITUREMATTRESS--TBMA CONTEMPORARY FURNITURE	24,923	5,073	4.9				

Over Half of Those Planning to Buy Furniture are **NOT EXPOSED** to the Daily Paper

THE MEDIA AUDIT
CROSSTAB REPORTS
Cross Target Vertical Percent

REPORT MARKET: ALBUQUERQUE, NM
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: NOV-DEC 2007
PRIMARY TARGET: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE

BASE POPULATION: 605,287

% IN TARGET: 17.1%

TARGET PERSONS: 103,583

TARGET	BASE PERSONS	PRIMARY PERSONS	VERTICAL PERCENT	0	20	30	50
NOT EXPOSED TO--WEEKDAY NEWSPAPER	374,547	60,093	58.0				

When it comes to age... Albuquerque The Magazine Readers **look** **very similar** to Furniture Buyers

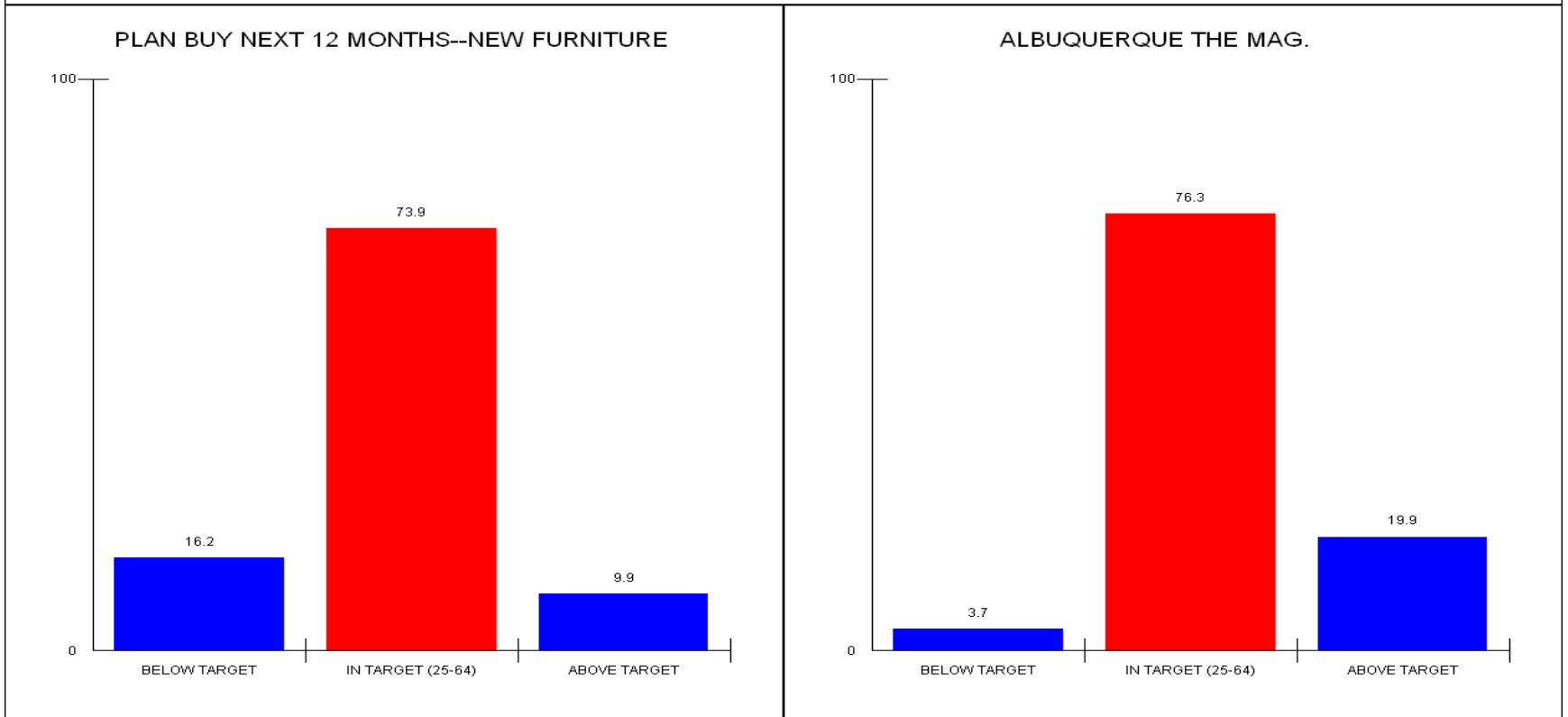
Report: AGE DEMO ANALYSIS
 Market: ALBUQUERQUE, NM for NOV-DEC 2007
 Bases: ADULTS AGE 18+
 Media: ALBUQUERQUE THE MAG.
 Target: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE

THE MEDIA AUDIT

Total Market Persons: 605,287
 Total Market Persons: 605,287

Media Percent: 17.9%
 Target Percent: 17.1%

Media Persons: 108,404
 Target Persons: 103,593



MEDIA AUDIENCE ANALYSIS IS BASED ON 133 RESPONDENTS IN THE AUDIENCE OF THE MEDIA
 MARKET PROFILE IS BASED ON 703 RESPONDENTS. TARGET PROFILE IS BASED ON 106 RESPONDENTS IN THE AUDIENCE OF THE MEDIA

Over Half of Albuquerque The Magazine Readers are Age 25-64 and Earn \$50k+

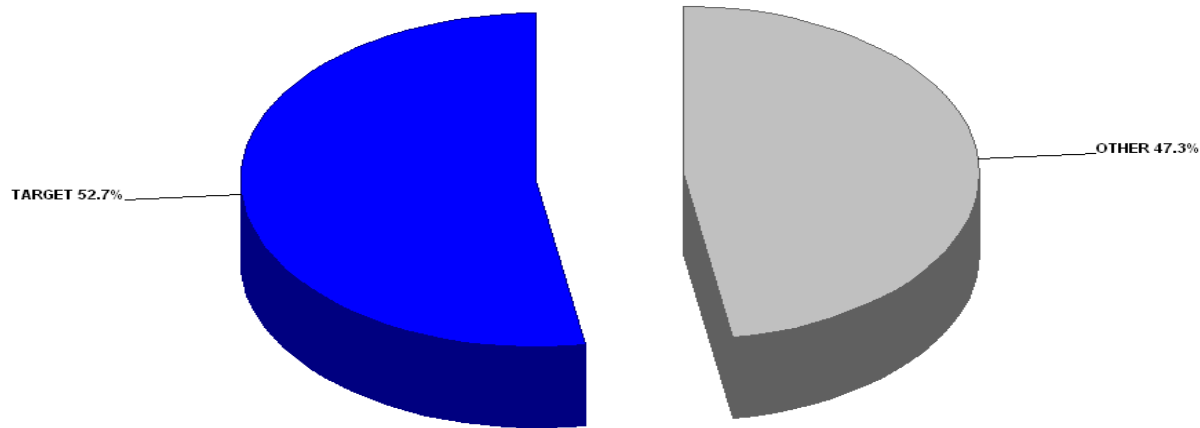
Report: MEDIA PROFILE REPORT
Market: ALBUQUERQUE, NM for NOV-DEC 2007
Bases: ADULTS AGE 18+
Media: ALBUQUERQUE THE MAG.
Target: ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 25-64
Media Persons: 108,404

THE MEDIA AUDIT

All Groups

Target Percent: 52.7%

Target Persons: 57,081



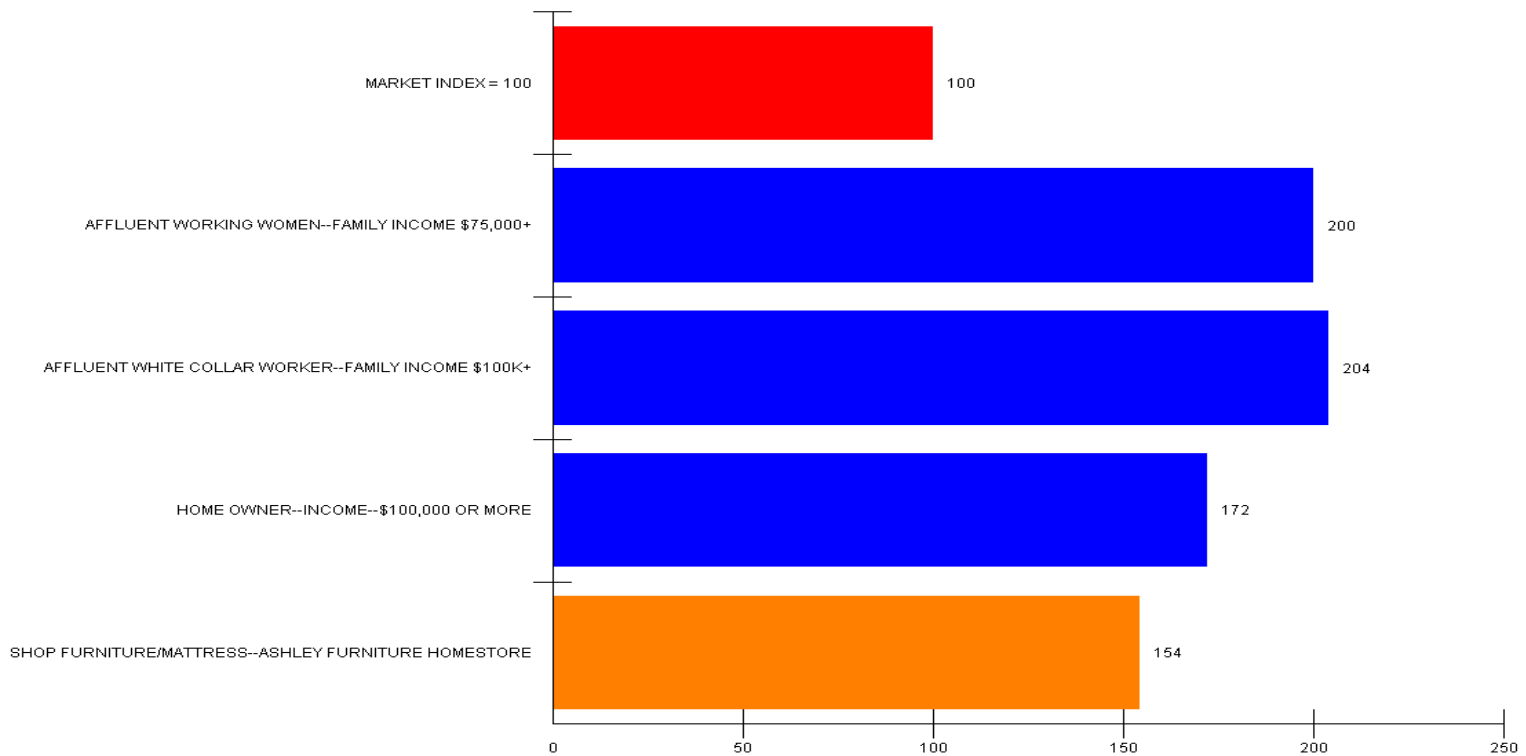
MEDIA AUDIENCE ANALYSIS IS BASED ON 133 RESPONDENTS IN THE AUDIENCE OF THE MEDIA.

Albuquerque The Magazine Efficiently Targets Your Prospects

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: ALBUQUERQUE, NM for NOV-DEC 2007
Bases: ADULTS AGE 18+
Media: ALBUQUERQUE THE MAG.

THE MEDIA AUDIT

Cume Index



MARKET PROFILE IS BASED ON 703 RESPONDENTS. AUDIENCE PROFILE IS BASED ON 133 RESPONDENTS

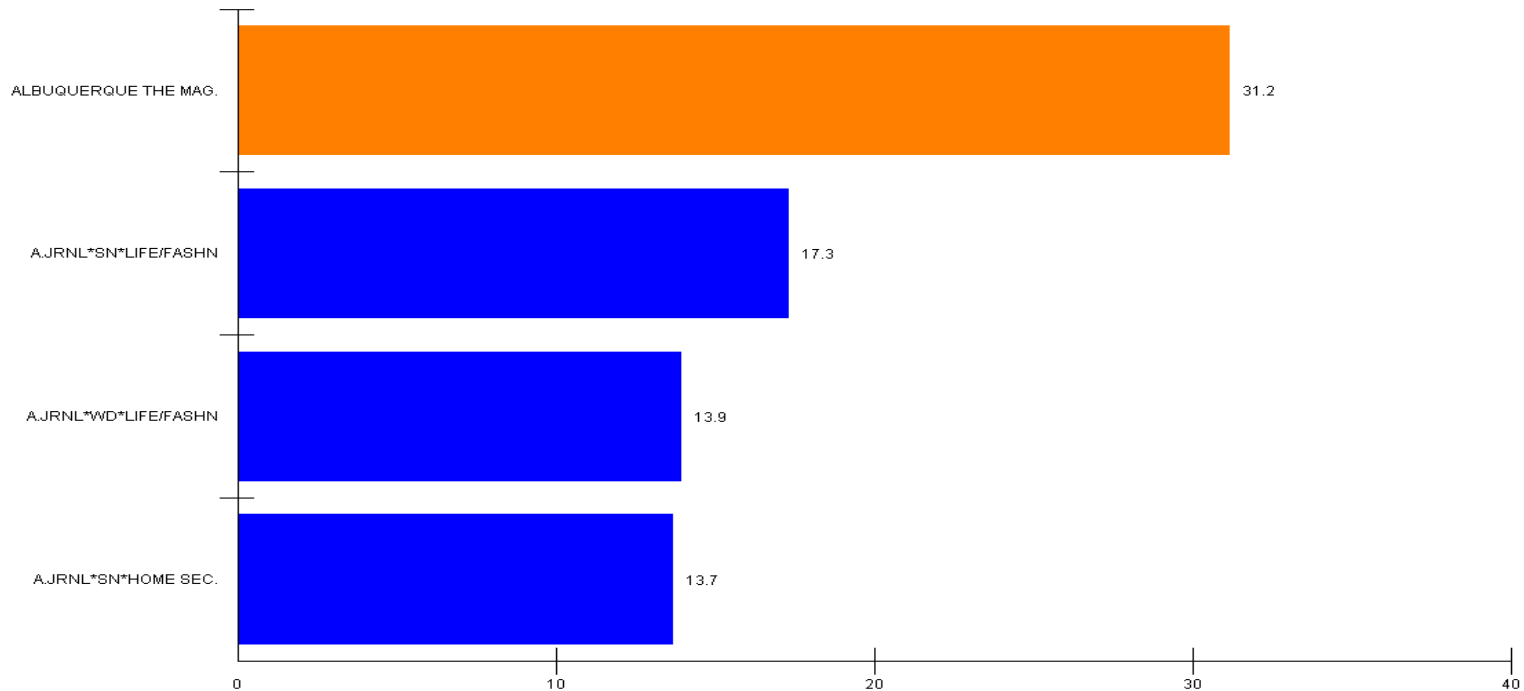
Affluent White Collar Homeowners that shop at Ashley Furniture

Albuquerque The Magazine Reaches More Furniture Prospects than the Journal

Report: COMPOSITE AVERAGE REPORTS
Market: ALBUQUERQUE, NM for NOV-DEC 2007
Bases: ADULTS AGE 18+
Target 1: AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+
Target 2: AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+
Target 3: MARKET VALUE OF HOME--\$300,000 PLUS
Target 4: SHOP FURNITUREMATTRESS--AMERICAN HOME FURNISHINGS
Target 5: SHOP FURNITUREMATTRESS--ASHLEY FURNITURE HOMESTORE

THE MEDIA AUDIT

Cume Ratings



Readers of Albuquerque the Magazine spend **\$114+ Million** on Bedroom Furniture Alone

Report: ANNUAL CONSUMER BUYING POWER COMPOSITION REPORT
 Market: ALBUQUERQUE, NM for NOV-DEC 2007
 Bases: ADULTS AGE 18+
 Media: ALBUQUERQUE THE MAG.
 Base Population: 605,287

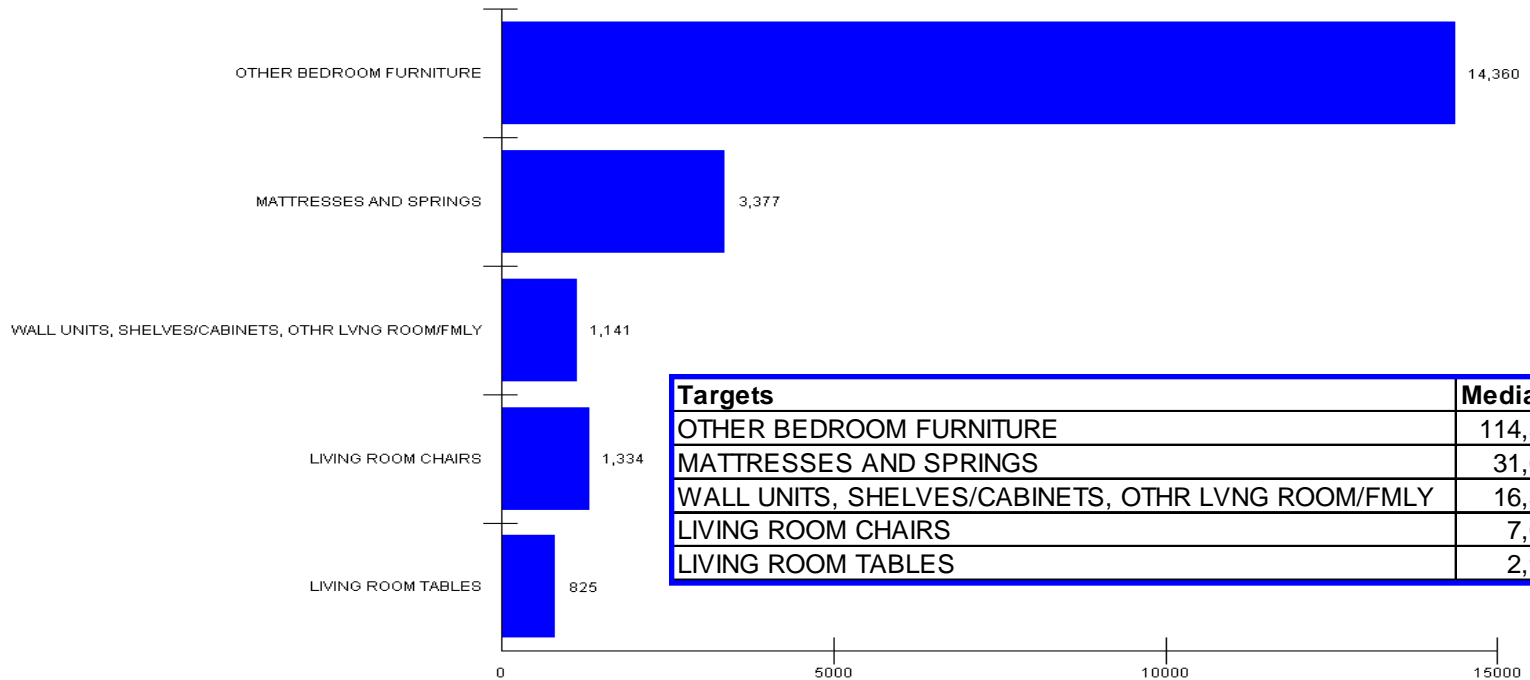
THE MEDIA AUDIT

Cume \$ Report

% In Media Audience: 17.9%

Media Persons: 108,404

Average Annual Expenditures -- Cume \$ Report



Targets	Media \$'s
OTHER BEDROOM FURNITURE	114,338,232
MATTRESSES AND SPRINGS	31,660,478
WALL UNITS, SHELVES/CABINETS, OTHR LVNG ROOM/FMLY	16,564,078
LIVING ROOM CHAIRS	7,060,658
LIVING ROOM TABLES	2,976,672

BASED ON 133 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 703 BASE # OF RESPONDENTS

Albuquerque The Magazine Reaches Readers that Spend 80% More Than the Journal

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
Market: ALBUQUERQUE, NM for NOV-DEC 2007
Bases: ADULTS AGE 18+
Target: OTHER BEDROOM FURNITURE
Base Population: 605,287

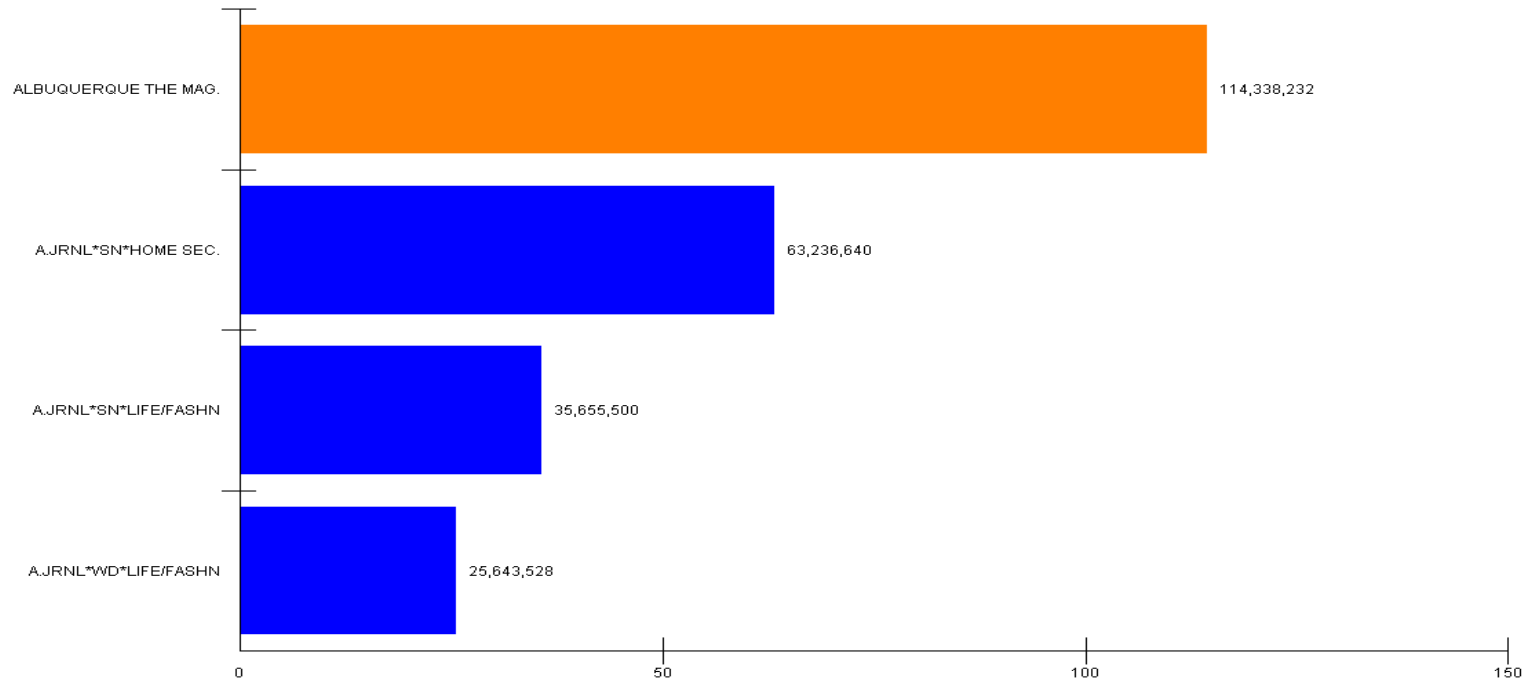
THE MEDIA AUDIT

Total Expenditures -- Cume Rating \$'s

% In Target: 5.8%

Target Persons: 35,038

Total Expenditures -- Cume Rating \$'s



BASED ON 40 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 703 BASE # OF RESPONDENTS

An investment of \$137,200 could potentially yield **\$2.6 Million In Gross Profit**

THE MEDIA AUDIT		
ADVERTISING CAMPAIGN CALCULATOR		
Total Expenditures -- Cume Rating \$'s		
REPORT MARKET: ALBUQUERQUE, NM		
REPORT BASE: ADULTS AGE 18+		
REPORT PERIOD: NOV-DEC 2007		
MEDIA: ALBUQUERQUE THE MAG.		
TARGET: OTHER BEDROOM FURNITURE		
BASE POPULATION: 605,287	% IN TARGET: 5.8%	TARGET PERSONS: 35,038
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AVERAGE DOLLARS SPENT PER YEAR BY TARGET HOUSEHOLDS	\$14,360	
GROSS MARGIN %	48%	
GROSS MARGIN DOLLARS	\$6,893	
NUMBER OF TARGET CONSUMERS REACHED BY MEDIUM	7,962	
% OF CONSUMERS THAT COULD BECOME CUSTOMERS	5%	
POTENTIAL # OF CUSTOMERS REACHED	398	
TOTAL GROSS REVENUE POTENTIAL	\$2,744,118	
% OF GROSS REVENUE POTENTIAL ALLOCATED TO ADVERTISING	5%	
DOLLARS INVESTED IN ADVERTISING CAMPAIGN	\$137,206	
GROSS PROFIT AFTER ADVERTISING INVESTMENT	\$2,606,912	

A yield of \$19 for every dollar invested!!