

# Philadelphia

YOUR GUIDE TO THE GOOD LIFE



## Delivering Philadelphia's Casino Gamblers

**Philadelphia Magazine**  
December 8, 2009



## Profile of Casino Gamblers in the Philadelphia Market

Report: TARGET QUICK PROFILE  
 Market: PHILADELPHIA, PA for JUN-AUG 2009  
 Bases: ADULTS AGE 18+  
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 3,920,833

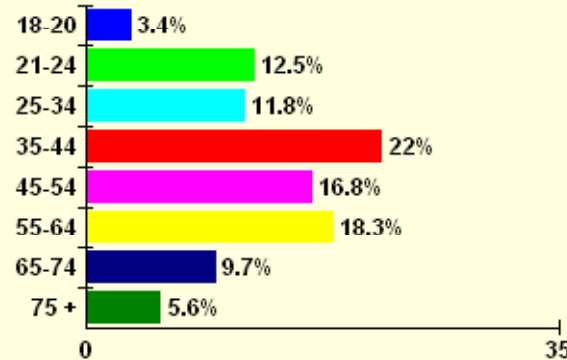
% in Target: 28.7

Target Persons: 1,124,198

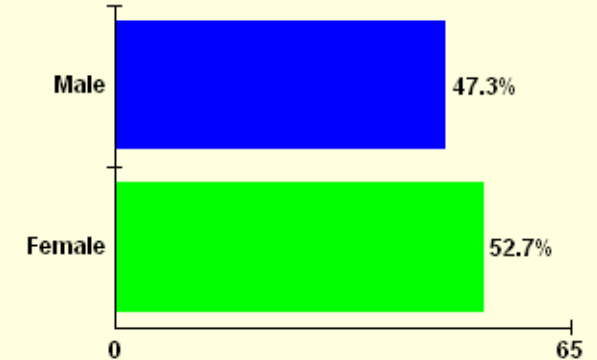
### Target Profile

**Total Income:** \$95,206,132,500  
**Median Income:** \$71,701  
**Median Age:** 45  
**Home Owners:** 83%  
**Median Home Value:** \$268,994  
**Median Miles Past Week:** 150

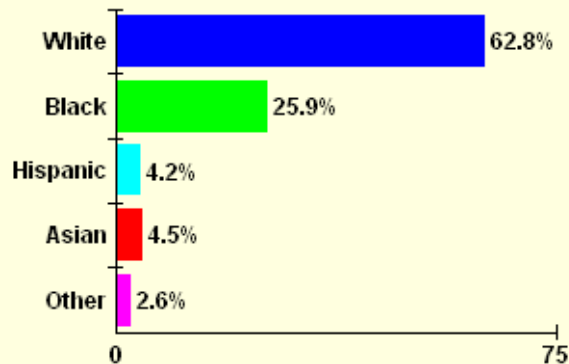
### Age Analysis



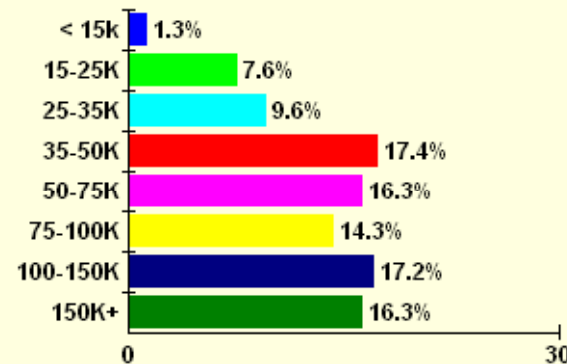
### Gender Profile



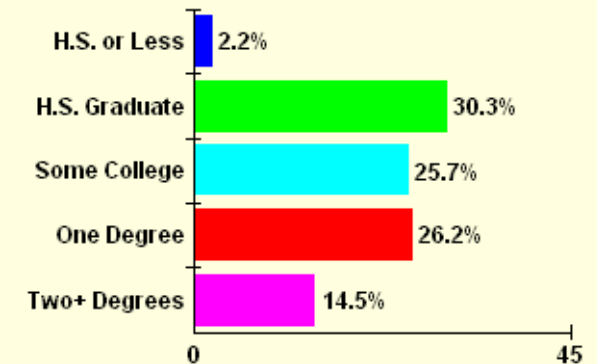
### Ethnicity Profile



### Annual Income



### Education Profile



## Profile of Philadelphia Magazine Readers

Report: MEDIA QUICK PROFILE  
 Market: PHILADELPHIA, PA for JUN-AUG 2009  
 Bases: ADULTS AGE 18+  
 Media: PHILADELPHIA MAG.  
 Base Population: 3,920,833

THE MEDIA AUDIT

All Groups  
 TOTAL

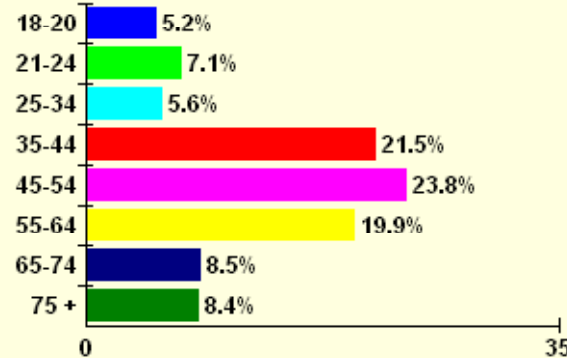


Media Persons: 788,247

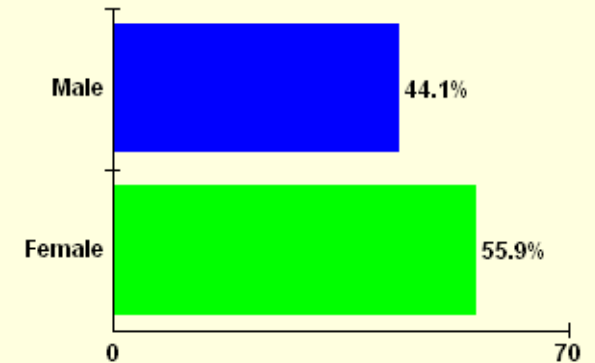
### Audience Profile

**Total Income:** \$65,339,912,500  
**Mean Income:** \$82,893  
**Mean Age:** 49  
**Home Owners:** 85%  
**Mean Home Value:** \$371,247  
**Mean Miles Past Week:** 174

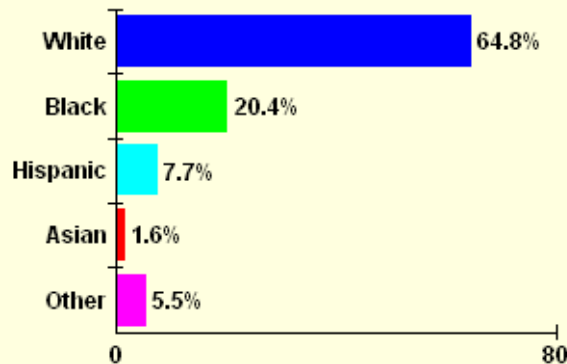
### Age Analysis



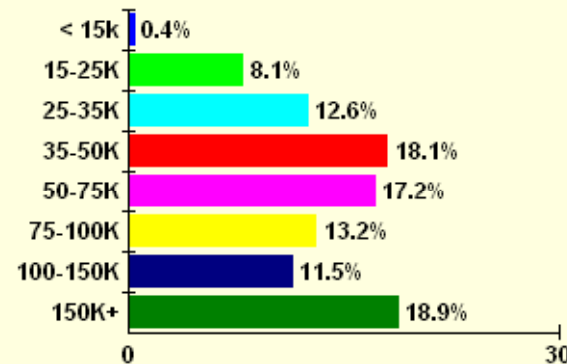
### Gender Profile



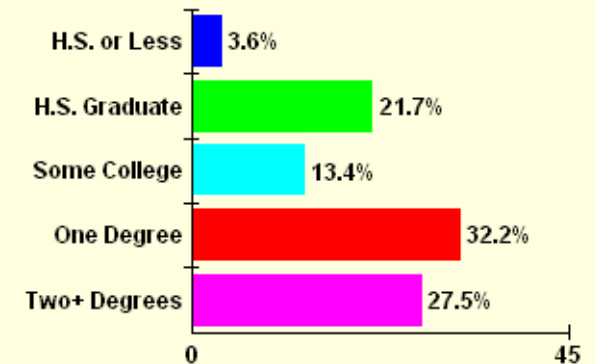
### Ethnicity Profile



### Annual Income



### Education Profile





## AGE DEMO ANALYSIS:

## Philadelphia Magazine Super-serves the **Casino Gambler** Prime Demo

Report: AGE DEMO ANALYSIS  
 Market: PHILADELPHIA, PA for JUN-AUG 2009  
 Bases: ADULTS AGE 18+  
 Media: PHILADELPHIA MAG.  
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

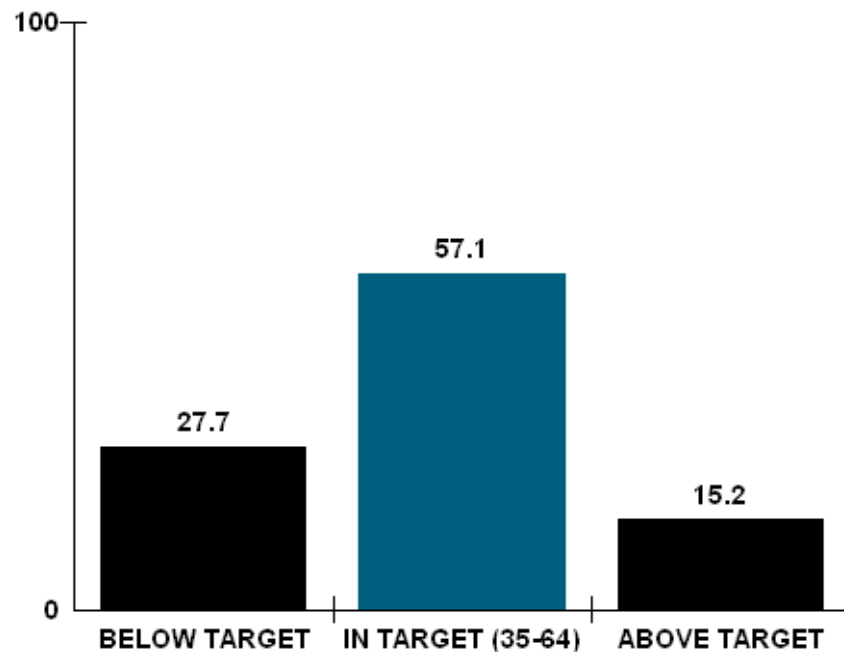
THE MEDIA AUDIT

Total Market Persons: 3,920,833  
 Total Market Persons: 3,920,833

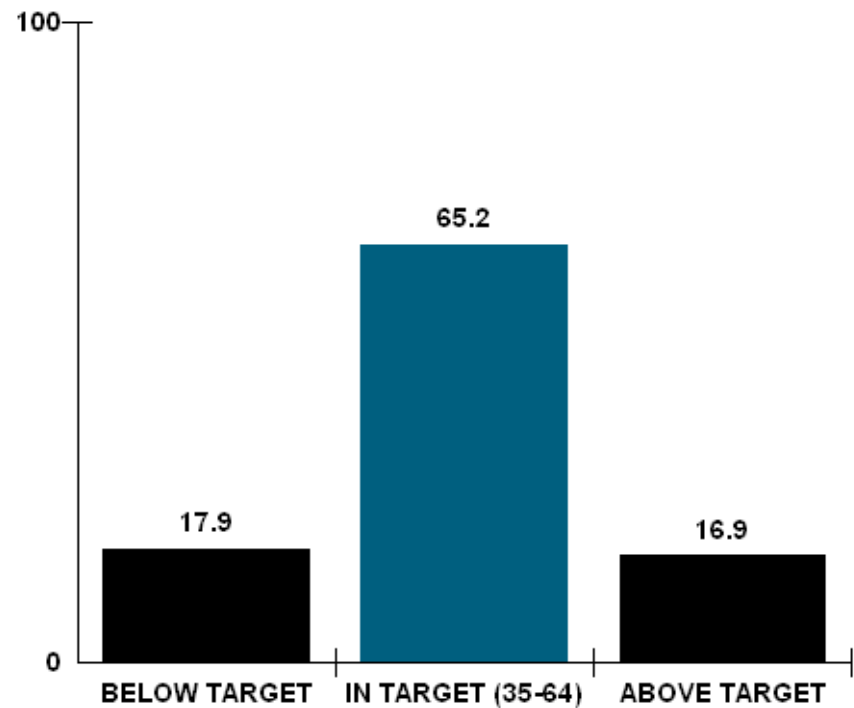
Media Percent: 20.1%  
 Target Percent: 28.7%

Media Persons: 788,247  
 Target Persons: 1,124,197

### VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR



### PHILADELPHIA MAG.





## Nearly 39% of Philadelphia Magazine Readers are **Casino Gamblers...** compared to 28.7% of the Philly Market.

Report: TARGET PROFILE REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2009  
Bases: PAST 4 EDITION CUME--PHILADELPHIA MAGAZINE  
Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

Target Analysis

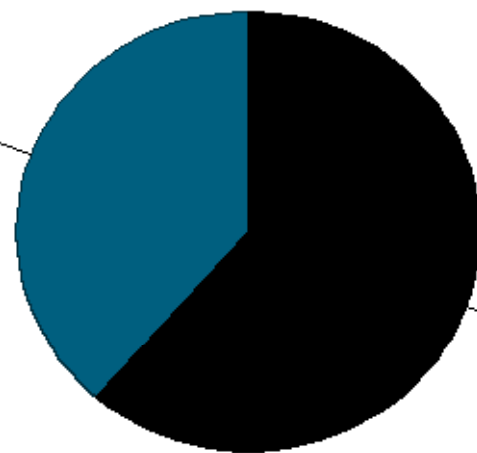
Base Population: 788,247

% In Target: 38.7%

Target Persons: 304,896

Nearly 39% of Philadelphia Magazine Readers are Casino Gamblers

VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR 38.7%



OTHER 61.3%





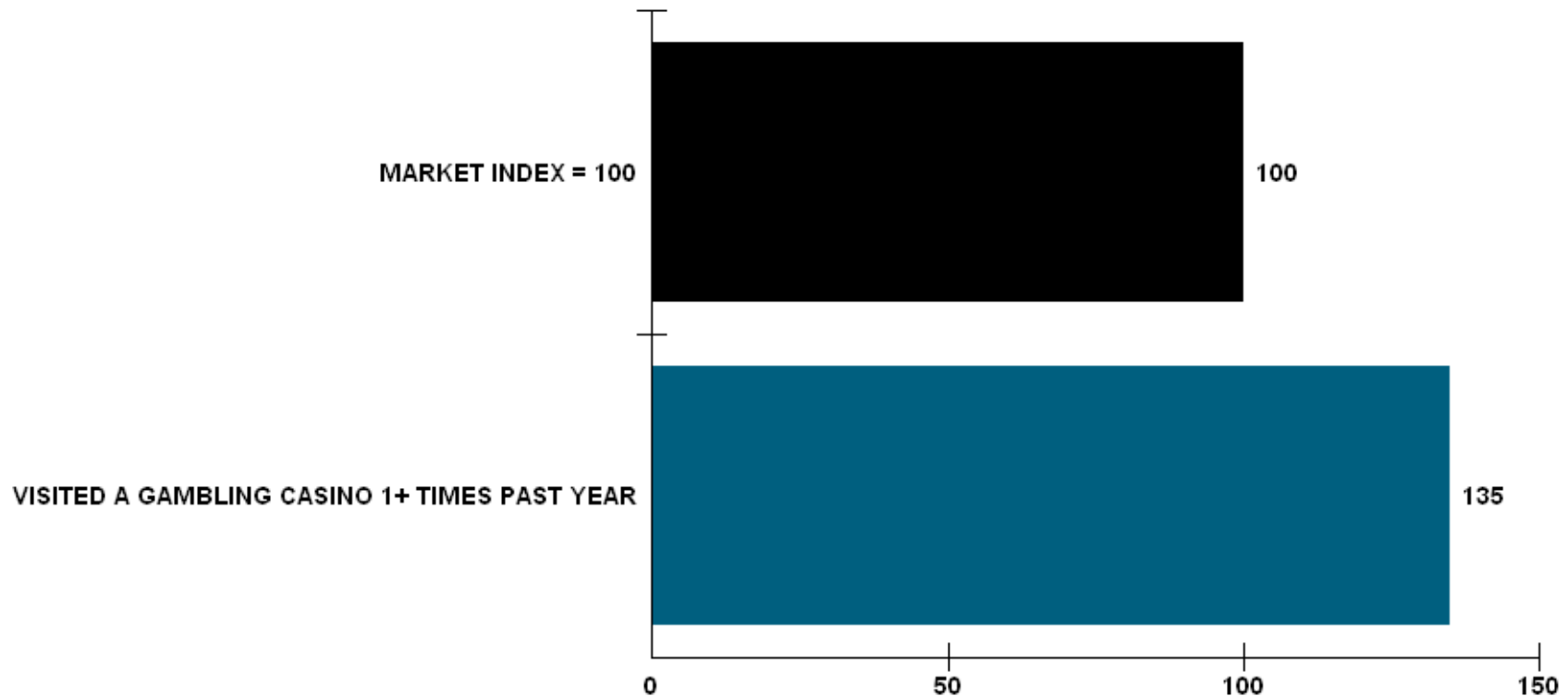
Philadelphia Magazine readers are 35% more likely than the average adult in the market to be **CASINO GAMBLERS**.

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2009  
Bases: ADULTS AGE 18+  
Media: PHILADELPHIA MAG.

THE MEDIA AUDIT

Cume Index

## PHILADELPHIA MAGAZINE



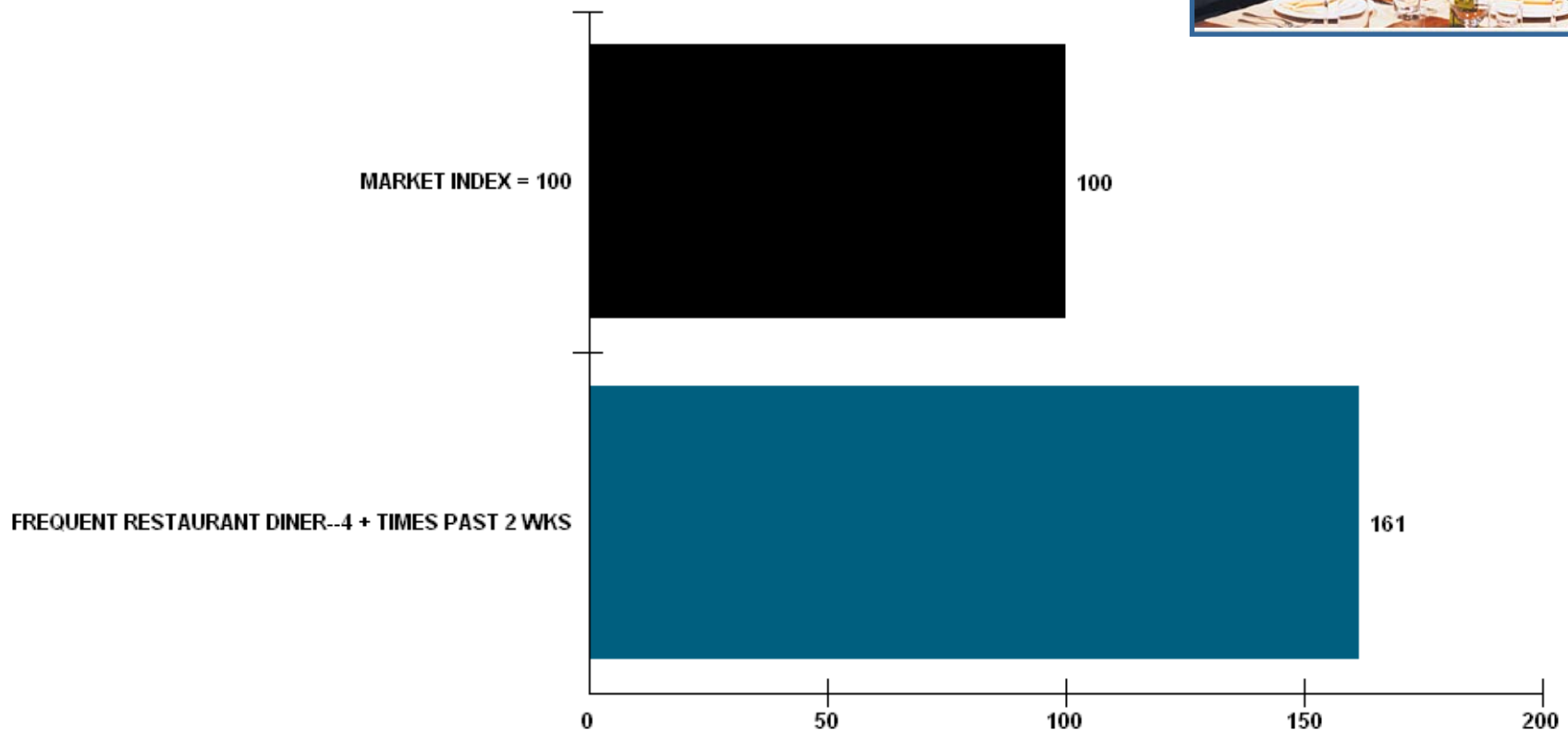
Philadelphia Magazine readers are 61% more likely than the average adult in the market to be frequent **FULL-SERVICE RESTAURANT DINERS**.

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2009  
Bases: ADULTS AGE 18+  
Media: PHILADELPHIA MAG.

THE MEDIA AUDIT



## PHILADELPHIA MAGAZINE



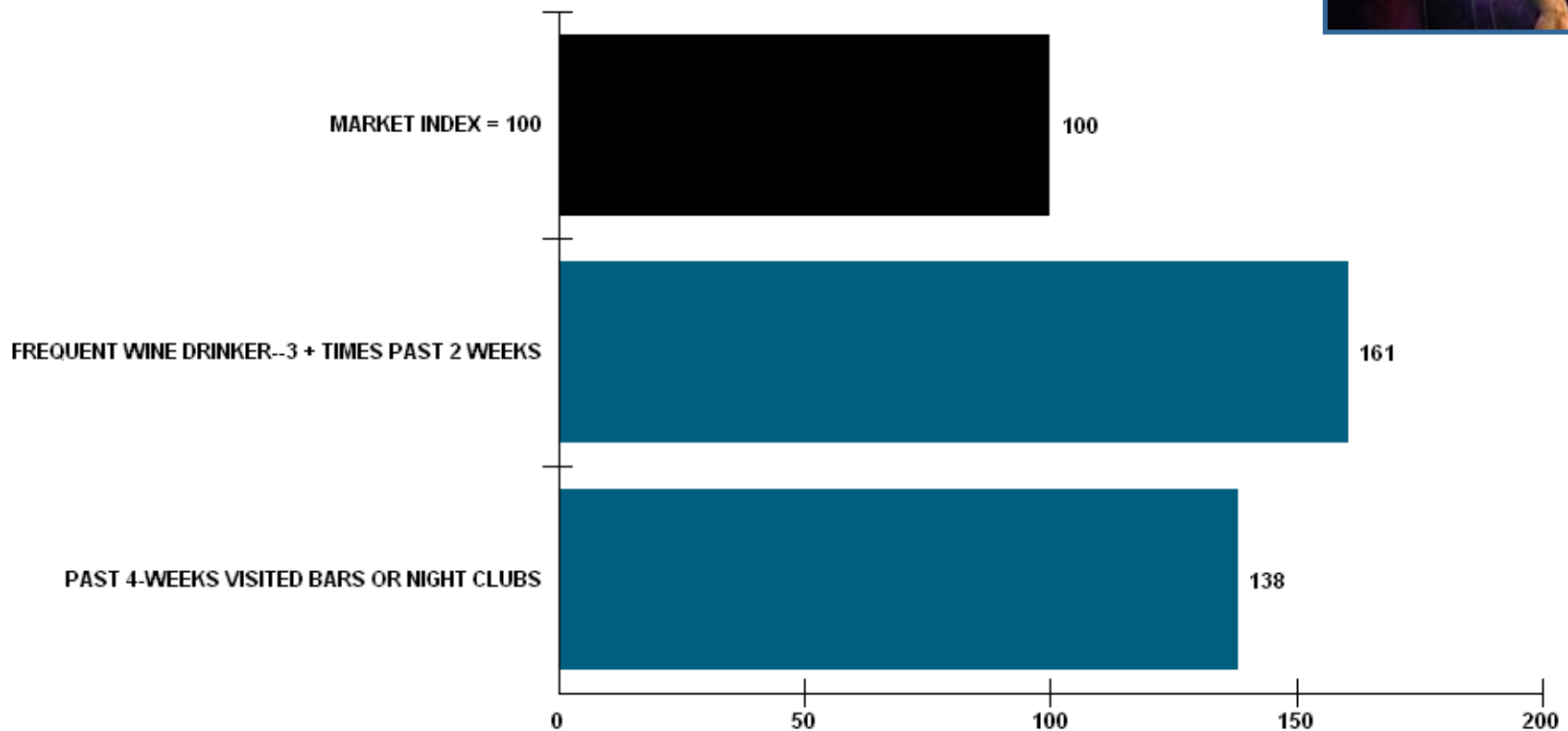
## Philadelphia Magazine OUTPERFORMS the market in delivering the BAR & NIGHTCLUB CROWD.

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2009  
Bases: ADULTS AGE 18+  
Media: PHILADELPHIA MAG.

THE MEDIA AUDIT



### PHILADELPHIA MAGAZINE





Philadelphia Magazine Readers are 48% more likely to be Frequent HOTEL guests.

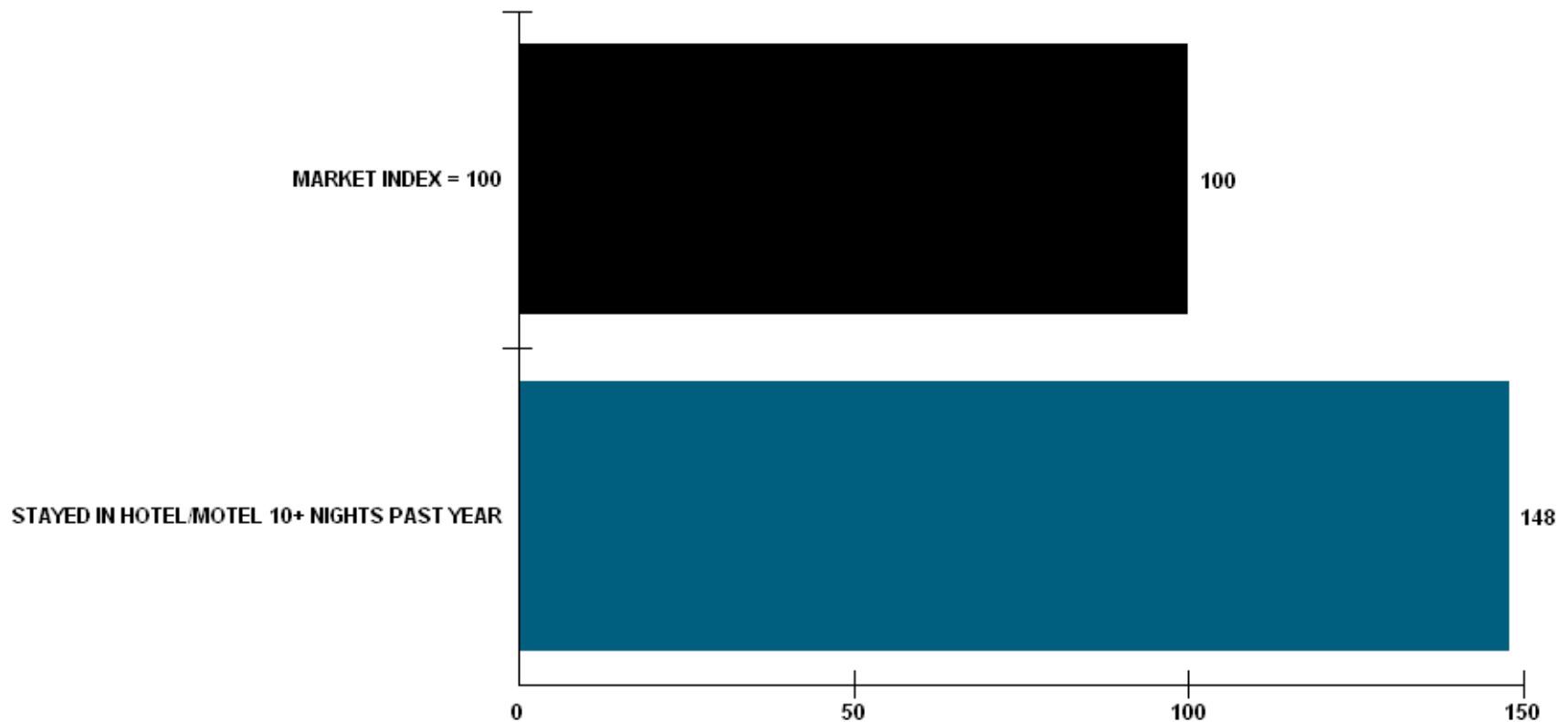


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2009  
Bases: ADULTS AGE 18+  
Media: PHILADELPHIA MAG.

THE MEDIA AUDIT

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## PHILADELPHIA MAGAZINE



## Philadelphia Magazine reaches **MORE CASINO GAMBLERS** than other local publications.

Report: RANKER REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2009  
Bases: ADULTS AGE 18+  
Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

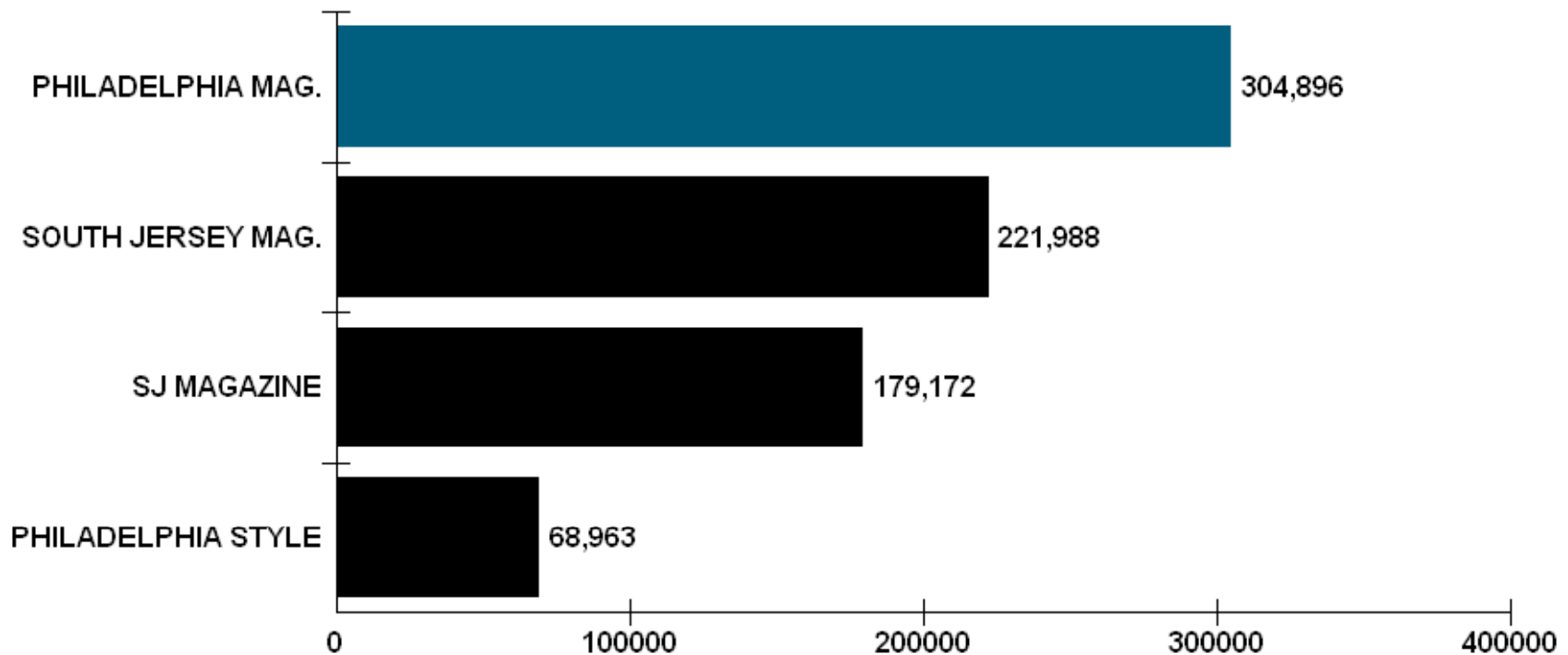
Cume Ratings

Base Population: 3,920,833

% In Target: 28.7%

Target Persons: 1,124,197

### CASINO GAMBLERS



## Philadelphia Magazine reaches **MORE CASINO GAMBLERS** than the **Philadelphia Inquirer Entertainment Sections**

Report: RANKER REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2009  
Bases: ADULTS AGE 18+  
Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

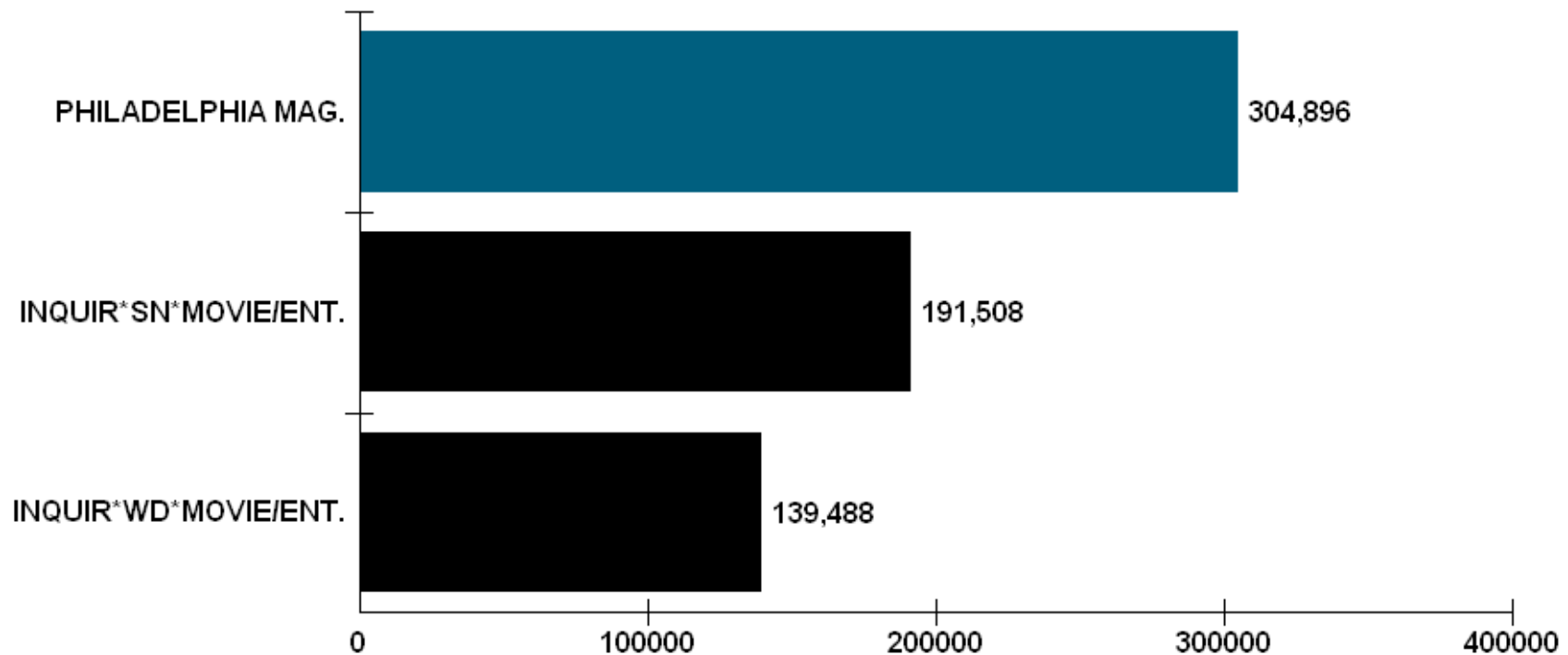
Cume Ratings

Base Population: 3,920,833

% In Target: 28.7%

Target Persons: 1,124,197

### CASINO GAMBLERS



## Philadelphia Magazine reaches more age 35+ **CASINO GAMBLERS** than all but one radio station.

Report: RANKER REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2009  
Bases: ADULTS--AGE 35 PLUS  
Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

Cume Ratings

Base Population: 2,813,538

% In Target: 28.9%

Target Persons: 812,991

### CASINO GAMBLERS

