



Delivering Chicagoland for SVEDKA VODKA



No Readers Under Age 21

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

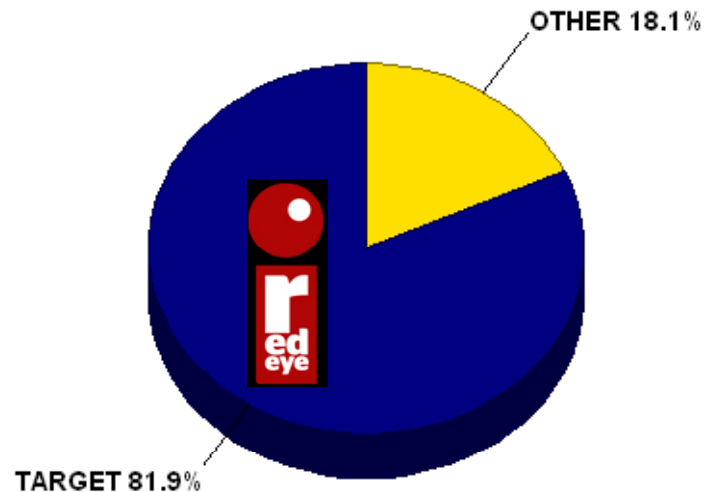
All Groups

Media Persons: 1,040,488

Target Percent: 81.9%

Target Persons: 852,484

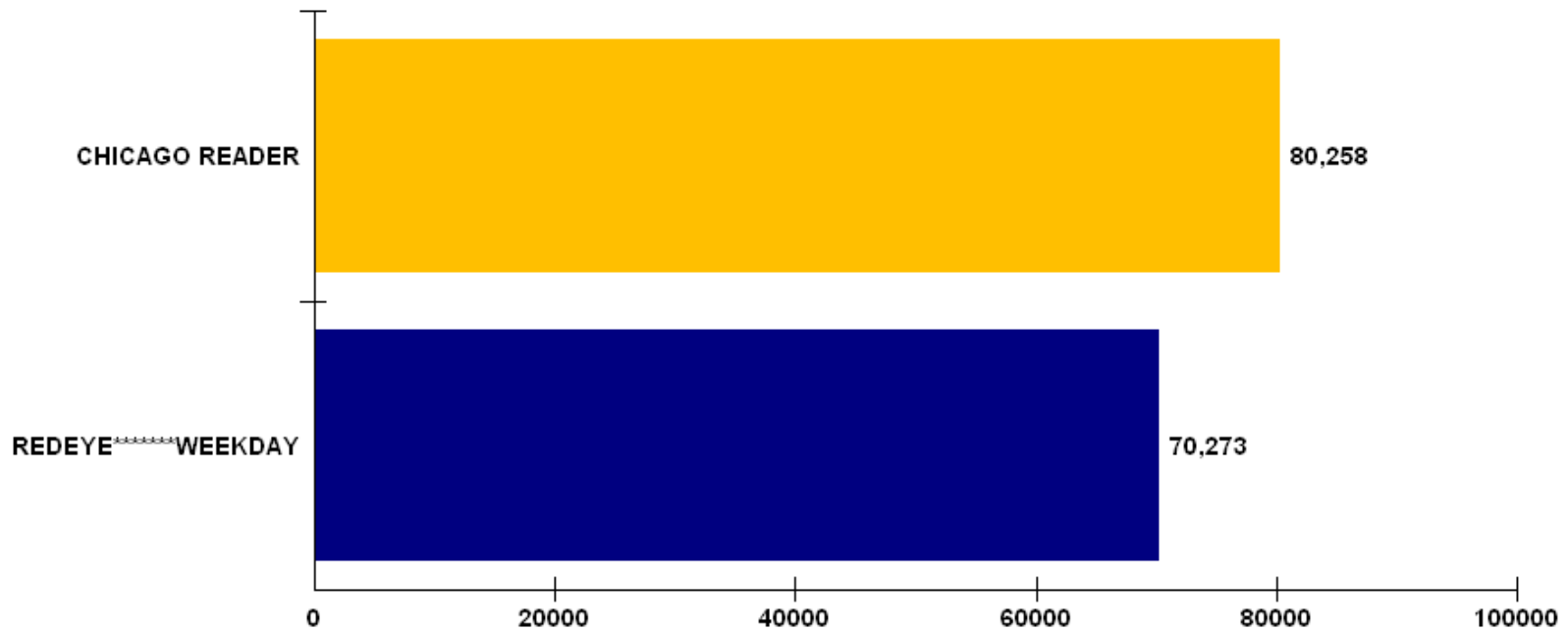
18.1% of Redeye's Readers are UNDER the Age of 21





Report:	RANKER REPORT	THE MEDIA AUDIT	Most Often Ratings
Market:	CHICAGO, IL for MAR-MAY 2009		
Bases:	FREQUENT WINE DRINKER--3 + TIMES PAST 2 WEEKS		
Target:	ADULTS--AGE 21 PLUS		
Base Population:	828,243	% In Target: 100.0%	Target Persons: 828,243

Each Issue of Chicago Reader Reaches More Age 21+ Frequent Wine Consumers





Chicago Reader Most Efficiently Delivers Spirits Consumers

Report: MARKET INDEX, MULTIPLE MEDIA SINGLE TARGET REPORT
 Market: CHICAGO, IL for MAR-MAY 2009
 Bases: ADULTS--AGE 21 PLUS
 Target: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS

THE MEDIA AUDIT

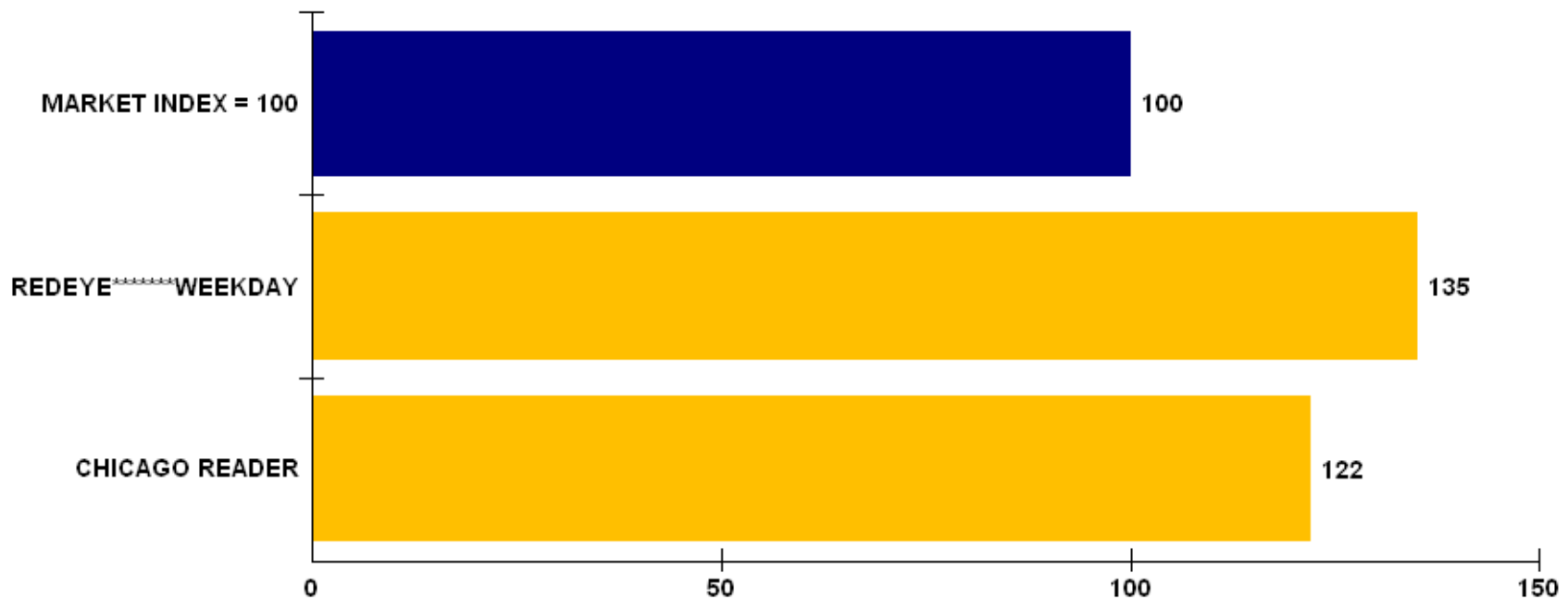
Most Often Index

Base Population: 6,687,449

% In Target: 4.5%

Target Persons: 302,094

Chicago Reader Age 21+ Readers are 22% More Likely to be Frequent Beer Consumers





Report: MARKET INDEX, MULTIPLE MEDIA SINGLE TARGET REPORT
 Market: CHICAGO, IL for MAR-MAY 2009
 Bases: ADULTS--AGE 21 PLUS
 Target: PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS

THE MEDIA AUDIT

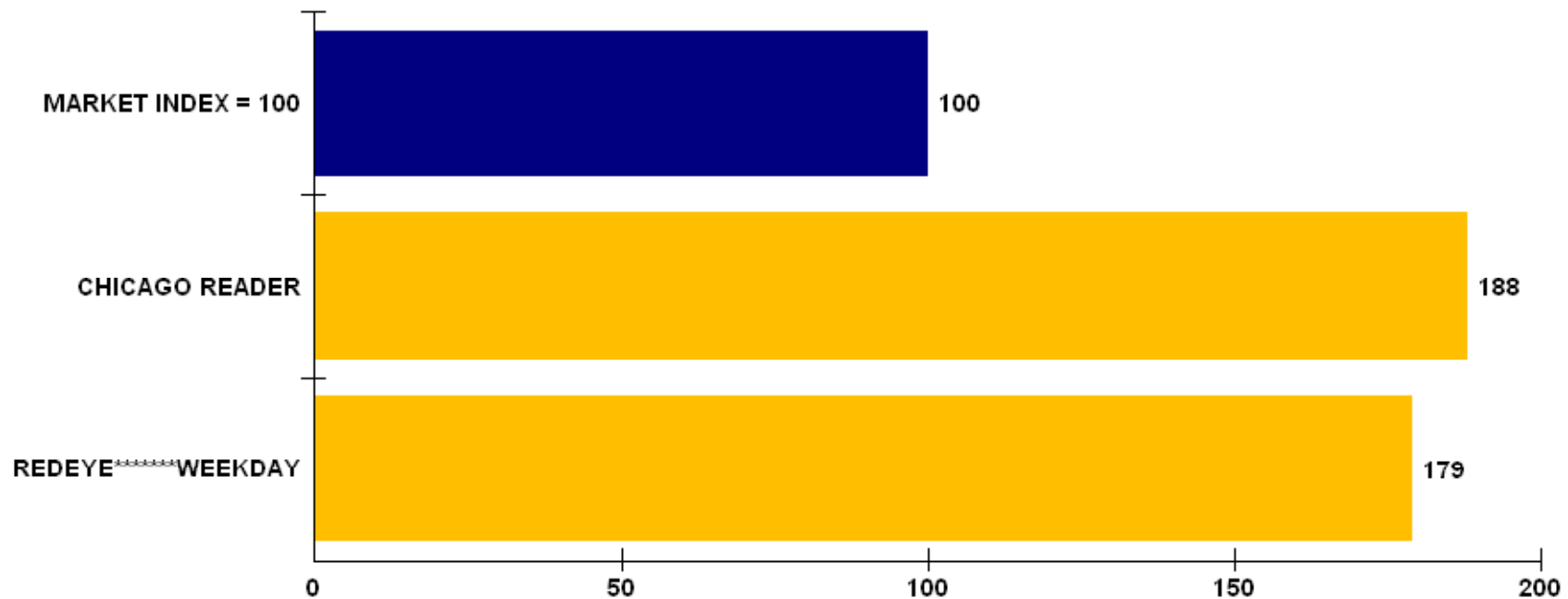
Most Often Index

Base Population: 6,687,449

% In Target: 30.9%

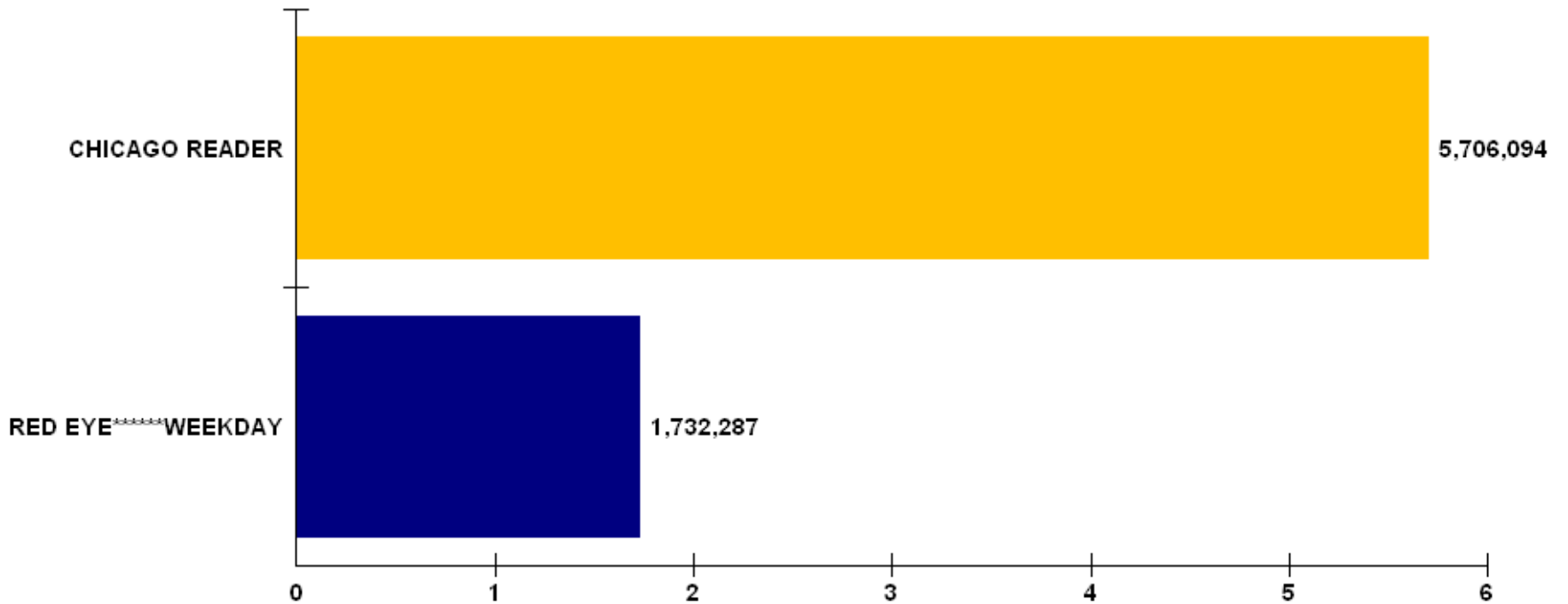
Target Persons: 2,064,449

Chicago Readers Age 21+ Readers: 88% More Likely to be Frequent Bar Customers





Chicago Reader Age 21+ Readers Spend Nearly \$6 Million per Year on Liquor



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



Report: MEDIA QUICK PROFILE
 Market: CHICAGO, IL for MAR-MAY 2009
 Bases: ADULTS AGE 18+
 Media: CHICAGOREADER+.COM

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 7,004,438

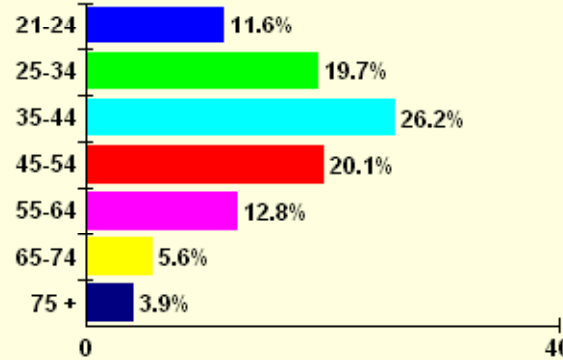
Readership Profile

Media Persons: 889,366

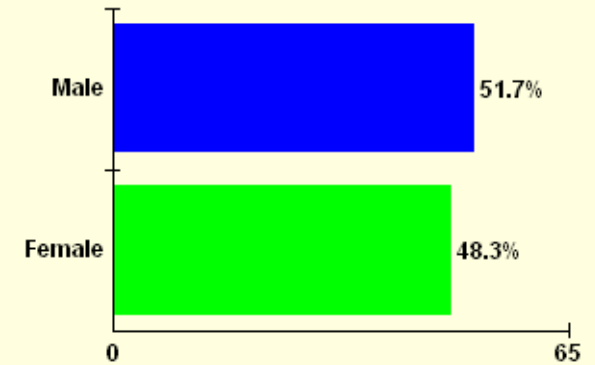
Audience Profile

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

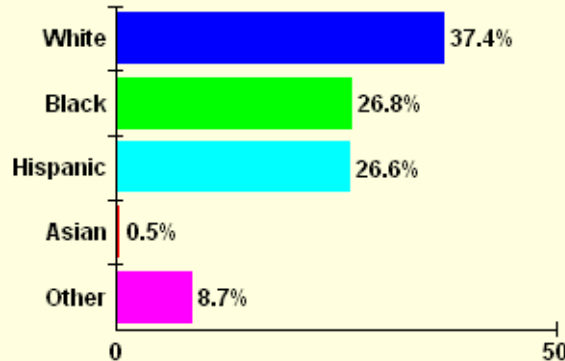
Age Analysis



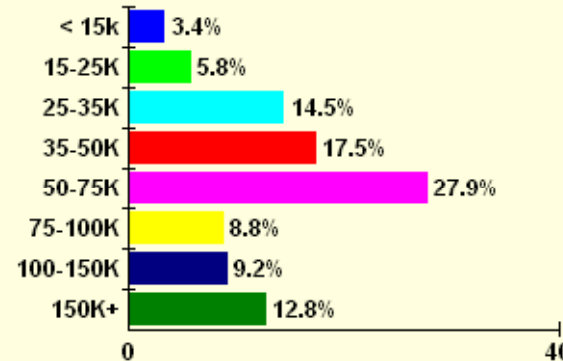
Gender Profile



Ethnicity Profile



Annual Income



Education Profile

