



**Wild  
Dunes**<sup>®</sup>  
Charleston's Island Resort

**Charlotte**<sup>®</sup>  
MAGAZINE

### An Affluent & Highly Educated Audience

Report: MEDIA QUICK PROFILE  
 Market: CHARLOTTE, NC for FEB-MAR/AUG-OCT 2009  
 Bases: ADULTS AGE 18+  
 Media: CHARLOTTE MAGAZINE

THE MEDIA AUDIT

All Groups (Cume)  
 TOTAL

Base Population: 1,770,389

% in Media: 13.9

Media Persons: 246,293

#### Audience Profile (Cume)

Total Income: \$22,632,478,250

**Mean Income: \$91,892**

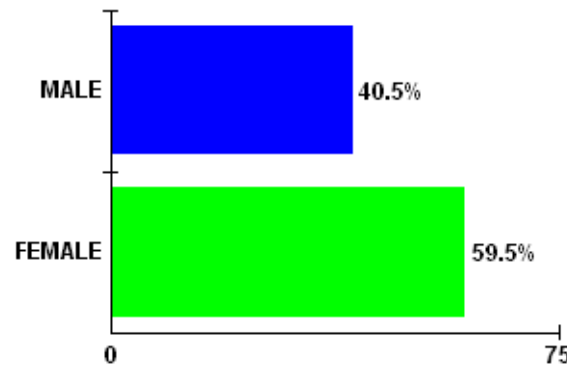
Mean Age: 46

Home Owners: 85%

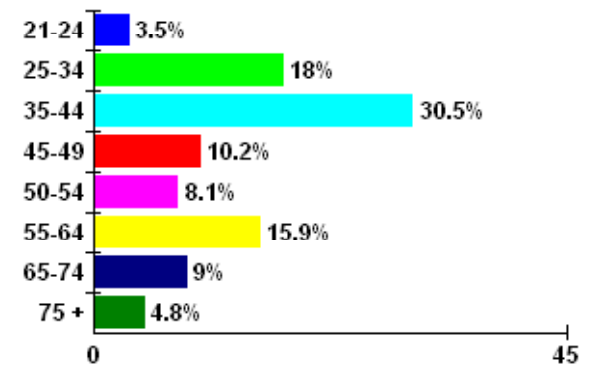
Mean Home Value: \$371,352

Mean Miles Past Week: 257

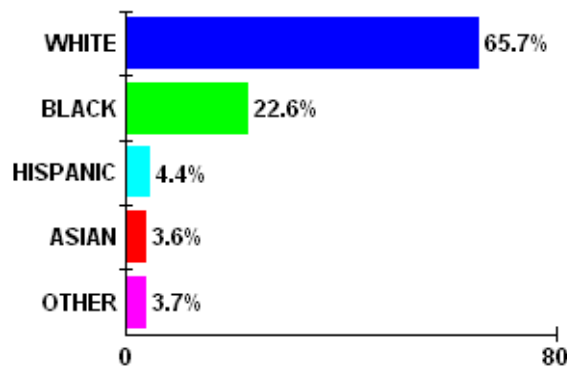
#### Gender Profile (Cume)



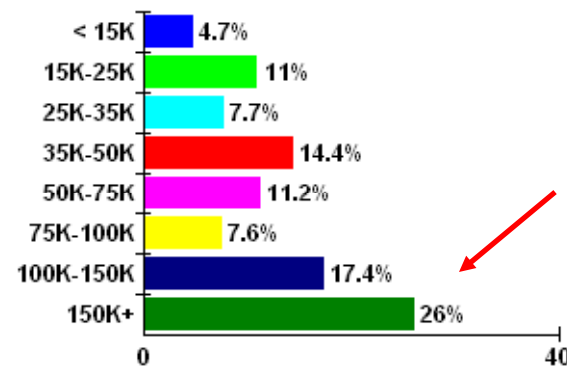
#### Age Analysis (Cume)



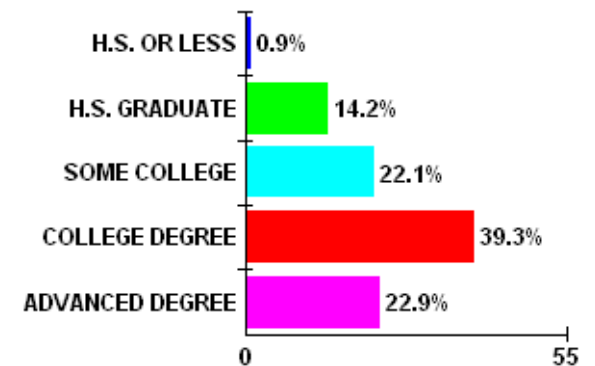
#### Ethnicity Profile (Cume)



#### Annual Income (Cume)



#### Education Profile (Cume)

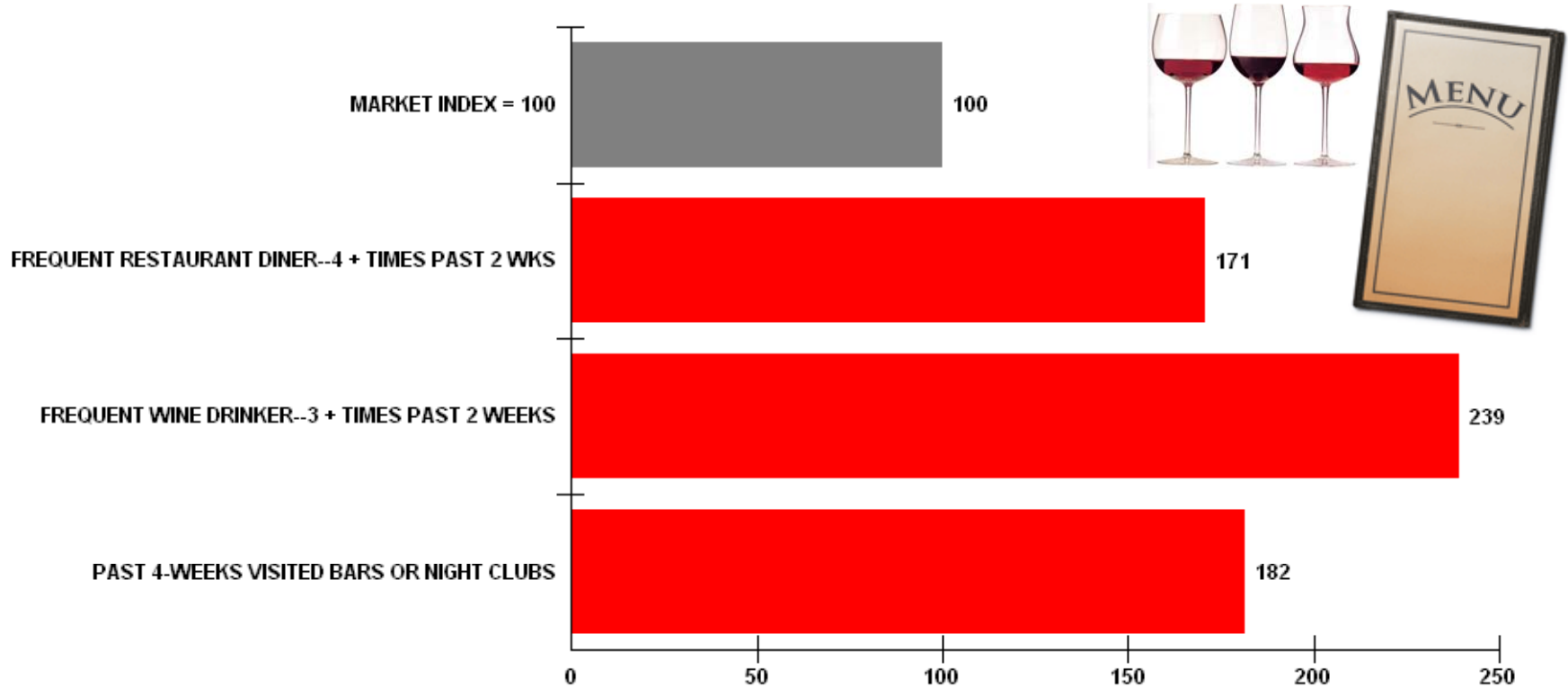


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
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## CHARLOTTE MAGAZINE DELIVERS PRIME RESTAURANT & BAR CUSTOMERS

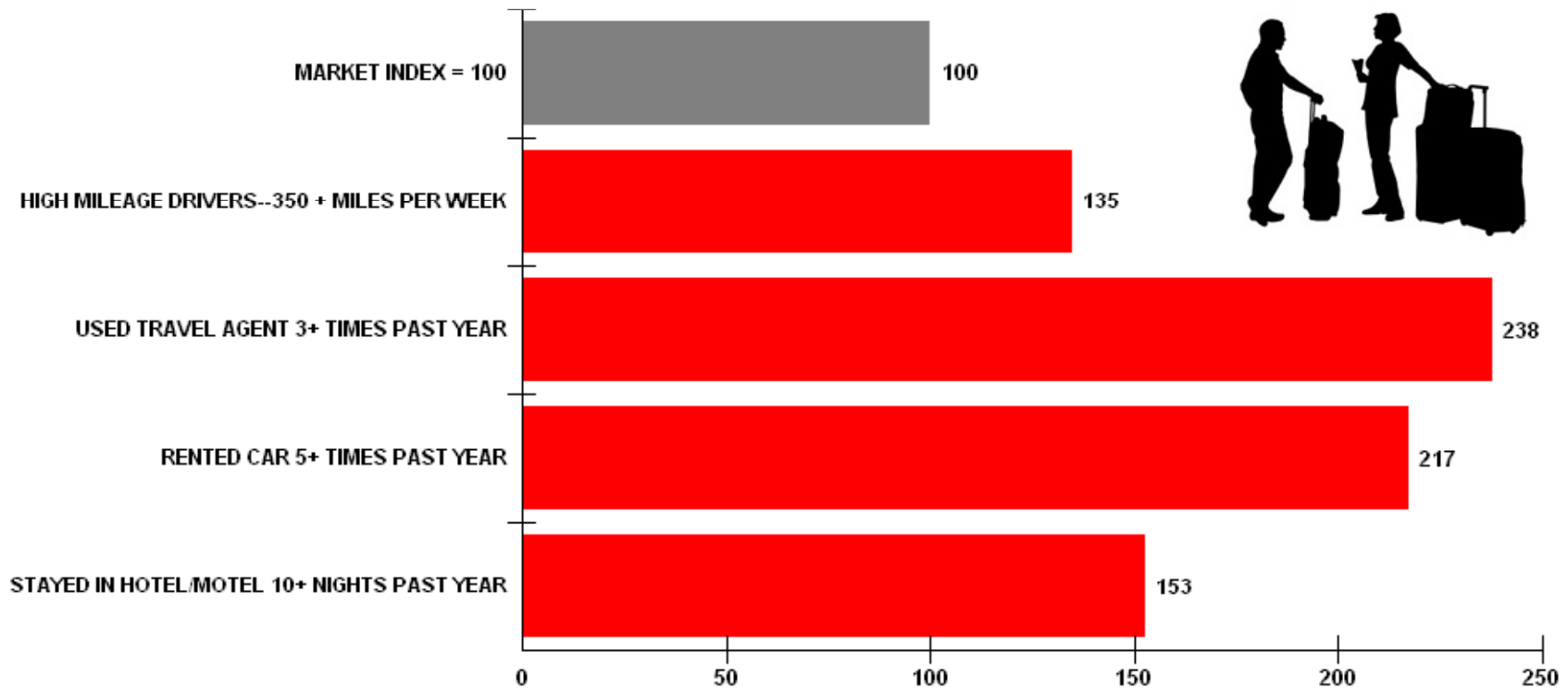


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## CHARLOTTE MAGAZINE OUTPERFORMS IN DELIVERING TRAVELERS

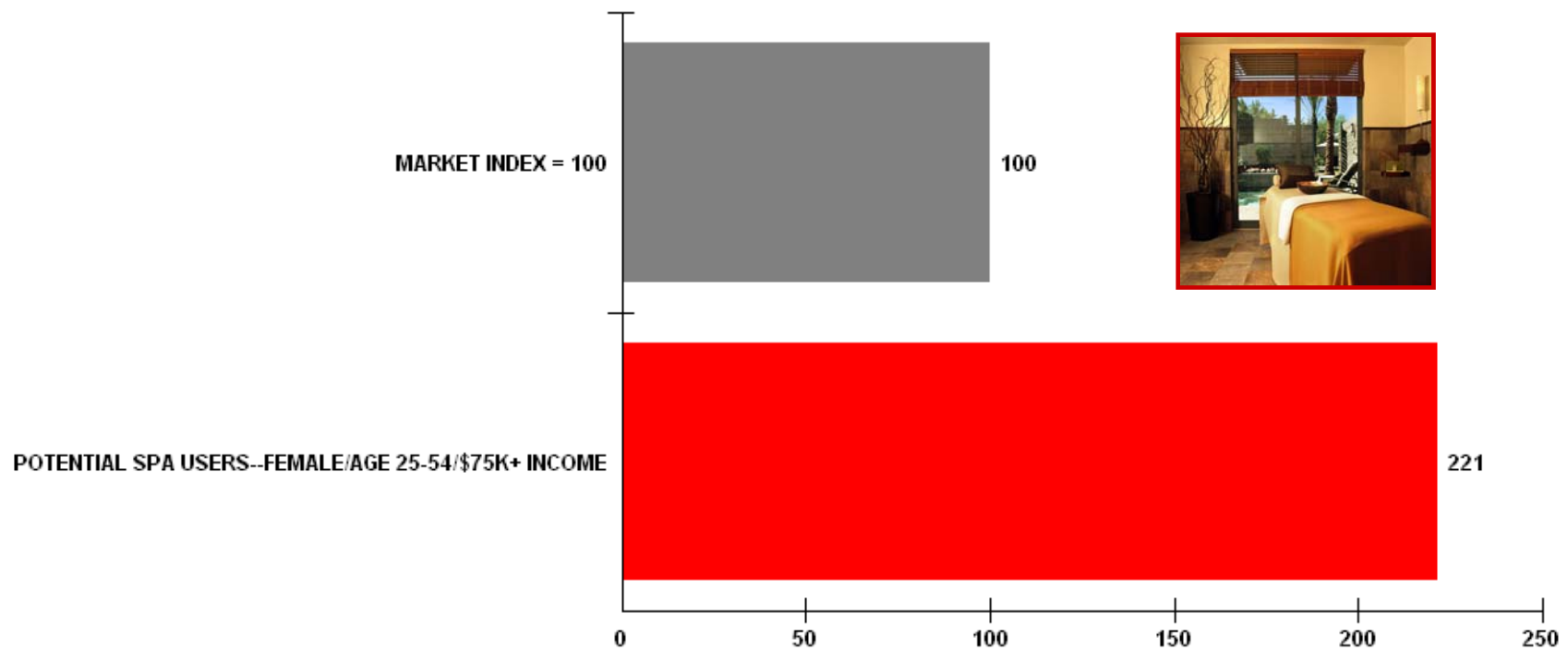


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## CHARLOTTE MAGAZINE READERS ARE 121% MORE LIKELY TO BE SPA PROSPECTS

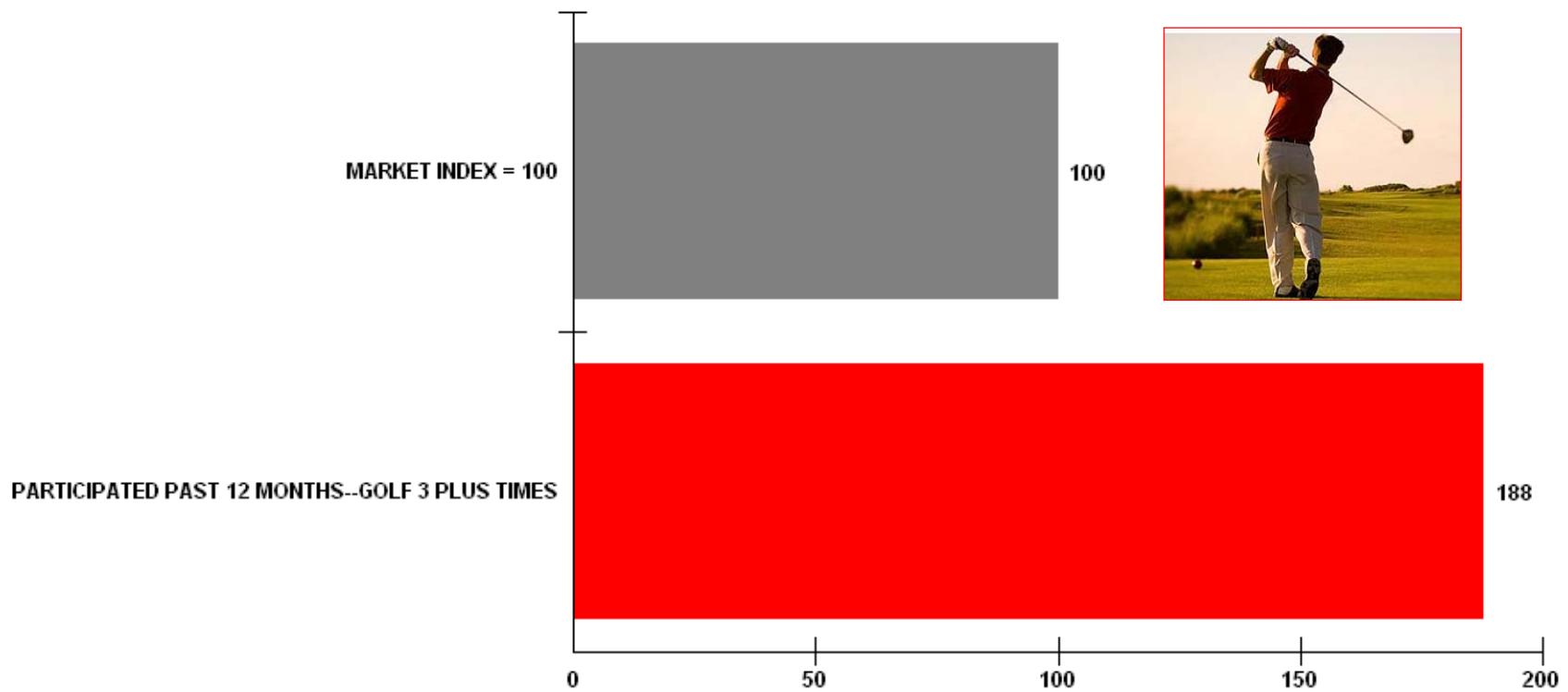


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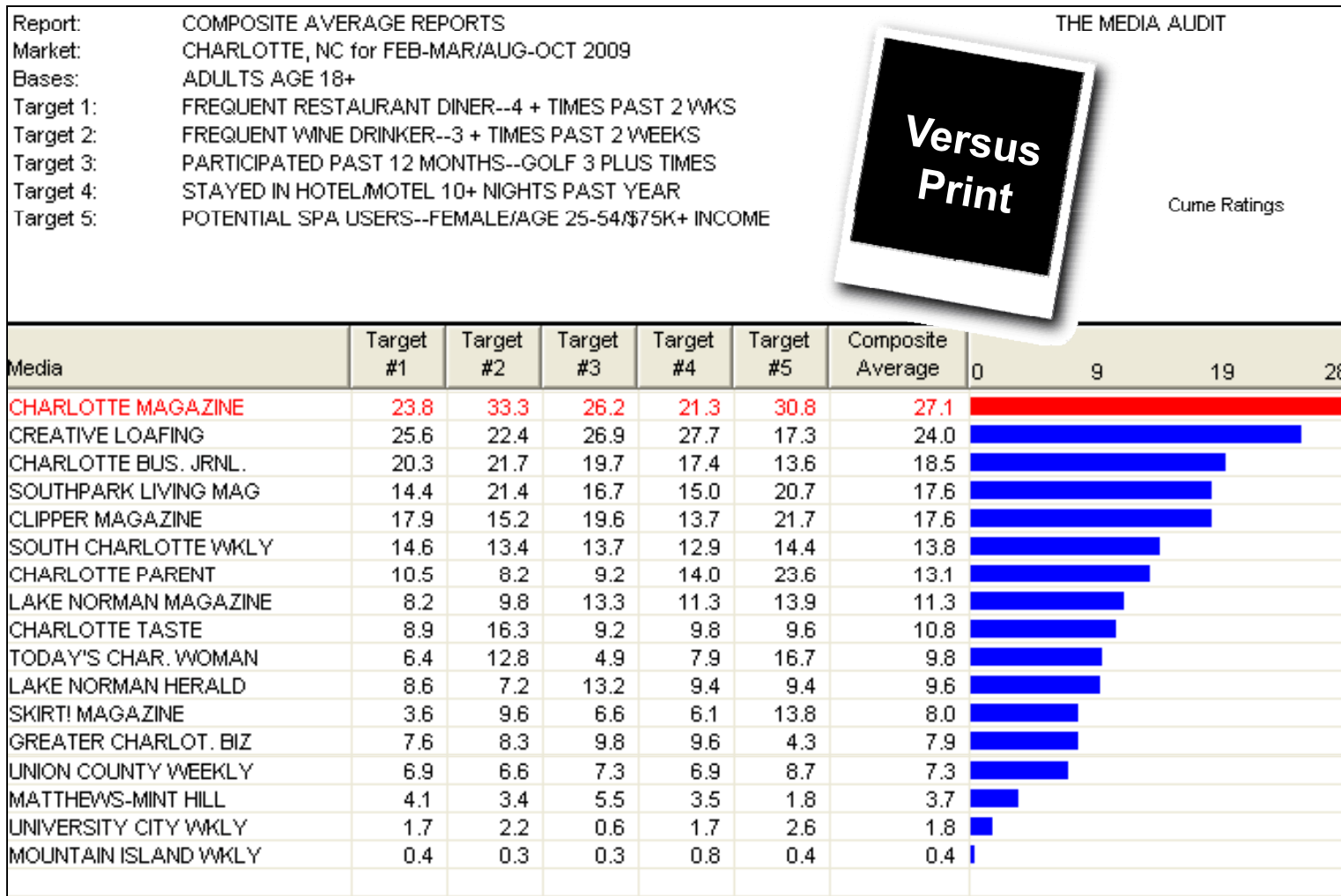
THE MEDIA AUDIT

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## CHARLOTTE MAGAZINE READERS ARE 88% MORE LIKELY TO BE GOLFERS



## CHARLOTTE MAGAZINE REACHES THE MOST WILD DUNES PROSPECTS



## CHARLOTTE MAGAZINE REACHES THE MOST WILD DUNES PROSPECTS

Report: COMPOSITE AVERAGE REPORTS  
 Market: CHARLOTTE, NC for FEB-MAR/AUG-OCT 2009  
 Bases: ADULTS AGE 18+  
 Target 1: FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS  
 Target 2: FREQUENT WINE DRINKER--3 + TIMES PAST 2 WEEKS  
 Target 3: PARTICIPATED PAST 12 MONTHS--GOLF 3 PLUS TIMES  
 Target 4: STAYED IN HOTEL/MOTEL 10+ NIGHTS PAST YEAR  
 Target 5: POTENTIAL SPA USERS--FEMALE/AGE 25-54/\$75K+ INCOME

VERSUS MEDIA AUDIT

Versus Radio

Cume Ratings

Media	Target #1	Target #2	Target #3	Target #4	Target #5	Composite Average	0	9	19	28
<b>CHARLOTTE MAGAZINE</b>	<b>23.8</b>	<b>33.3</b>	<b>26.2</b>	<b>21.3</b>	<b>30.8</b>	<b>27.1</b>				
WNKS-FM	19.3	9.5	23.3	21.9	21.4	19.1				
WBT-FM/AM	14.4	19.4	17.2	12.2	10.8	14.8				
WFAB-FM/WFHE-FM	9.1	24.4	11.4	13.0	9.3	13.4				
WBT-FM	19.0	4.6	15.5	15.4	9.5	12.8				
WRFX-FM	14.8	8.5	16.2	11.0	7.4	11.6				
WSOC-FM	13.9	7.1	11.6	11.8	11.6	11.2				
WKKT-FM	9.7	6.7	13.7	8.5	15.0	10.7				
WEND-FM	12.2	7.9	14.6	8.4	7.4	10.1				
WXRC-FM	7.6	14.2	11.5	7.7	6.0	9.4				
VLNK-FM	7.8	6.3	7.9	7.2	14.6	8.8				
WBAV-FM	7.8	1.7	9.3	9.2	10.6	7.7				
WRCM-FM	8.3	3.8	8.0	6.6	11.0	7.5				
WKQC-FM	9.8	8.7	3.2	4.8	10.4	7.4				
WLYT-FM	7.2	8.6	5.1	6.5	7.6	7.0				
WFNZ	3.9	6.6	15.2	6.1	3.0	7.0				
WDAV-FM	5.2	12.2	6.7	3.8	3.8	6.3				
WPEG-FM	5.8	3.0	6.6	8.3	4.3	5.6				
WMIT-FM	5.0	4.8	4.0	3.7	7.3	5.0				
WGNC-FM	2.5	0.6	2.3	4.7	5.4	3.1				
WTHZ-FM	3.9	4.4	2.5	2.8	1.2	3.0				
WSMV-FM	3.7	0.5	3.5	3.8	0.4	2.4				
WPZS-FM	0.9	0.4	0.5	4.3	5.0	2.2				
WBCN	0.3	3.5	2.3	1.1	1.8	1.8				
WSGE-FM	1.5	3.4	1.9	1.1	0.8	1.8				
WTPT-FM	2.3	1.3	3.3	1.1	*	1.6				
















## CHARLOTTE MAGAZINE REACHES THE MOST WILD DUNES PROSPECTS

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 Target 3: PARTICIPATED PAST 12 MONTHS--GOLF 3 PLUS TIMES  
 Target 4: STAYED IN HOTEL/MOTEL 10+ NIGHTS PAST YEAR  
 Target 5: POTENTIAL SPA USERS--FEMALE/AGE 25-54/\$75K+ INCOME

THE MEDIA AUDIT



Cume Ratings

Media	Target #1	Target #2	Target #3	Target #4	Target #5	Composite Average	0	11	23	34
EARLY NEWS*WSOC C 9	35.8	28.6	25.9	37.0	39.7	33.4				
<b>CHARLOTTE MAGAZINE</b>	<b>23.8</b>	<b>33.3</b>	<b>26.2</b>	<b>21.3</b>	<b>30.8</b>	<b>27.1</b>				
EARLY NEWS*WBTV C 3	22.9	22.8	27.0	24.6	16.1	22.7				
EARLY NEWS*WCNC C 36	22.5	23.0	24.8	24.1	18.8	22.6				
MORN NEWS*WSOC C 9	20.7	17.3	14.9	24.1	22.5	19.9				
MORN NEWS*WCNC C 36	12.6	13.2	15.3	17.3	12.1	14.1				
PRIME NEWS*WCCB C 18	16.4	11.1	15.1	13.9	11.0	13.5				
LATE NEWS*WSOC C 9	15.4	8.7	14.1	17.0	11.2	13.3				
MORN NEWS*WBTV C 3	11.4	12.2	14.4	13.9	10.2	12.4				
LATE NEWS*WBTV C 3	12.0	9.5	19.4	12.5	7.6	12.2				
LATE NEWS*WCNC C 36	11.4	10.3	14.8	10.5	5.4	10.5				
MORN NEWS*WCCB C 18	7.9	4.2	7.2	9.2	3.4	6.4				
PRIME NEWS*WHKY C 14	3.9	7.7	4.3	4.5	2.1	4.5				
EARLY NEWS*WHKY C 14	2.2	4.2	2.3	2.4	1.2	2.5	