

**Philadelphia**

YOUR GUIDE TO THE GOOD LIFE



## **Delivering Philadelphia's Canadian Tourism Prospects**

**Philadelphia Magazine**

October 29, 2010



## Profile of Philadelphia Magazine Readers

Report: MEDIA QUICK PROFILE  
 Market: PHILADELPHIA, PA for JUN-AUG 2010  
 Bases: ADULTS AGE 18+  
 Media: PHILADELPHIA MAG.

THE MEDIA AUDIT

All Groups (Cume)  
 TOTAL

Base Population: 3,930,180

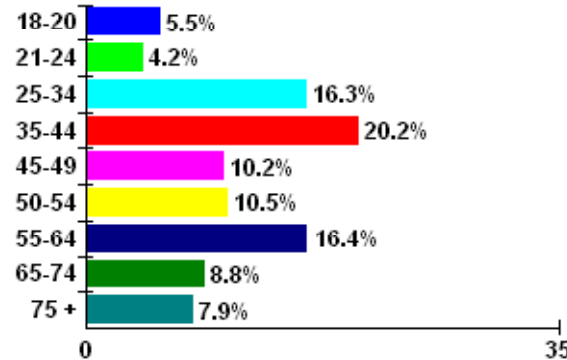


Media Persons: 784,642

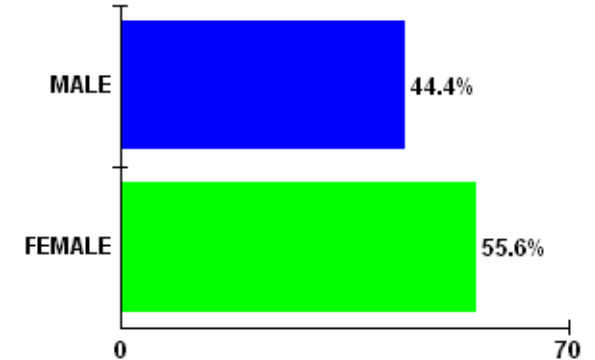
### Audience Profile (Cume)

**Total Income:** \$65,037,442,500  
**Mean Income:** \$82,888  
**Mean Age:** 47  
**Home Owners:** 82%  
**Mean Home Value:** \$336,833  
**Mean Miles Past Week:** 218

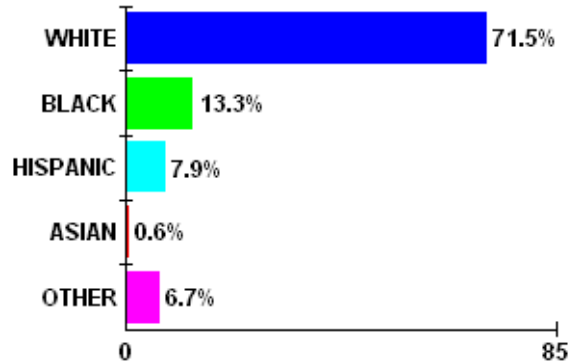
### Age Analysis (Cume)



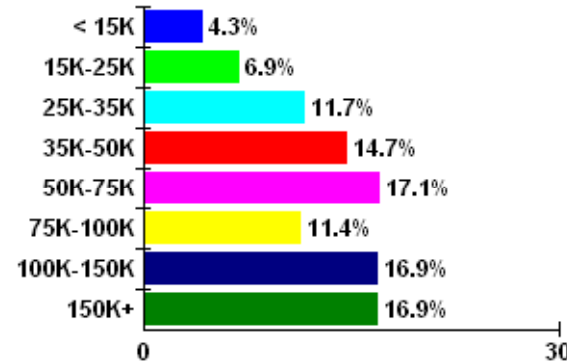
### Gender Profile (Cume)



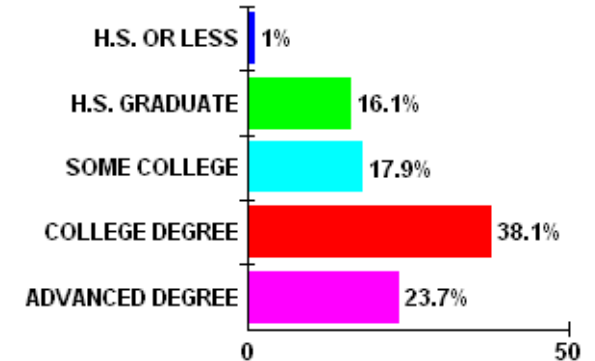
### Ethnicity Profile (Cume)



### Annual Income (Cume)



### Education Profile (Cume)





## Philadelphia Magazine readers have and use their **PASSPORTS**

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2010  
Bases: ADULTS AGE 18+  
Media: PHILADELPHIA MAG.

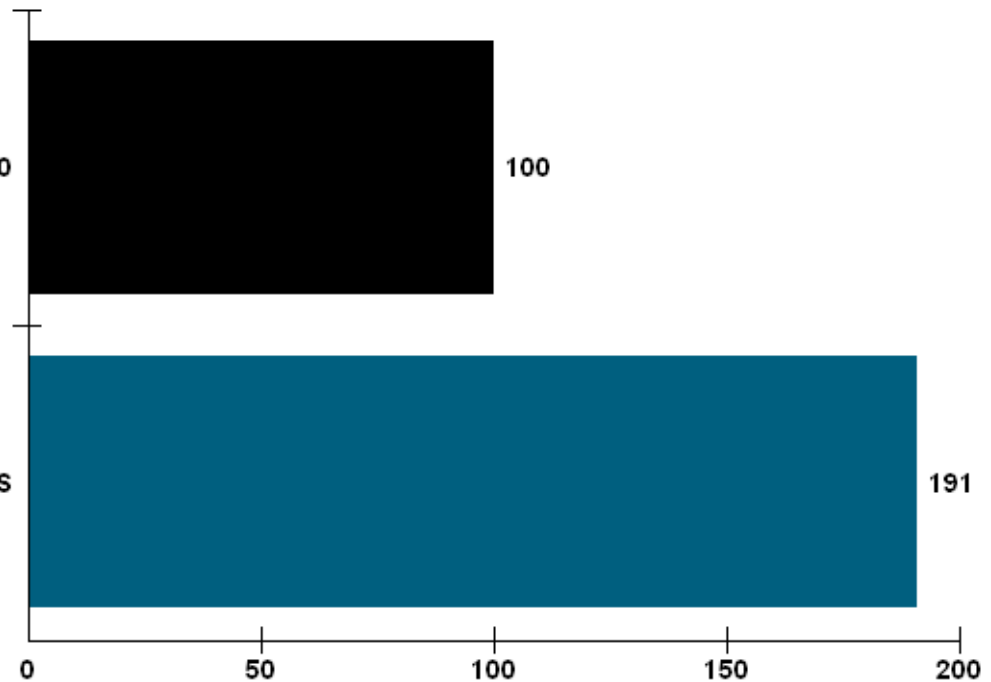
THE MEDIA AUDIT

Cume Index

### PHILLY MAG READERS ARE 91% MORE LIKELY TO BE FOREIGN AIR TRAVELERS



MARKET INDEX = 100



FOREIGN AIR TRAVEL--FLEW 2+ TIMES PAST 2 YEARS

191



## Philadelphia Magazine outperforms the market:

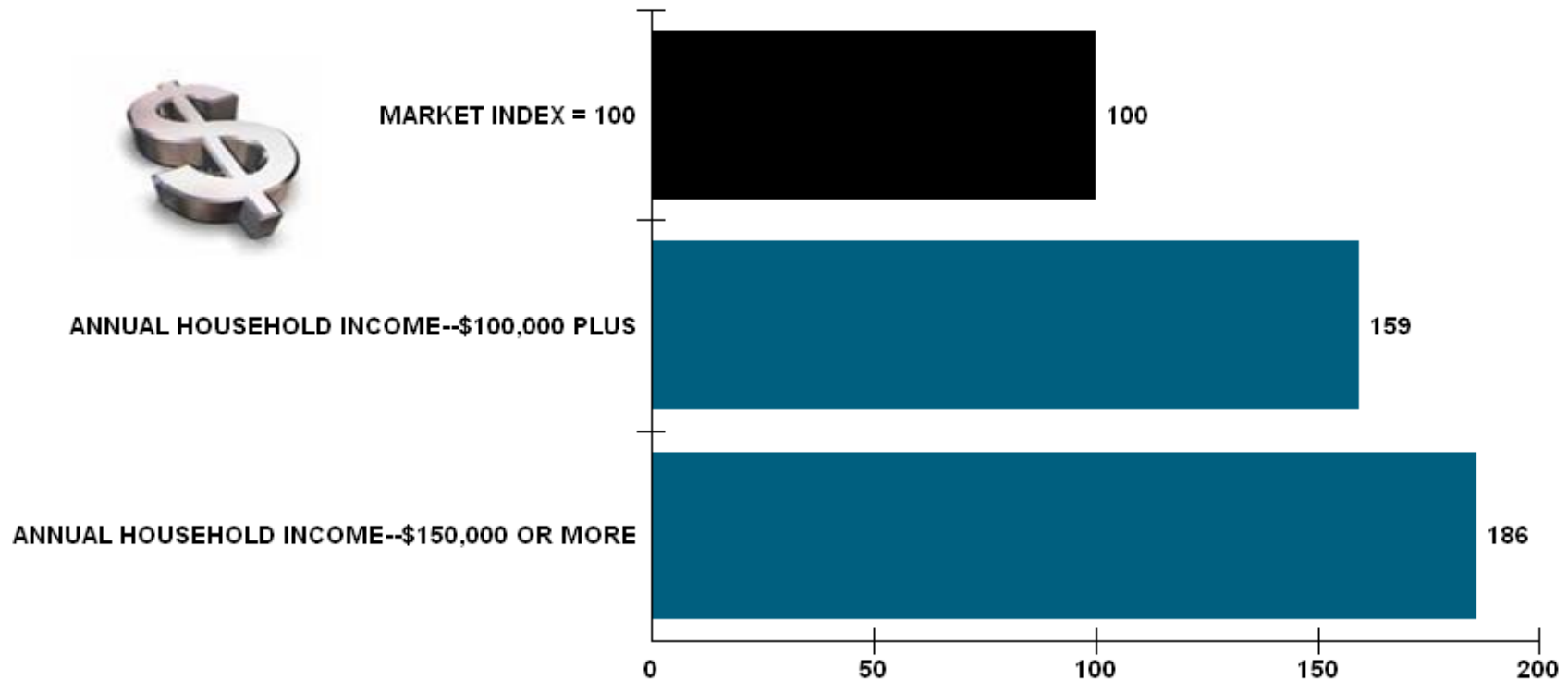
- 59% more likely to earn \$100,000 plus annually
- 86% more likely to earn \$150,000 plus annually

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2010  
Bases: ADULTS AGE 18+  
Media: PHILADELPHIA MAG.

THE MEDIA AUDIT

Most Often Index

## PHILADELPHIA MAGAZINE DELIVERS THE MARKET'S AFFLUENT





Philadelphia Magazine readers are 104% 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 2010  
Bases: ADULTS AGE 18+  
Media: PHILADELPHIA MAG.

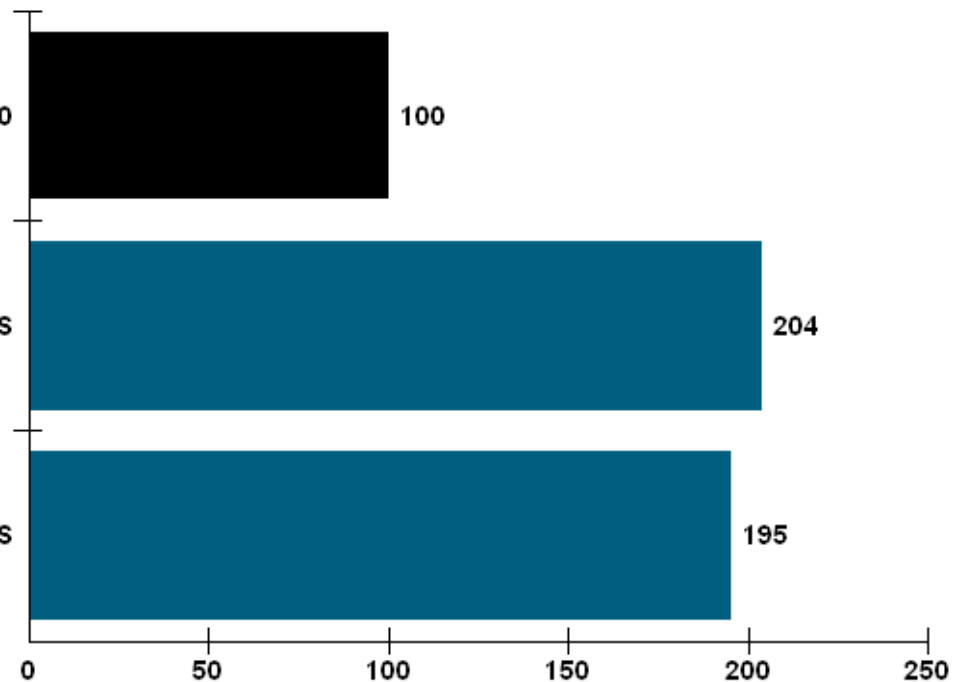
THE MEDIA AUDIT

Most Often Index

## PHILLY MAG DELIVERS FREQUENT RESTAURANT DINERS & WINE CONSUMERS



MARKET INDEX = 100



FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS

FREQUENT WINE DRINKER--3 + TIMES PAST 2 WEEKS



## Philadelphia Magazine readers are TRAVELERS

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2010  
Bases: ADULTS AGE 18+  
Media: PHILADELPHIA MAG.

THE MEDIA AUDIT

Most Often Index

### PHILLY MAG OUTPERFORMS IN DELIVERING HOTEL GUESTS AND TRAVEL AGENT CUSTOMERS



MARKET INDEX = 100

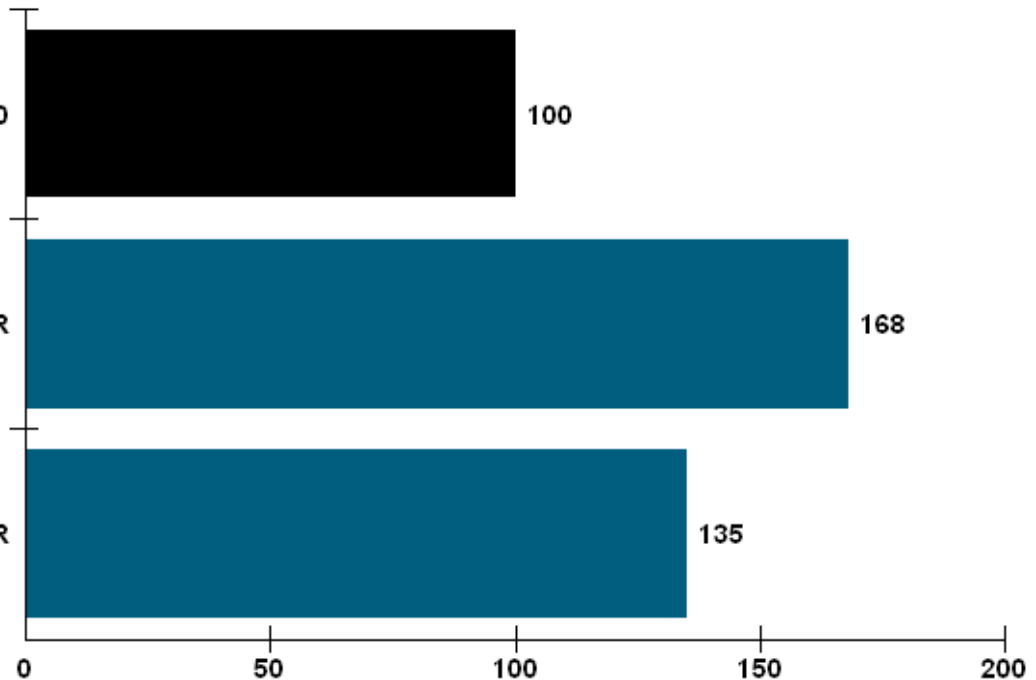
100

USED TRAVEL AGENT 3+ TIMES PAST YEAR

168

STAYED IN HOTEL/MOTEL 10+ NIGHTS PAST YEAR

135





Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2010  
Bases: ADULTS AGE 18+  
Media: PHILADELPHIA MAG.

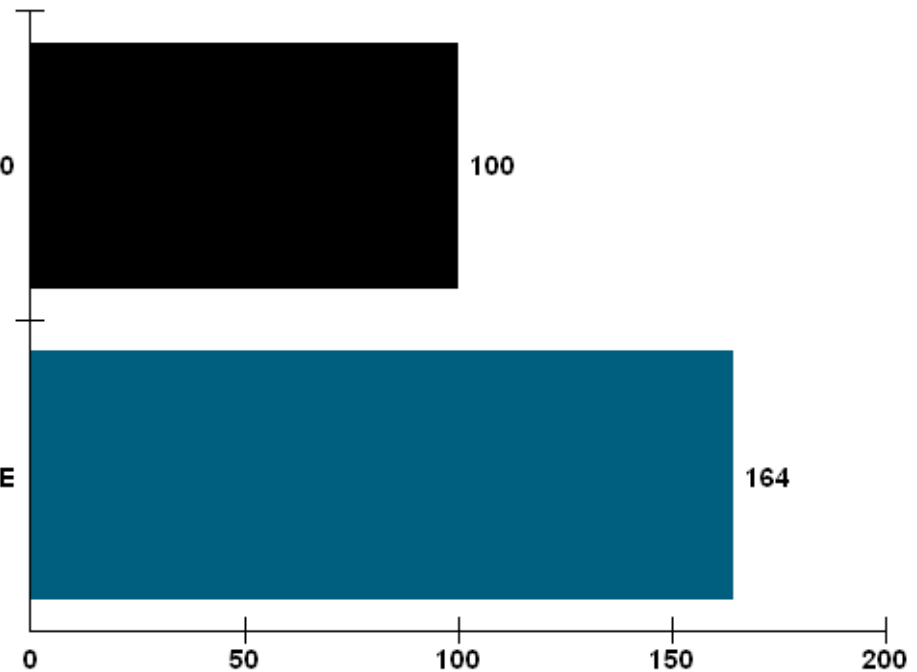
THE MEDIA AUDIT

Most Often Index

## PHILLY MAG READERS ARE 64% MORE LIKELY TO BE PRIME SPA PROSPECTS



MARKET INDEX = 100



POTENTIAL SPA USERS--FEMALE/AGE 25-54/\$75K+ INCOME

164



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PHILADELPHIA, PA for JUN-AUG 2010  
Bases: ADULTS--AGE 45-64  
Media: PHILADELPHIA MAG.

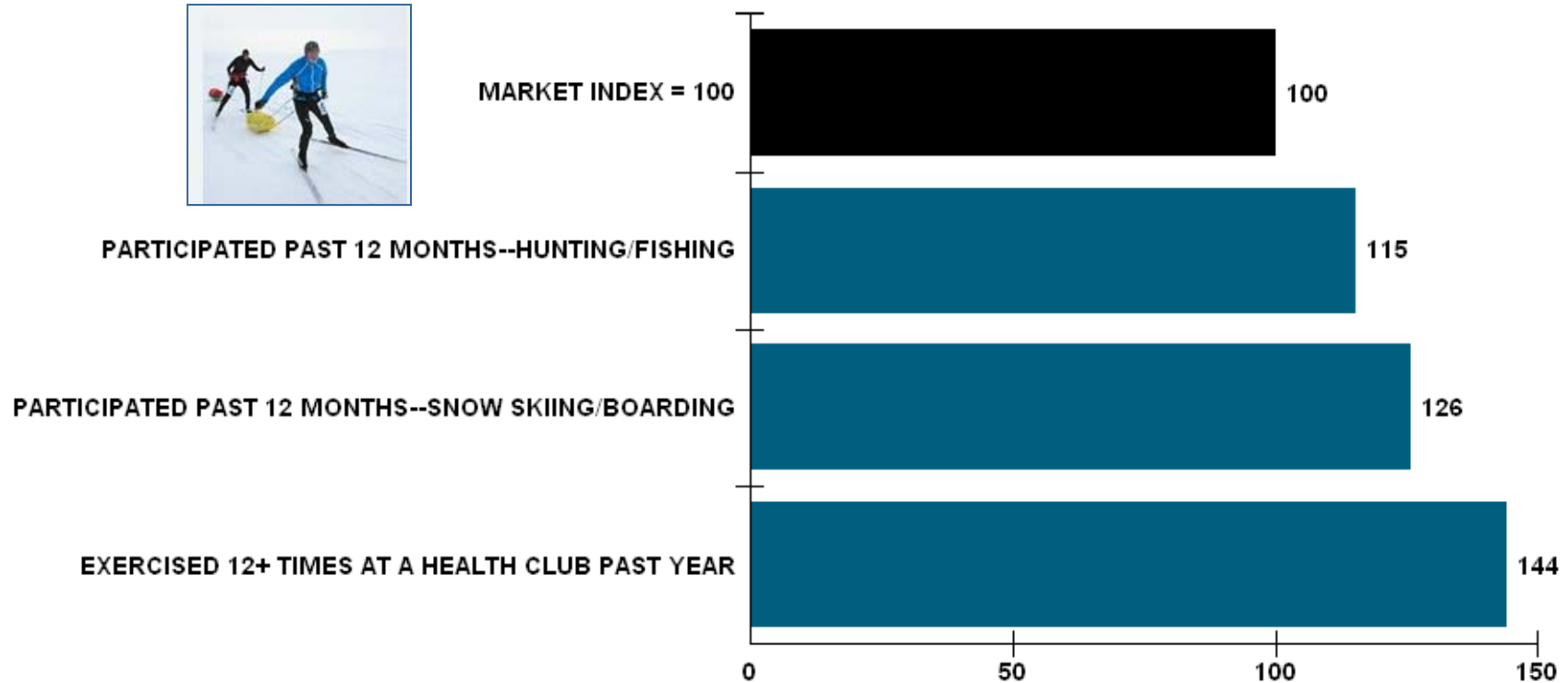
THE MEDIA AUDIT

Most Often Index

## PHILLY MAG OUTPERFORMS IN ACTIVE ADULTS AGE 45-64



MARKET INDEX = 100







## Philadelphia Magazine readers **SPEND THE MOST ON SPORTS ACTIVITIES ON TRIPS** Compared to any other local publication's readers.

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT  
Market: PHILADELPHIA, PA for NOV'09-FEB 2010 / JUN-AUG 2010  
Bases: ADULTS AGE 18+  
Target: PARTIC. SPORTS OUT-OF-TOWN TRI

THE MEDIA AUDIT

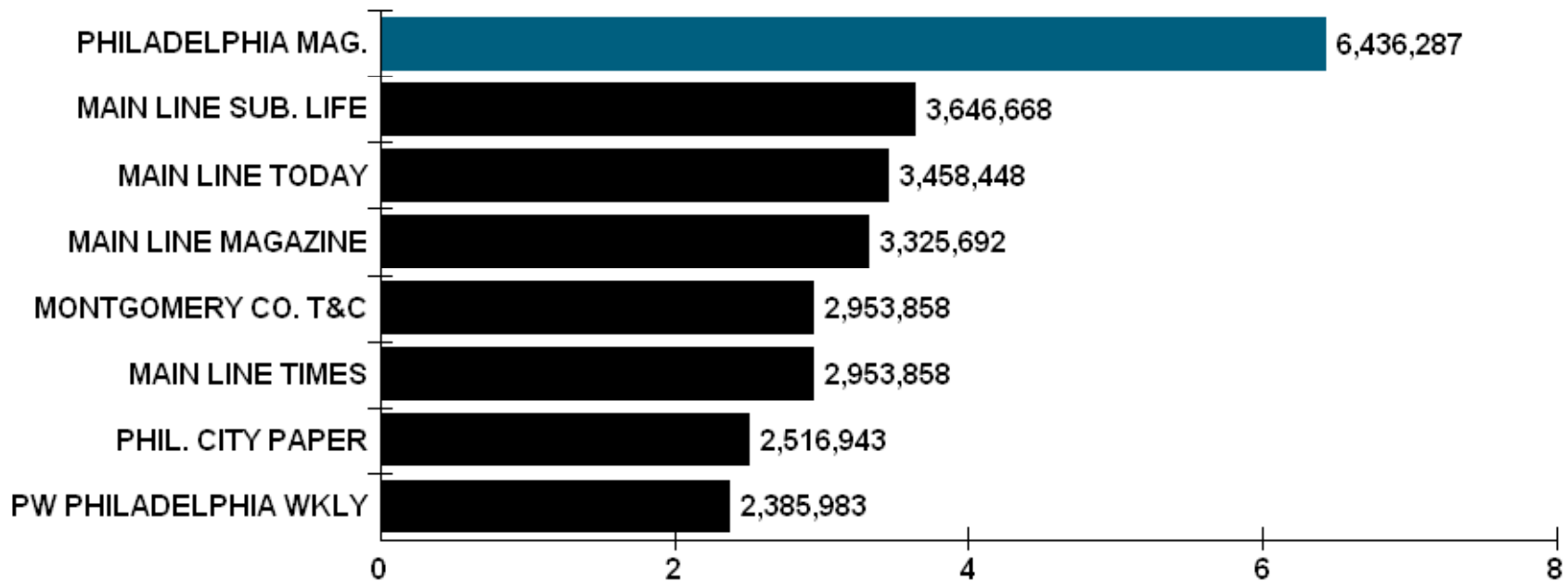
Total Expenditures -- Cume Rating \$'s

Base Population: 3,930,177

% In Target: 2.4%

Target Persons: 93,758

### TOTAL AUDIENCE ANNUAL SPENDING ON PARTICIPATING IN SPORTS DURING TRIPS





## Philadelphia Magazine is the place to reach Canadian Tourism' Prime Target: **ADULTS 45-64 WITH \$100,000+ INCOME**

Report: RANKER REPORT  
Market: PHILADELPHIA, PA for NOV'09-FEB 2010 / JUN-AUG 2010  
Bases: ADULTS--AGE 45-64  
Target: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS

THE MEDIA AUDIT

Cume Ratings

Base Population: 1,402,390

% In Target: 27.3%

Target Persons: 383,491

### PHILLY MAG REACHES THE MOST ADULTS AGE 45-64 WITH \$100,000+ INCOME

