



## 298,600 consumers have read one or more of the past four issues of N'Digo!

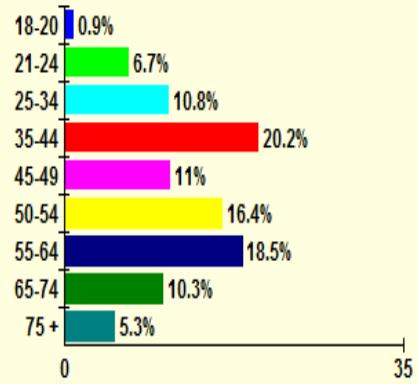
### 174,200 readers per average issue

Report: MEDIA QUICK PROFILE	THE MEDIA AUDIT	All Groups TOTAL
Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007		
Bases: ADULTS AGE 18+		
Media: N'DIGO		
Base Population: 6,926,000	% in Media: 4.3	Media Persons: 298,600

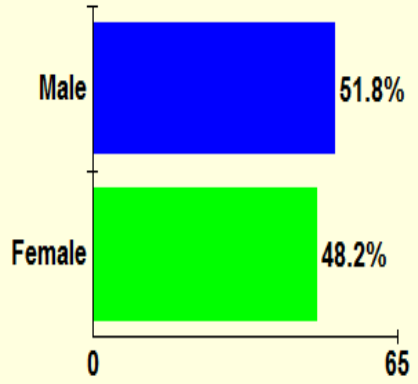
#### The Audience Has...

**Total Income: \$18,932,000,000**  
**Annual Mean Income: \$63,445**  
**Mean Age: 48**  
**Home Owners: 66%**  
**Mean Home Value: \$262,423**  
**Mean Miles Driven Past Week: 170**

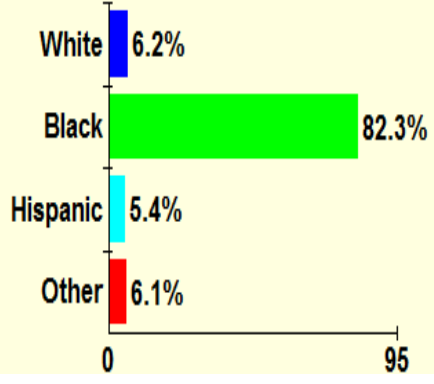
#### Age Analysis



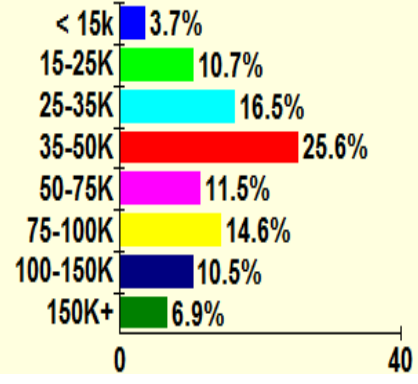
#### Gender Profile



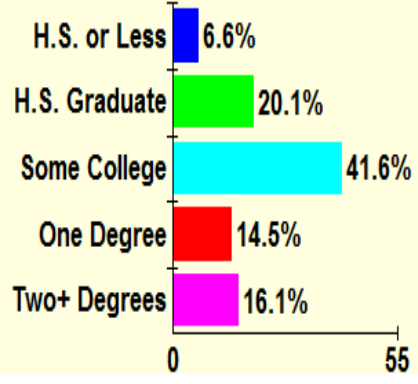
#### Ethnicity Profile



#### Annual Income



#### Education Profile



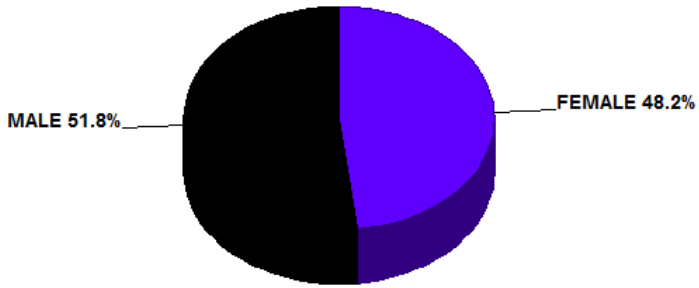


## 24% of ALL African Americans in Chicago read N'Digo!

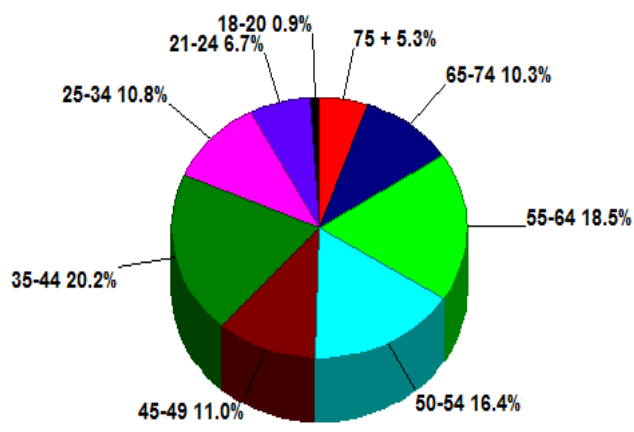
### 1 in 8 read every issue!



N'Digo Gender Profile



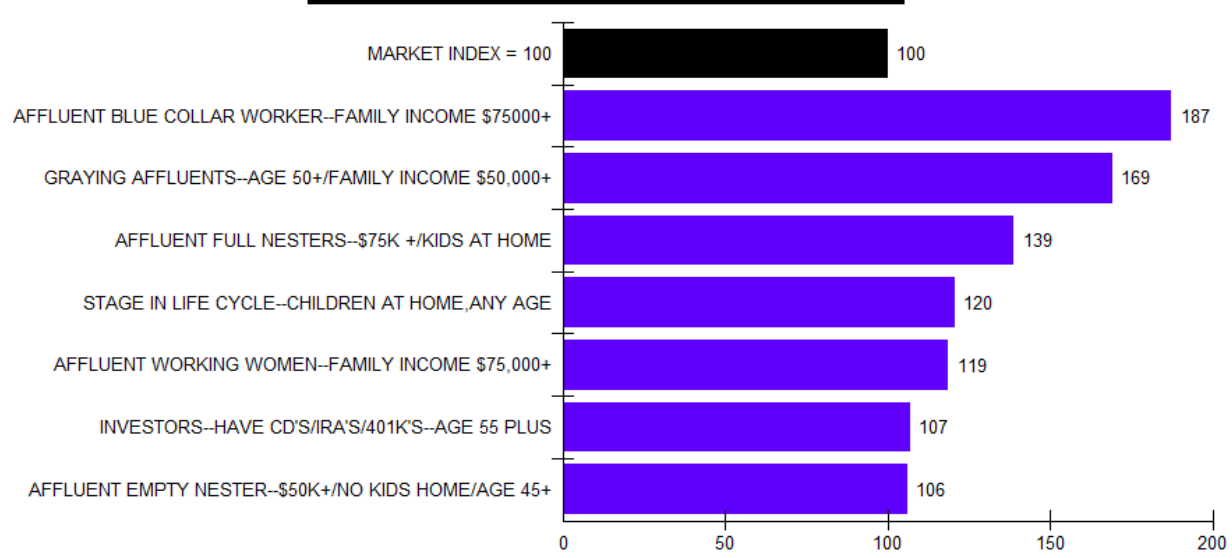
Age Analysis



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007  
 Bases: ADULTS AGE 18+  
 Media: N'DIGO

THE MEDIA AUDIT Cume Index

### N'Digo Readers are Affluent Families!





## African Americans are 22% more likely than the average person to buy furniture this year!

**THE MEDIA AUDIT  
TARGET MARKET PROFILE REPORT**

REPORT MARKET: CHICAGO, IL  
 REPORT BASE: ADULTS AGE 18+  
 REPORT PERIOD: JUN-AUG/NOV-DEC 2007  
 TARGET: PLAN BUY NEXT 12 MONTHS-NEW FURNITURE

BASE POPULATION: 8,326,000      % IN TARGET: 19.0%      TARGET PERSONS: 1,364,400

MARKET PROFILE GROUPS	MARKET PROFILE PERCENT	TARGET PROFILE PERCENT	INDEX	0	100	200	300
GENDERS--MALE	48.4	48.3	95				
GENDERS--FEMALE	51.6	53.7	104				
AGES--18-20	7.5	6.6	88				
AGES--21-24	5.2	5.8	110				
AGES--25-34	18.6	17.5	94				
AGES--35-44	20.4	30.3	148				
AGES--45-49	10.2	12.4	121				
AGES--50-54	9.2	7.5	81				
AGES--55-64	13.7	11.8	85				
AGES--65-74	8.0	6.0	75				
AGES--75 +	7.1	2.1	29				
ETHNICITY--WHITE	55.6	50.8	91				
ETHNICITY--BLACK	16.5	20.3	122				
ETHNICITY--HISPANIC	17.5	18.7	95				
ETHNICITY--ASIAN	5.3	5.7	107				
INCOME--< 15K	4.2	1.7	40				
INCOME--15K-25K	10.3	6.6	64				
INCOME--25K-35K	14.2	11.1	78				
INCOME--35K-50K	23.2	22.1	95				
INCOME--50K-75K	17.3	17.6	101				
INCOME--75K-100K	11.8	12.9	111				
INCOME--100K-150K	11.6	15.3	131				
INCOME--150K+	7.6	12.6	165				
EDUCATION--H.S. OR LESS	9.4	8.5	90				
EDUCATION--H.S. GRADUATE	26.9	20.7	78				
EDUCATION--SOME COLLEGE	24.9	28.5	108				
EDUCATION--COLLEGE DEGREE	23.9	28.0	117				
EDUCATION--ADVANCED DEGREE	14.4	15.6	108				

**20% of  
Chicagoans in  
Cook County,  
who will buy  
furniture this  
year are Black!**



Report: MEDIA PROFILE REPORT  
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007  
 Bases: ADULTS AGE 18+  
 Media: N'DIGO  
 Target: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE

THE MEDIA AUDIT

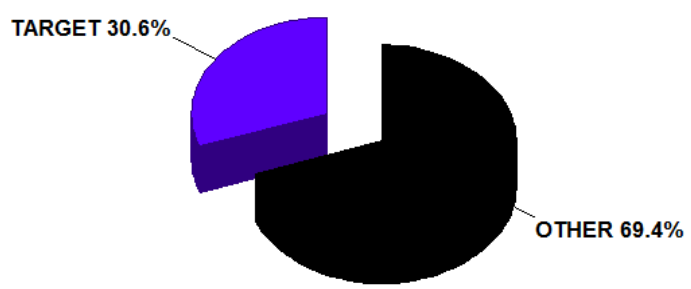
All Groups

Media Persons: 298,600

Target Percent: 30.6%

Target Persons: 91,400

## 1 in 3 N'Digo Readers are in the Market for Furniture This Year!



Report: MEDIA QUICK PROFILE  
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007  
 Bases: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE  
 Media: N'DIGO

THE MEDIA AUDIT

All Groups  
TOTAL

Base Population: 1,354,400

% in Media: 6.7

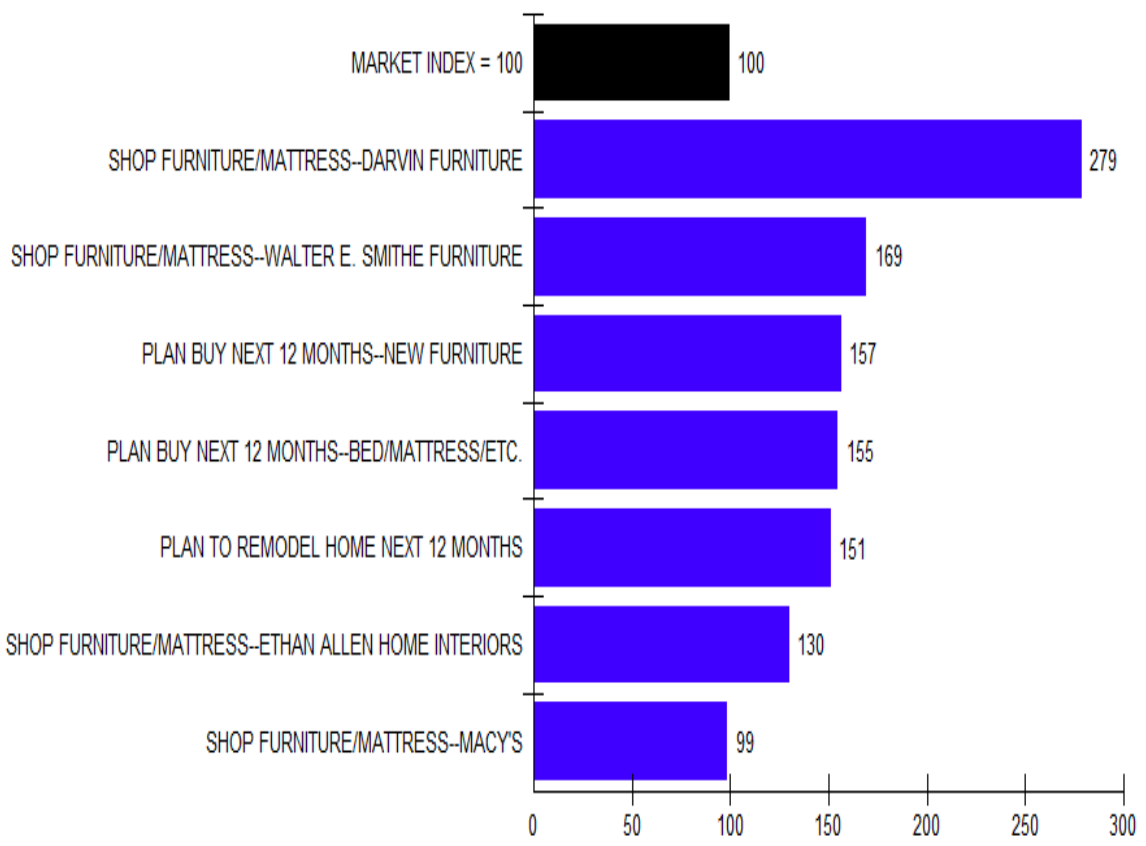
Media Persons: 91,400

<h3>The Audience Has...</h3> <p><b>Total Income: \$5,596,250,000</b>  <b>Annual Mean Income: \$61,228</b>  <b>Mean Age: 46</b>  <b>Home Owners: 53%</b>  <b>Mean Home Value: \$221,429</b>  <b>Mean Miles Driven Past Week: 189</b></p>	<h3>Age Analysis</h3> <table border="1"> <thead> <tr> <th>Age Group</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>21-24</td><td>5.4%</td></tr> <tr><td>25-34</td><td>6.8%</td></tr> <tr><td>35-44</td><td>40%</td></tr> <tr><td>45-49</td><td>9.3%</td></tr> <tr><td>50-54</td><td>10.8%</td></tr> <tr><td>55-64</td><td>21.6%</td></tr> <tr><td>65-74</td><td>6%</td></tr> </tbody> </table>	Age Group	Percentage	21-24	5.4%	25-34	6.8%	35-44	40%	45-49	9.3%	50-54	10.8%	55-64	21.6%	65-74	6%	<h3>Gender Profile</h3> <table border="1"> <thead> <tr> <th>Gender</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>Male</td><td>57.4%</td></tr> <tr><td>Female</td><td>42.6%</td></tr> </tbody> </table>	Gender	Percentage	Male	57.4%	Female	42.6%																
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Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT THE MEDIA AUDIT Cume Index  
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007  
 Bases: ADULTS AGE 18+  
 Media: N'DIGO

## N'Digo Readers are 179% More Likely to Shop at Darvin Furniture!



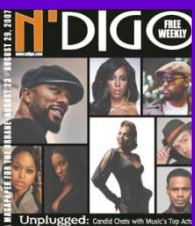


## Where have N'Digo Readers Previously Shopped for Furniture?

**THE MEDIA AUDIT**  
MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Cume Index

REPORT MARKET: CHICAGO, IL  
REPORT BASE: ADULTS AGE 18+  
REPORT PERIOD: JUN-AUG/NOV-DEC 2007  
MEDIA: N'DIGO

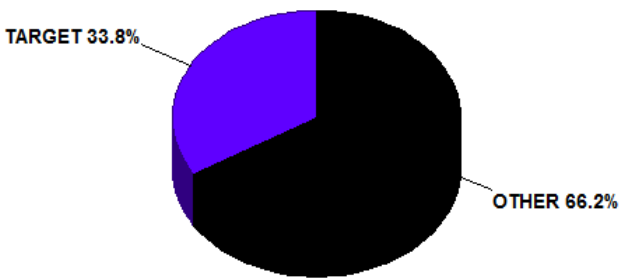
TARGETS	MARKET PROFILE PERCENT	AUDIENCE PROFILE PERCENT	AUDIENCE PROFILE INDEX	
MARKET INDEX = 100	100.0	100	100	
SHOP FURNITURE/MATTRESS-DARVIN FURNITURE	4.2	11.8	279	
SHOP FURNITURE/MATTRESS-VALUE CITY FURNITURE	6.8	15.0	220	
SHOP FURNITURE/MATTRESS-CARSON PIRIE SCOTT	6.0	11.8	197	
SHOP FURNITURE/MATTRESS-HARLEM FURNITURE	9.6	18.9	196	
SHOP FURNITURE/MATTRESS-WALTER E. SMITHE FURNITURE	3.5	5.9	169	
PLAN BUY NEXT 12 MONTHS-NEW FURNITURE	19.6	30.6	157	
SHOP FURNITURE/MATTRESS-ETHAN ALLEN HOME INTERIORS	1.5	1.9	130	
SHOP FURNITURE/MATTRESS-WICKES FURNITURE SHOWROOMS	12.7	16.3	128	
SHOP FURNITURE/MATTRESS-SEARS	8.5	10.5	125	
SHOP FURNITURE/MATTRESS-MACY'S	5.0	5.0	99	
SHOP FURNITURE/MATTRESS-JC PENNEY	3.9	2.9	76	
SHOP FURNITURE/MATTRESS-LA-Z-BOY FURNITURE GALLERIES	2.2	1.4	64	
SHOP FURNITURE/MATTRESS-ASHLEY FURNITURE HOMESTORE	2.1	1.0	48	
SHOP FURNITURE/MATTRESS-AMERICAN MATTRESS	6.4	2.9	45	
SHOP FURNITURE/MATTRESS-IKEA	6.3	*	*	



Report: MEDIA PROFILE REPORT THE MEDIA AUDIT All Groups  
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007  
 Bases: ADULTS AGE 18+  
 Media: N'DIGO  
 Target: PLAN TO REMODEL HOME NEXT 12 MONTHS

Media Persons: 298,600 Target Percent: 33.8% Target Persons: 101,000

## Greater than 1 in 3 N'Digo Readers are Remodeling this Year!



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT THE MEDIA AUDIT Most Often Index  
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007  
 Bases: ADULTS AGE 18+  
 Media: N'DIGO

## N'Digo Readers are Investing In and Furnishing their Homes this Year!

