



Delivering Chicagoland's BEER CONSUMERS



Profile of Chicago's Frequent Beer Drinker

Report: TARGET QUICK PROFILE
 Market: CHICAGO, IL for MAR-MAY 2009
 Bases: ADULTS--AGE 21 PLUS
 Target: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 6,687,450

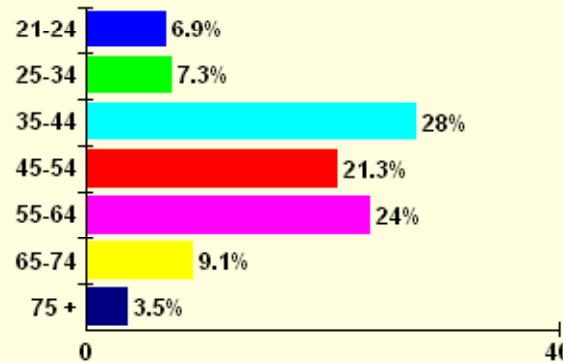
% in Target: 4.5

Target Persons: 302,094

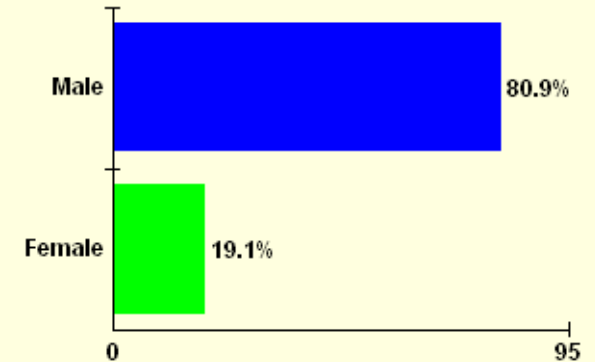
Target Profile

Total Income: \$29,534,758,750
Median Income: \$86,008
Median Age: 48
Home Owners: 76%
Median Home Value: \$356,595
Median Miles Past Week: 150

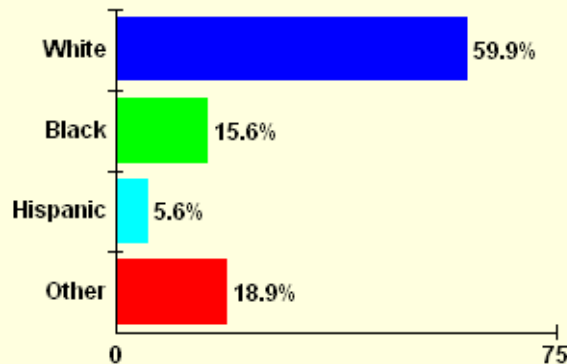
Age Analysis



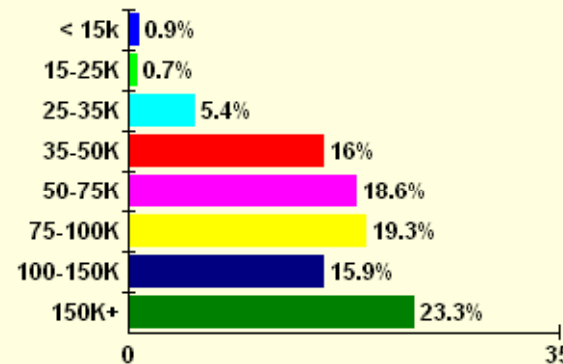
Gender Profile



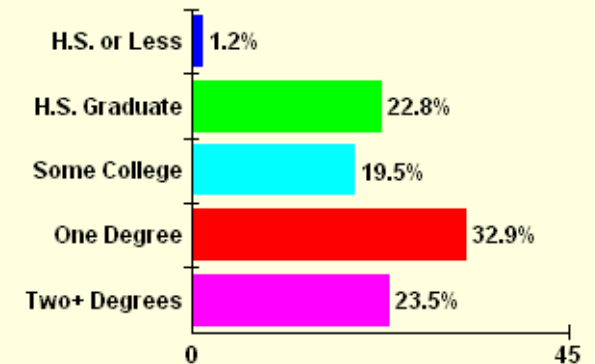
Ethnicity Profile



Annual Income



Education Profile





100% of Readers are Legal Drinking Age

Report:	MEDIA PROFILE REPORT	THE MEDIA AUDIT	All Groups
Market:	CHICAGO, IL for MAR-MAY 2009		
Bases:	ADULTS AGE 18+		
Media:	CHICAGO READER		
Target:	ADULTS--AGE 21 PLUS		
Media Persons:	728,453	Target Percent: 100.0%	Target Persons: 728,453

100% OF CHICAGO READER USERS ARE AGE 21+



18.1% of RedEye's Readers are UNDER Legal Drinking Age

Report: MEDIA PROFILE REPORT
Market: CHICAGO, IL for MAR-MAY 2009
Bases: ADULTS AGE 18+
Media: REDEYE*****WEEKDAY
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

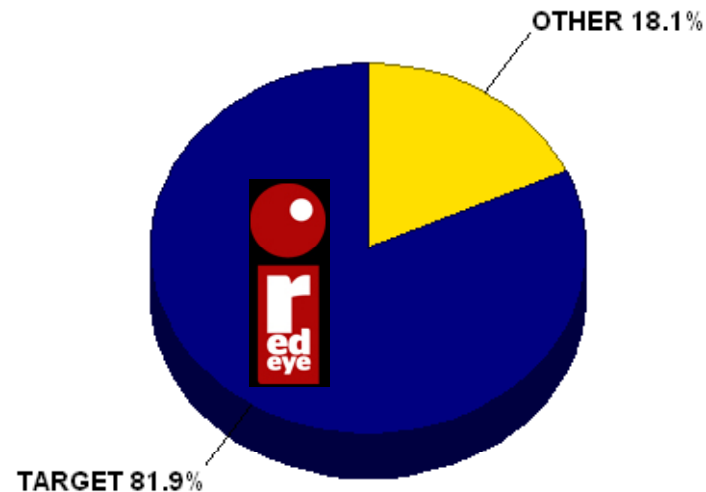
All Groups

Media Persons: 1,040,488

Target Percent: 81.9%

Target Persons: 852,484

18.1% of Redeye's Readers are UNDER the Age of 21



5.9% of TimeOut Readers are UNDER Legal Drinking Age

Report: MEDIA PROFILE REPORT
Market: CHICAGO, IL for MAR-MAY 2009
Bases: ADULTS AGE 18+
Media: TIME OUT CHICAGO
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

All Groups

Media Persons: 473,433

Target Percent: 94.1%

Target Persons: 445,654

5.9% of Time Out Chicago Readers are Under the Age of 21



100% of The Onion's Readers are Legal Drinking Age

Report: MEDIA PROFILE REPORT
Market: CHICAGO, IL for MAR-MAY 2009
Bases: ADULTS AGE 18+
Media: THE ONION
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

All Groups

Media Persons: 528,812

Target Percent: 100.0%

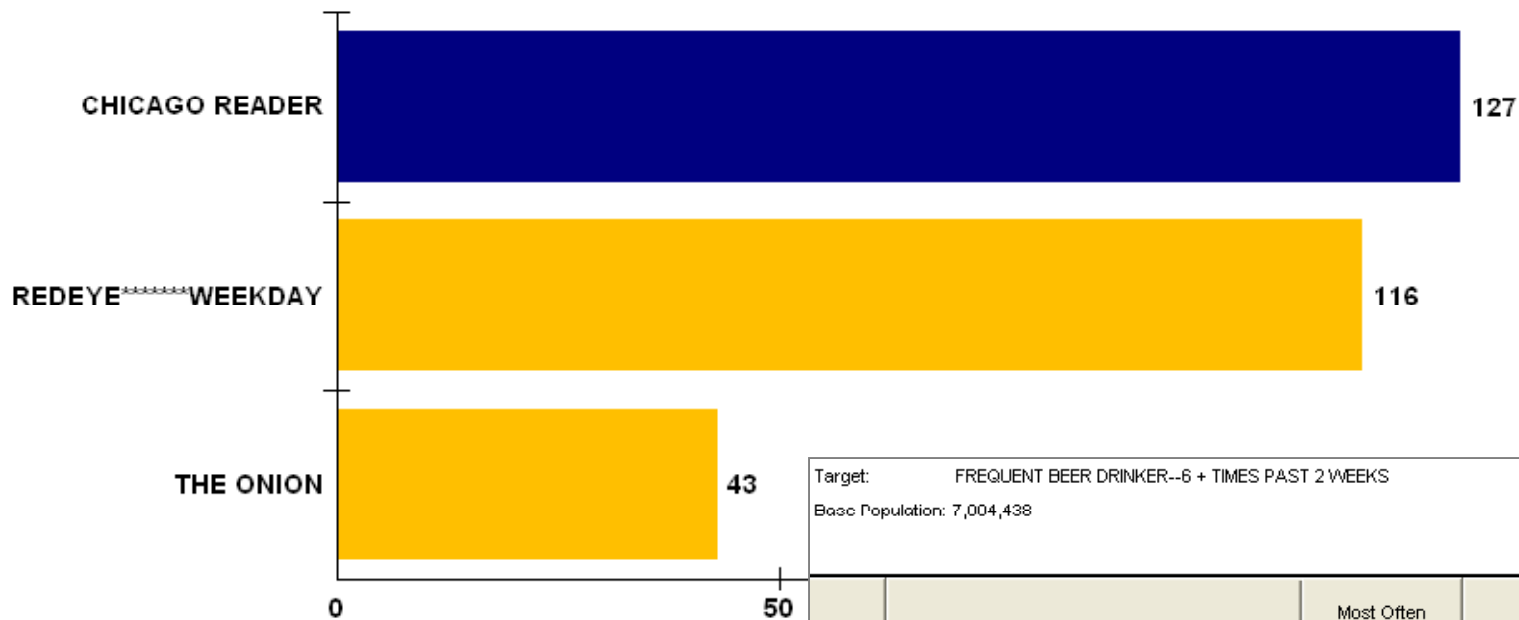
Target Persons: 528,812




100% of The Onion Readers are Age 21+



TARGET 100.0%

CHICAGO READER USERS ARE 27% MORE LIKELY TO BE
FREQUENT BEER CONSUMERS



Target: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS		% In Target: 4.3%	
Base Population: 7,004,438			
Rank	Media	Most Often Index	
1	CHICAGO READER	127	
2	REDEYE WEEKDAY	116	
3	THE ONION	43	
4	TIME OUT CHICAGO	*	

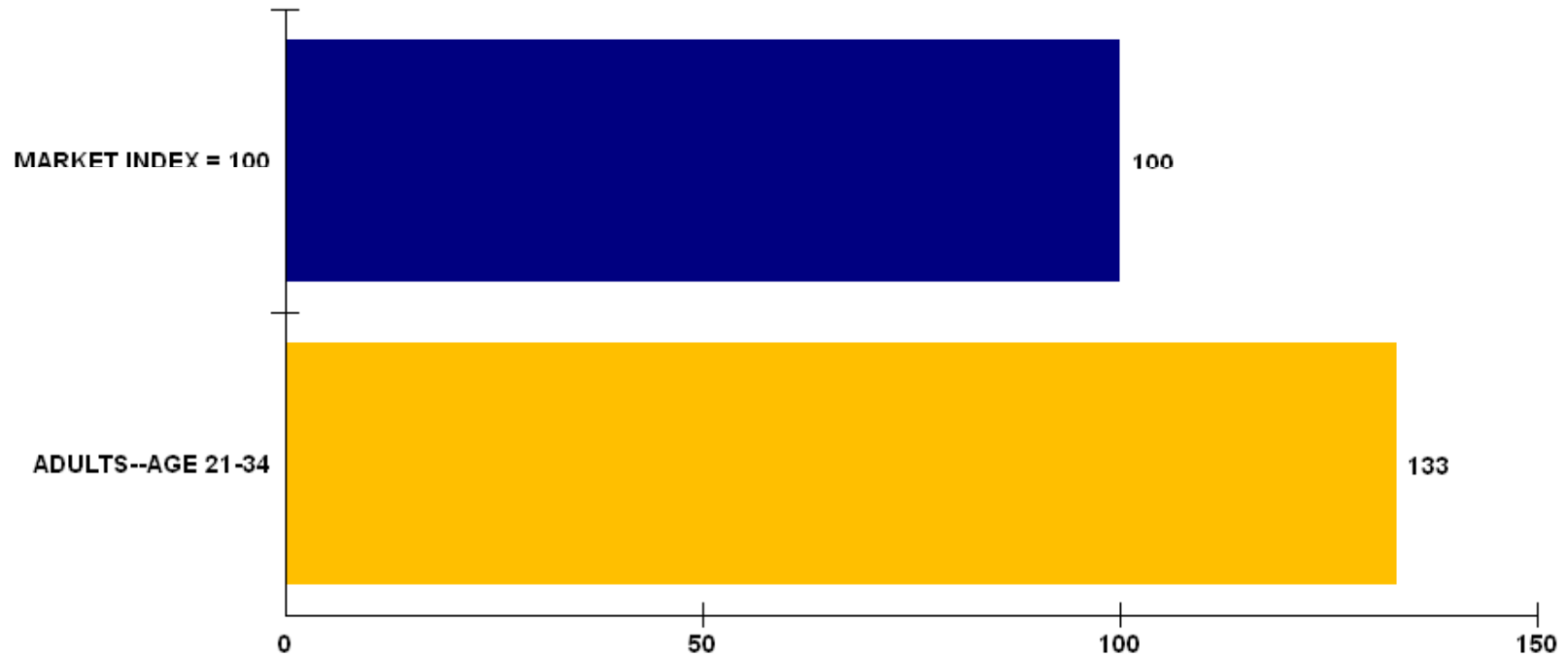
*Per Issue Readership

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: CHICAGO, IL for MAR-MAY 2009
Bases: ADULTS AGE 18+
Media: CHICAGO READER

THE MEDIA AUDIT

Most Often Index

**CHICAGO READER IS HIGHLY TARGETED & EFFICIENT IN REACHING
21-34 YEAR-OLDS**





Report: RANKER REPORT
Market: CHICAGO, IL for MAR-MAY 2009
Bases: MEN--18+
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

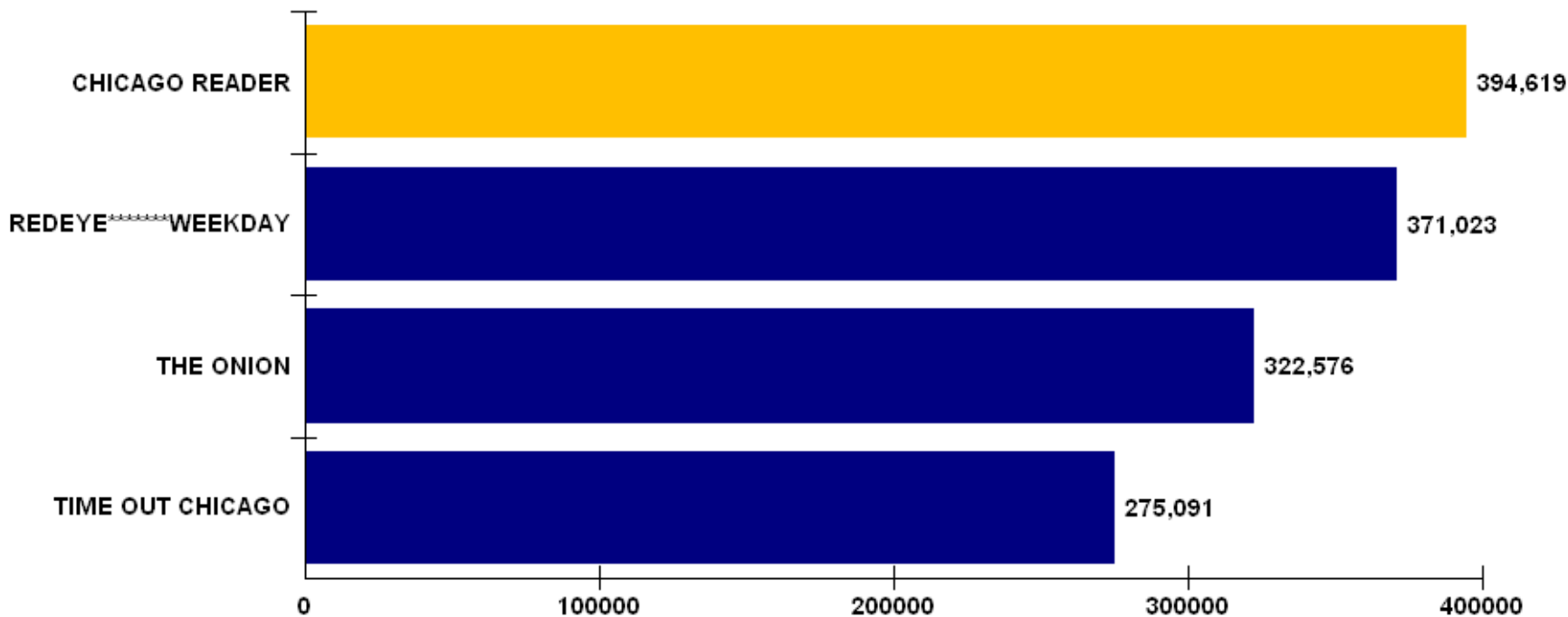
Cume Ratings

Base Population: 3,401,565

% In Target: 95.7%

Target Persons: 3,253,783

CHICAGO READER REACHES THE MOST MEN AGE 21+



Report: RANKER REPORT
 Market: CHICAGO, IL for MAR-MAY 2009
 Bases: MEN--18+
 Target: ADULTS--AGE 21-49

THE MEDIA AUDIT

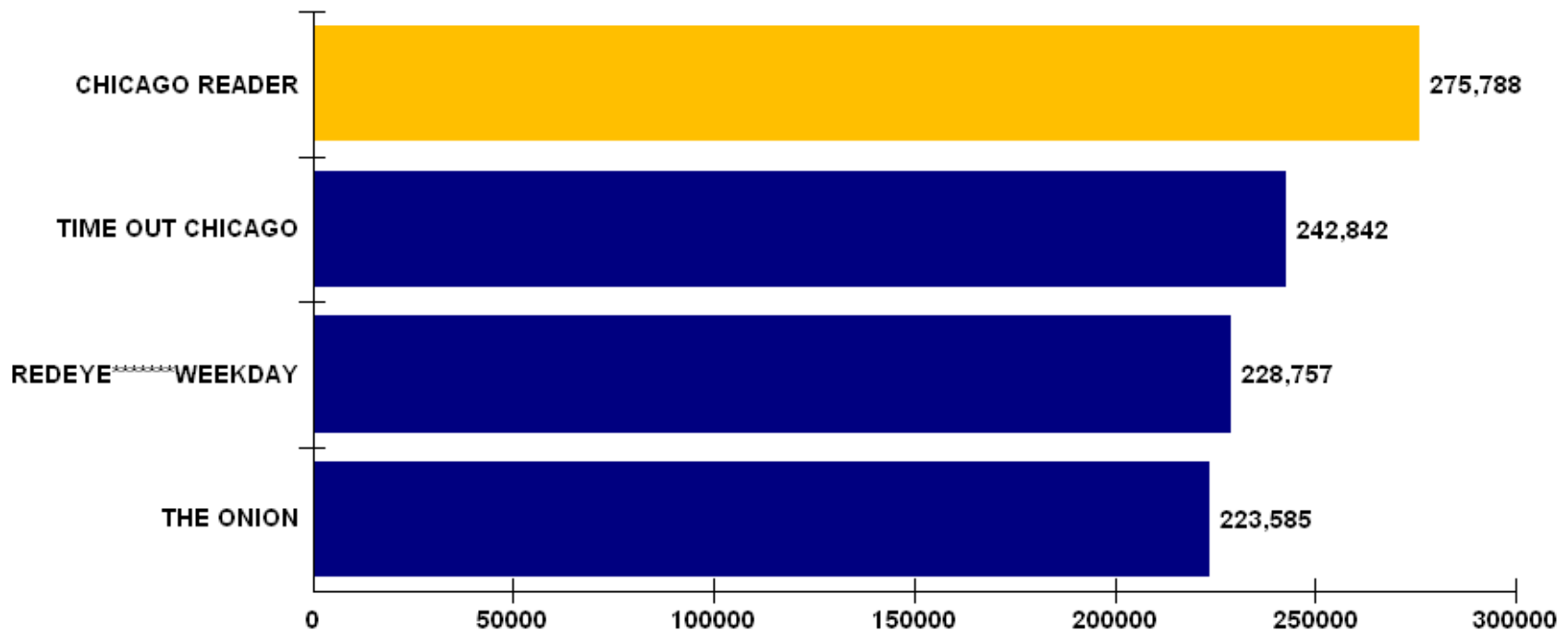
Cume Ratings

Base Population: 3,401,565

% In Target: 58.8%

Target Persons: 1,999,868

CHICAGO READER REACHES THE MOST MEN AGE 21-49





Report: RANKER REPORT
 Market: CHICAGO, IL for MAR-MAY 2009
 Bases: ADULTS--AGE 21-34
 Target: PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS
 Base Population: 1,847,354

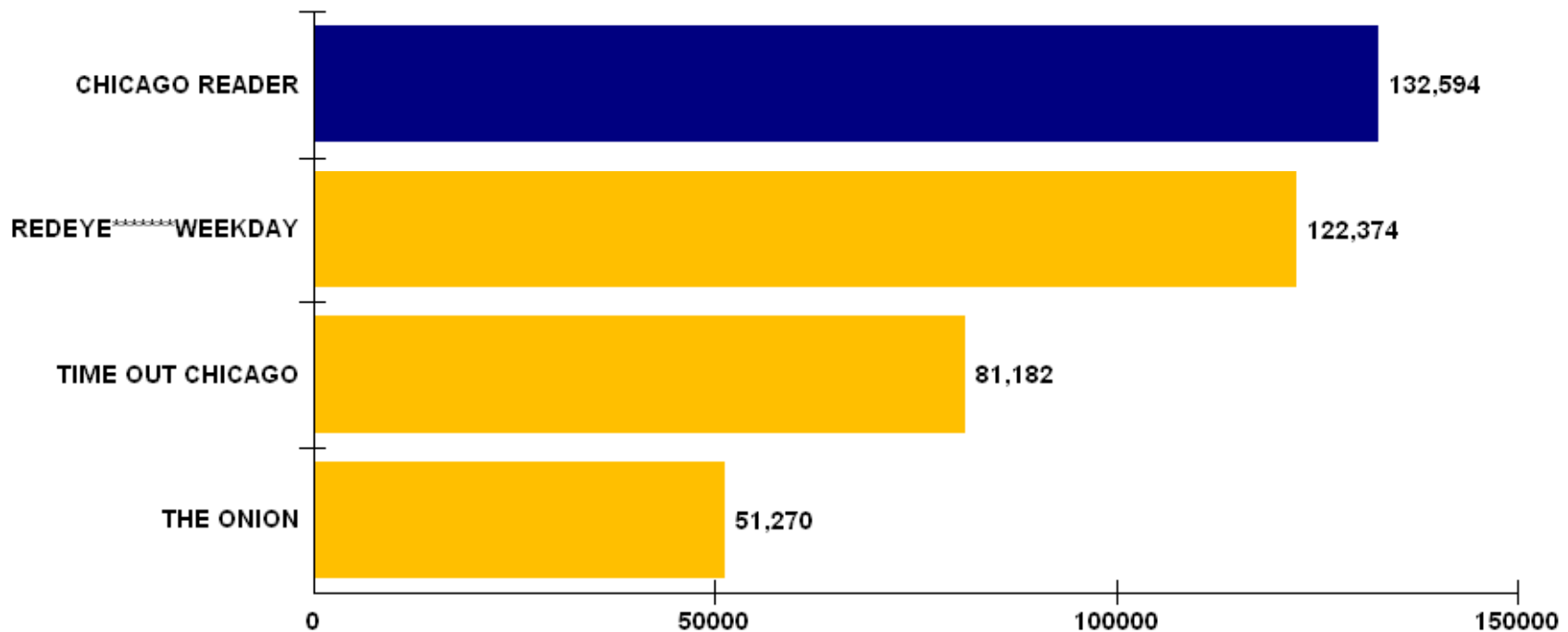
THE MEDIA AUDIT

Most Often Ratings

% In Target: 45.8%

Target Persons: 846,893

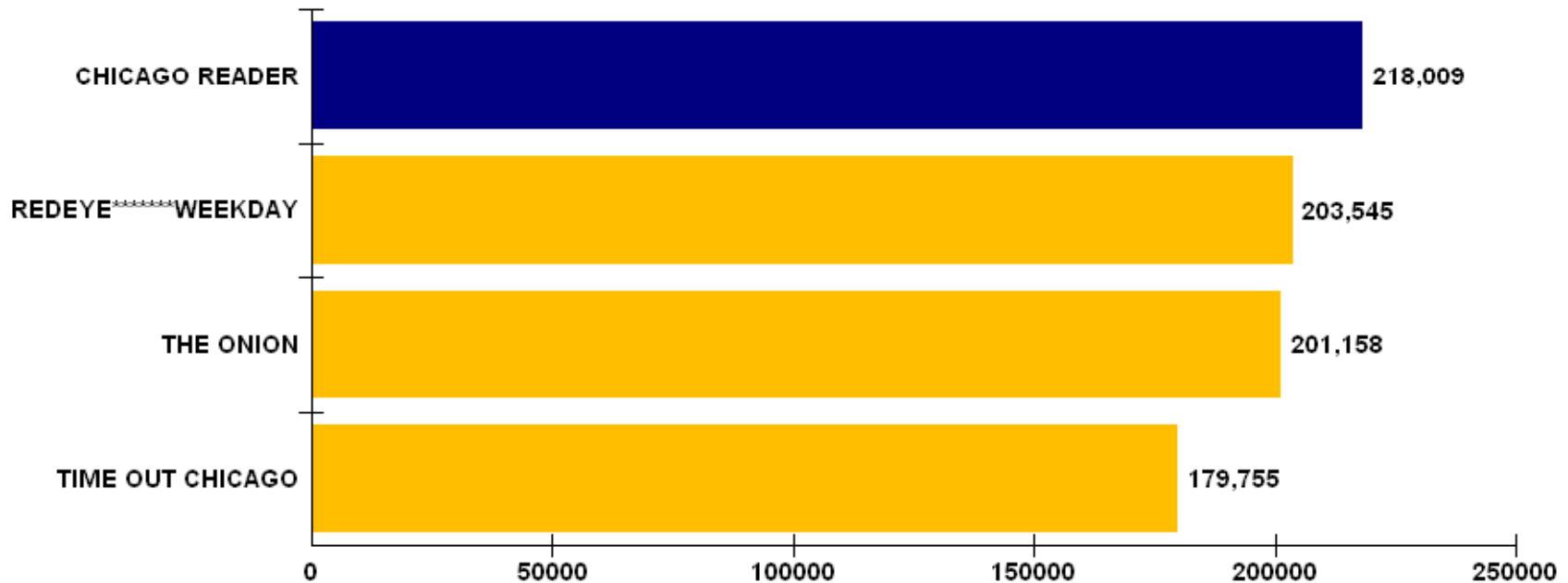
Adults 21-34 Frequent Bar/Night Club Customers



*Per Issue Readership

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings
 Market: CHICAGO, IL for MAR-MAY 2009
 Bases: ATTENDED PAST 12 MONTHS--COUNTRY MUSIC CONCERT *OR* ATTENDED PAST 12 MONTHS--ROCK/POP. MUSIC CONCERT
 Target: ADULTS--AGE 21 PLUS
 Base Population: 1,479,024 % In Target: 96.7% Target Persons: 1,429,550

CHICAGO READER REACHES THE MOST AGE 21+ FREQUENTERS OF CONCERTS





Legal Drinking Age Adults

Report: RANKER REPORT
Market: CHICAGO, IL for MAR-MAY 2009
Bases: ADULTS AGE 18+
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

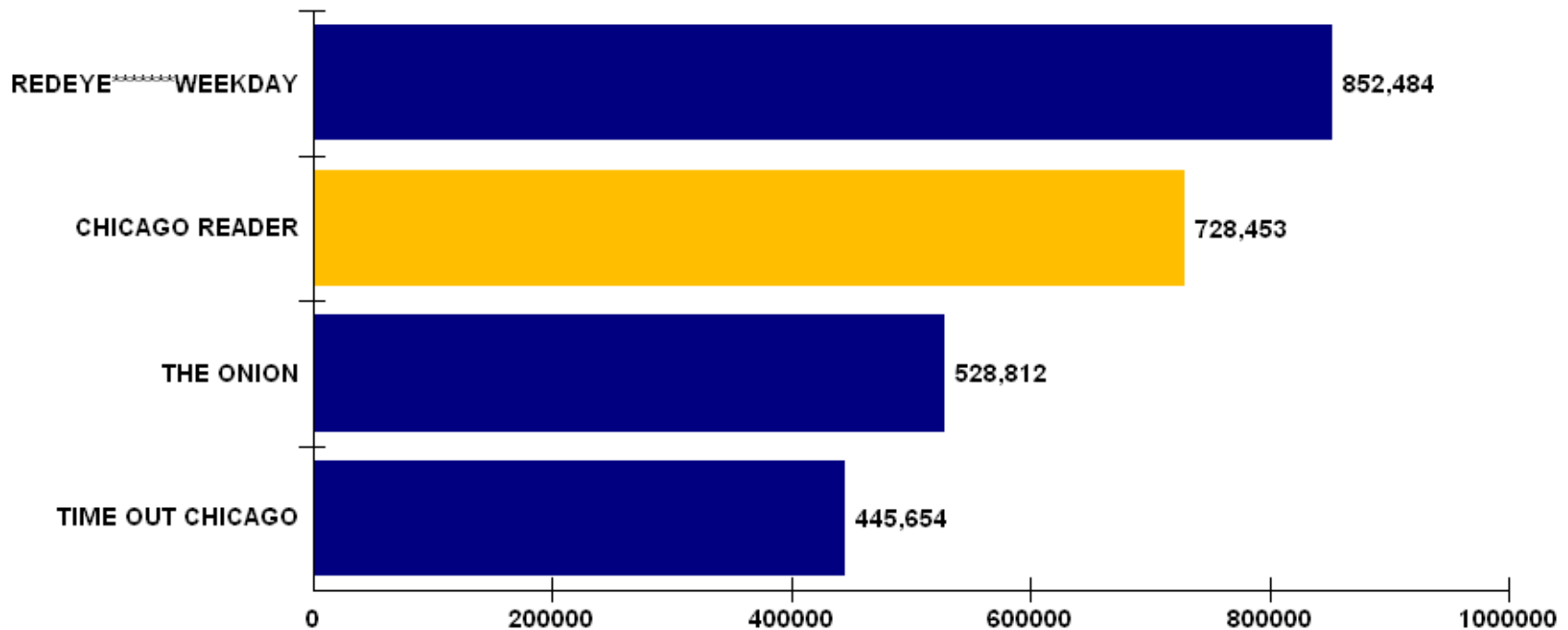
Cume Ratings

Base Population: 7,004,438

% In Target: 95.5%

Target Persons: 6,687,449

CHICAGO READER REACHES 728,453 LEGAL DRINKING AGE ADULTS



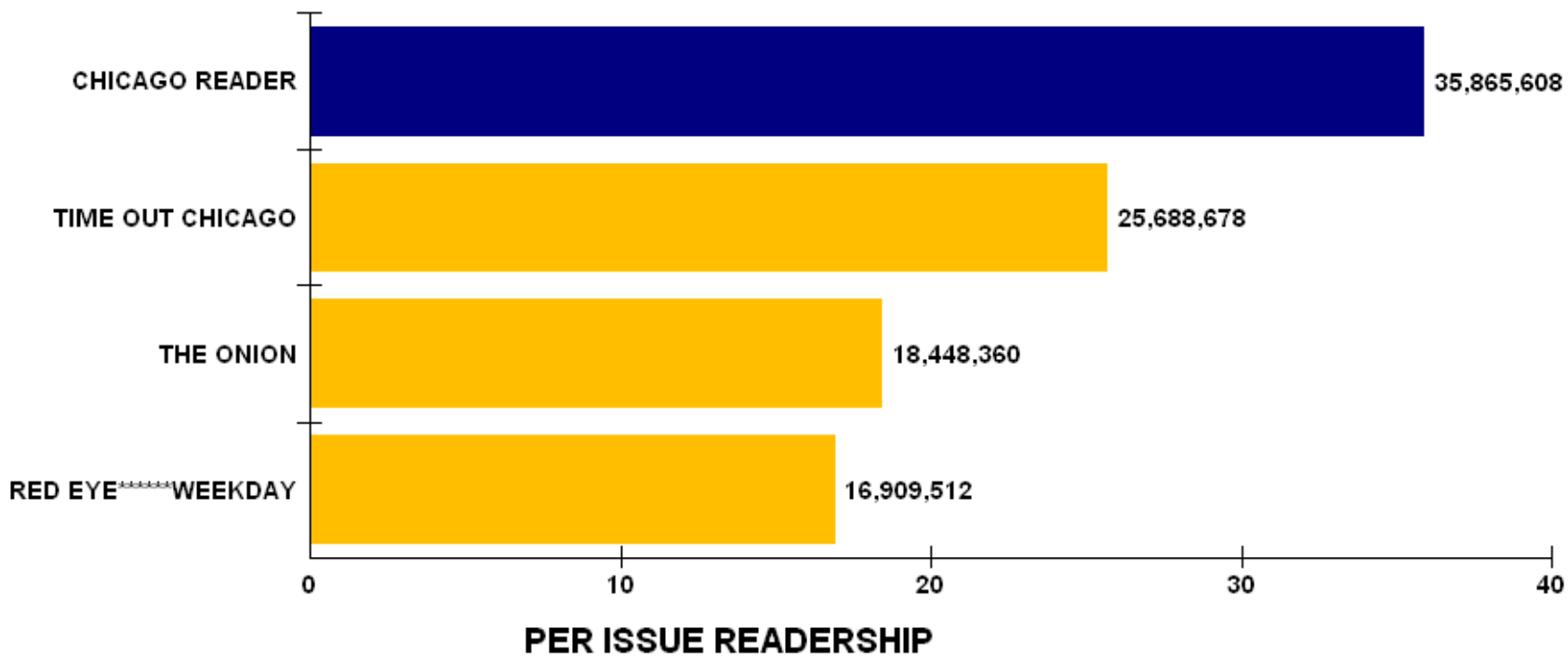


TOTAL BEER EXPENDITURES



Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT THE MEDIA AUDIT Total Expenditures -- Most Often Rating \$'s
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007
 Bases: ADULTS--AGE 21-24 *OR* ADULTS--AGE 25-34
 Target: BEER AND ALE
 Base Population: 1,652,787 % In Target: 42.4% Target Persons: 700,625

Chicago Reader Age 21-34 Readers Spend the Most on Beer & Ale



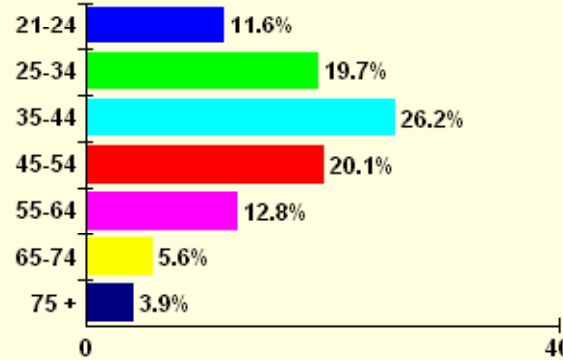
Source: The Media Audit's Annual Consumer Buying Power 2007

Readership Profile

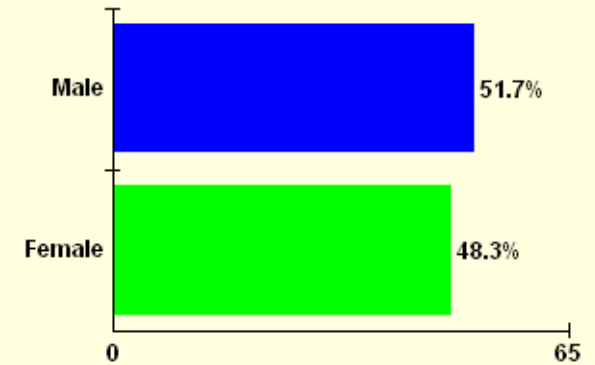
Audience Profile

Total Income: \$64,273,424,000
Mean Income: \$72,269
Mean Age: 43
Home Owners: 69%
Mean Home Value: \$370,579
Mean Miles Past Week: 102

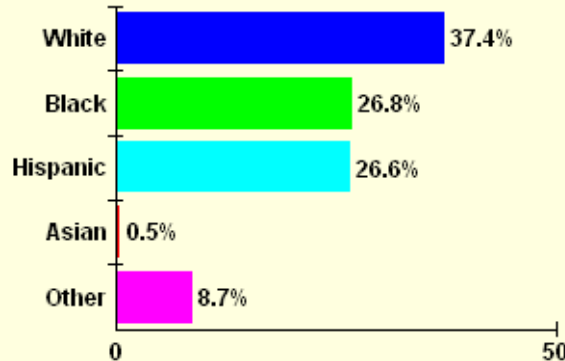
Age Analysis



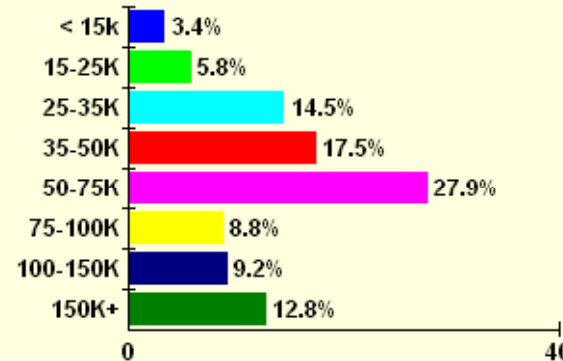
Gender Profile



Ethnicity Profile



Annual Income



Education Profile

