



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

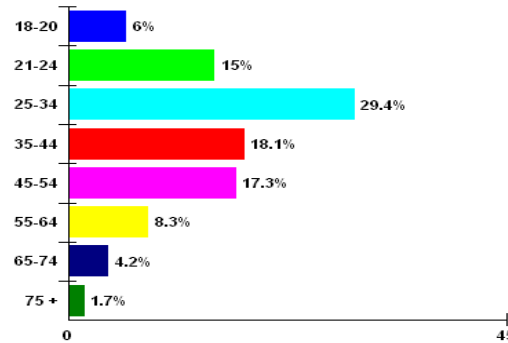
Mean Age: 37

Home Owners: 57%

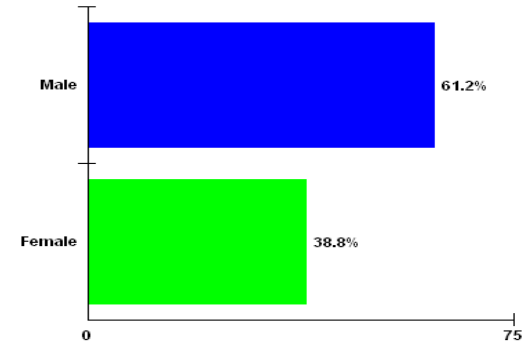
Mean Home Value: \$687,002

Mean Miles Past Week: 206

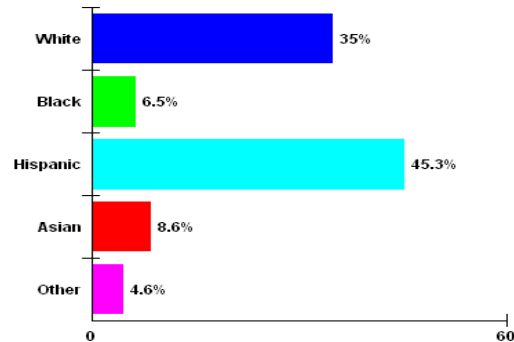
Age Analysis



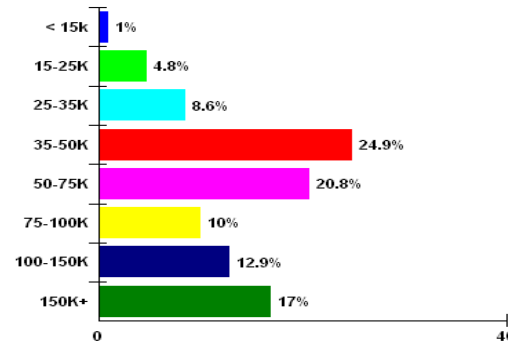
Gender Profile



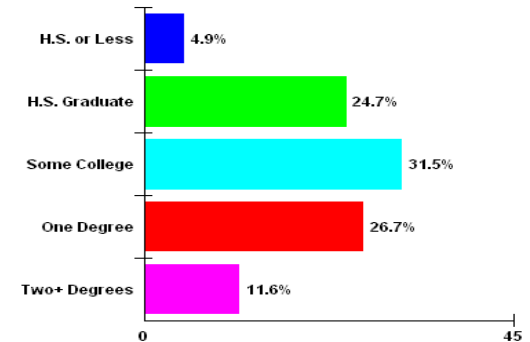
Ethnicity Profile



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

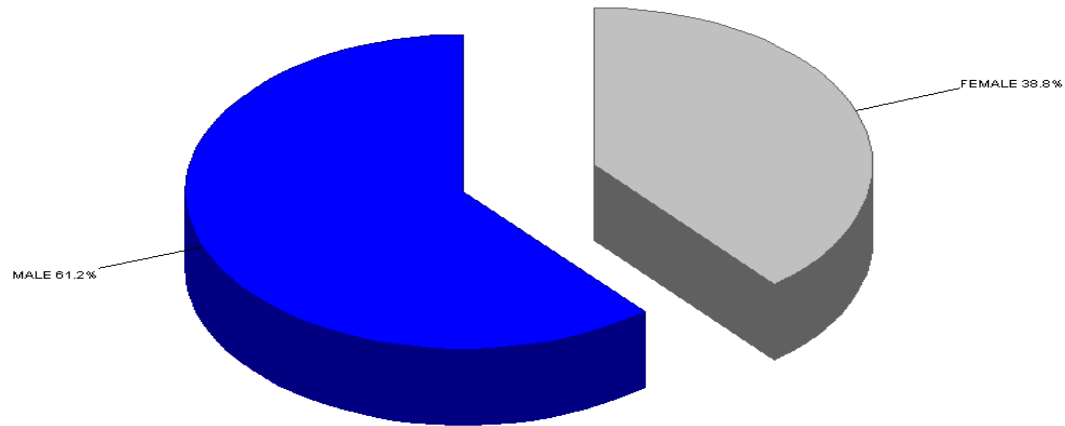
Gender Profile

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
 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

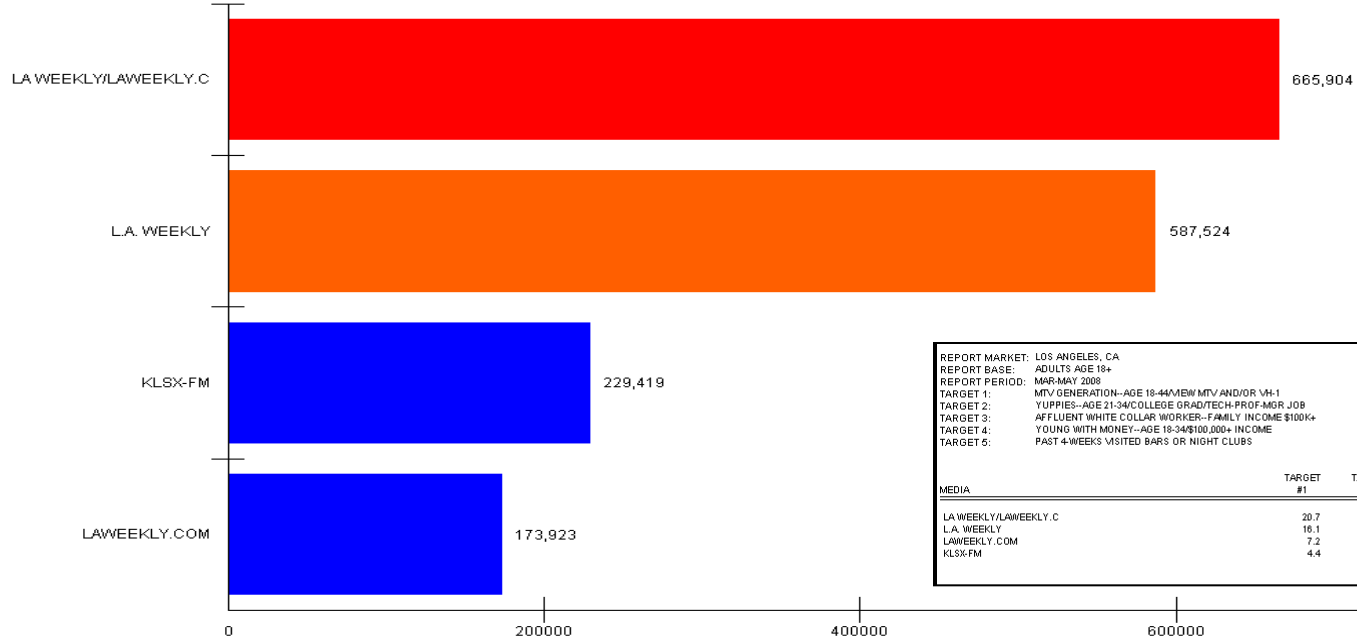
THE MEDIA AUDIT

Cume Ratings

% 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

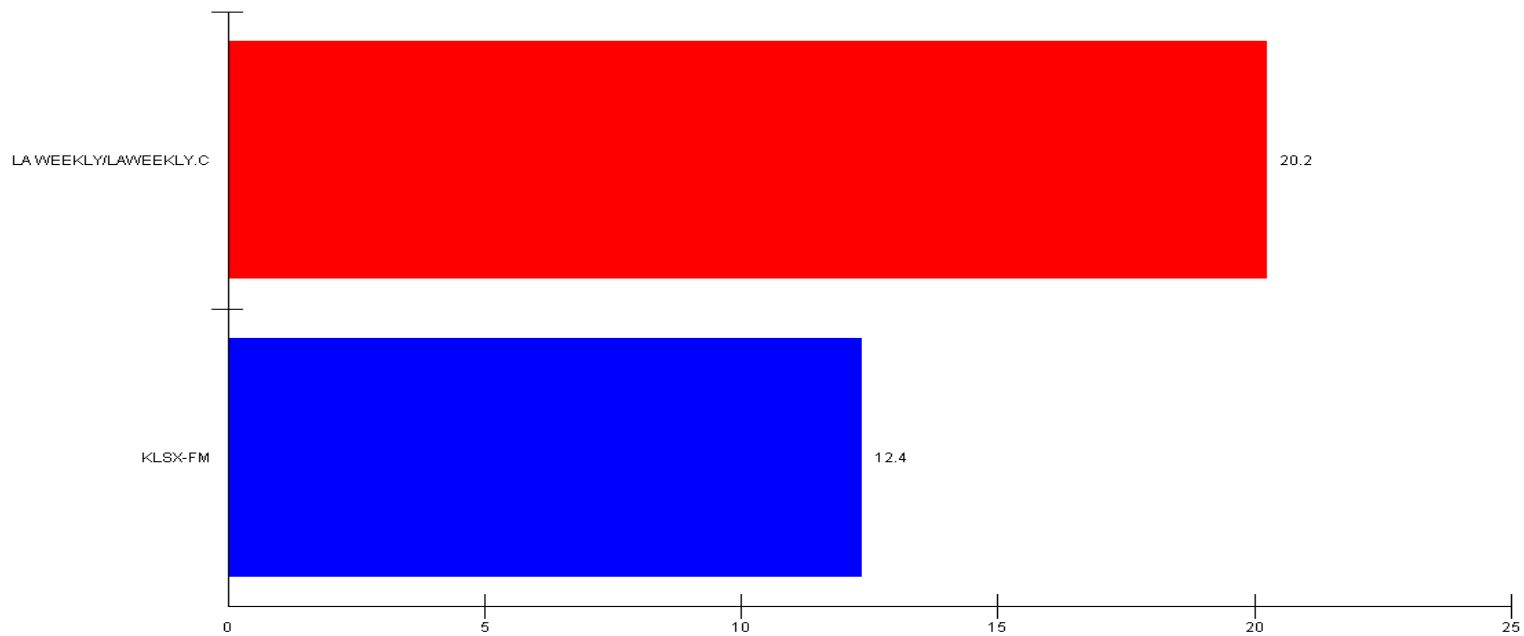
Reaching More Male Club-Goers, Age 25+

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

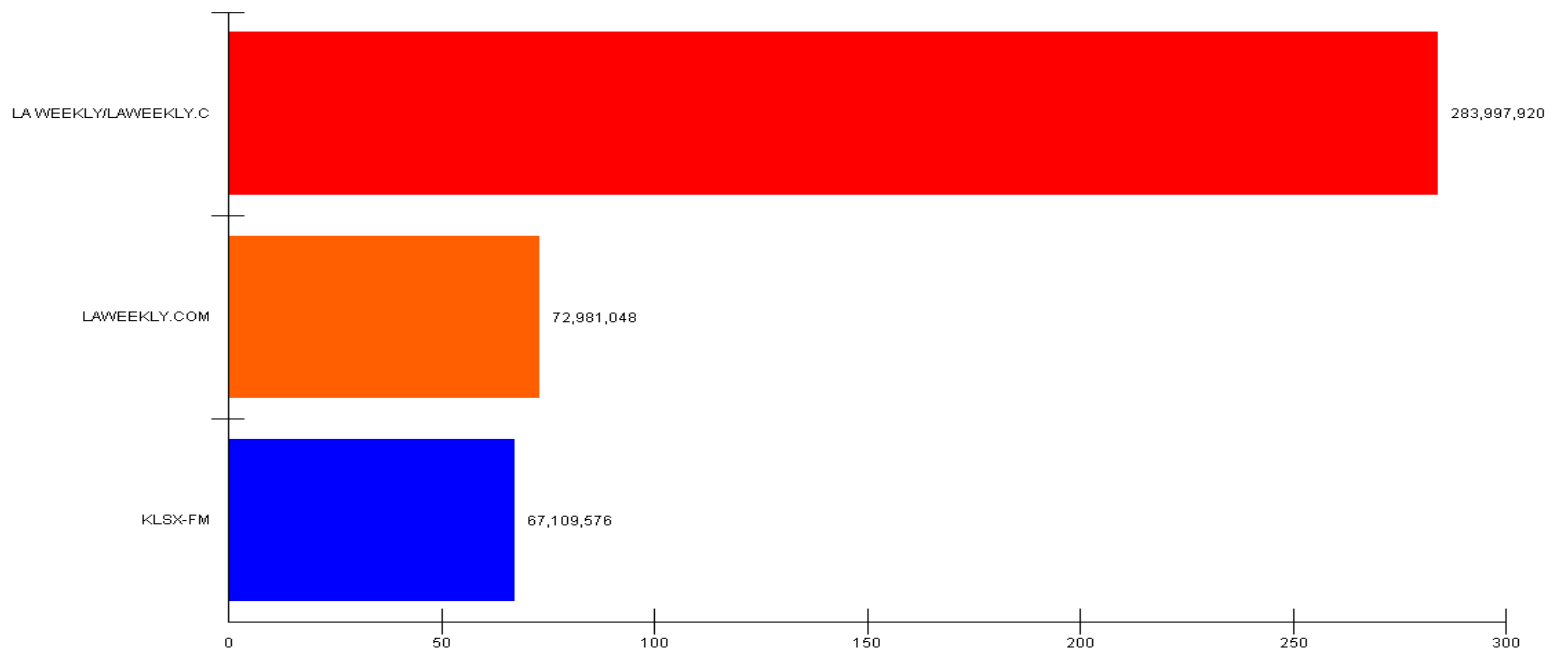
Total Expenditures -- Cume Rating \$'s

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