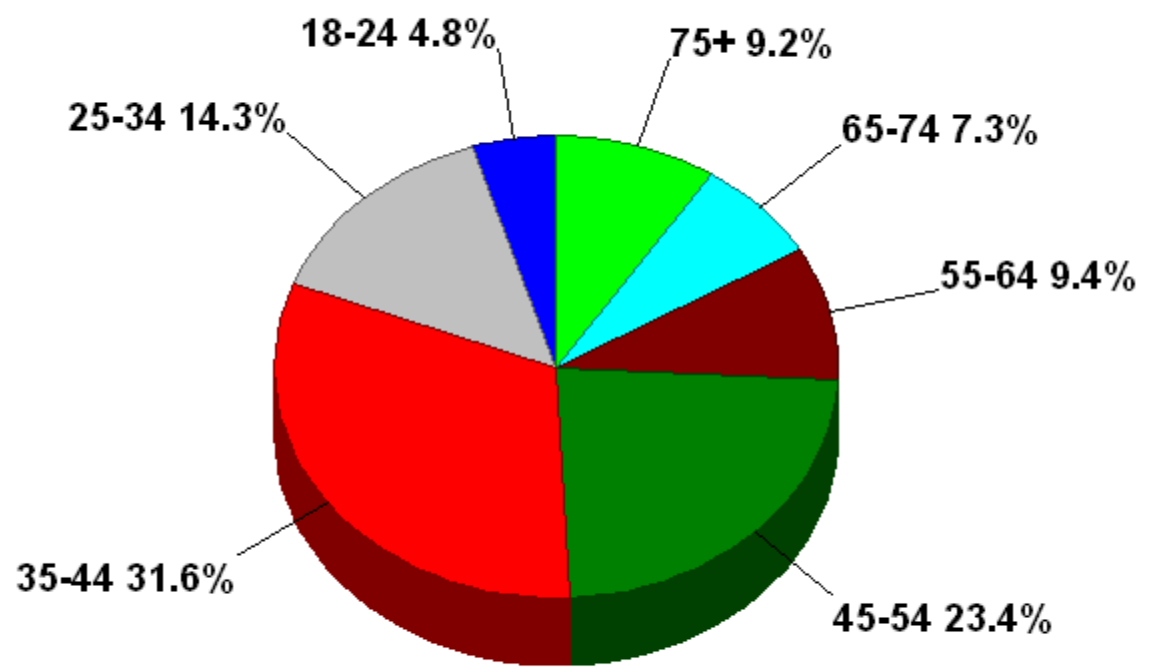




**Efficiently Reaching**  
**The Best Customer Prospects**  
**for**  
*La Quinta*

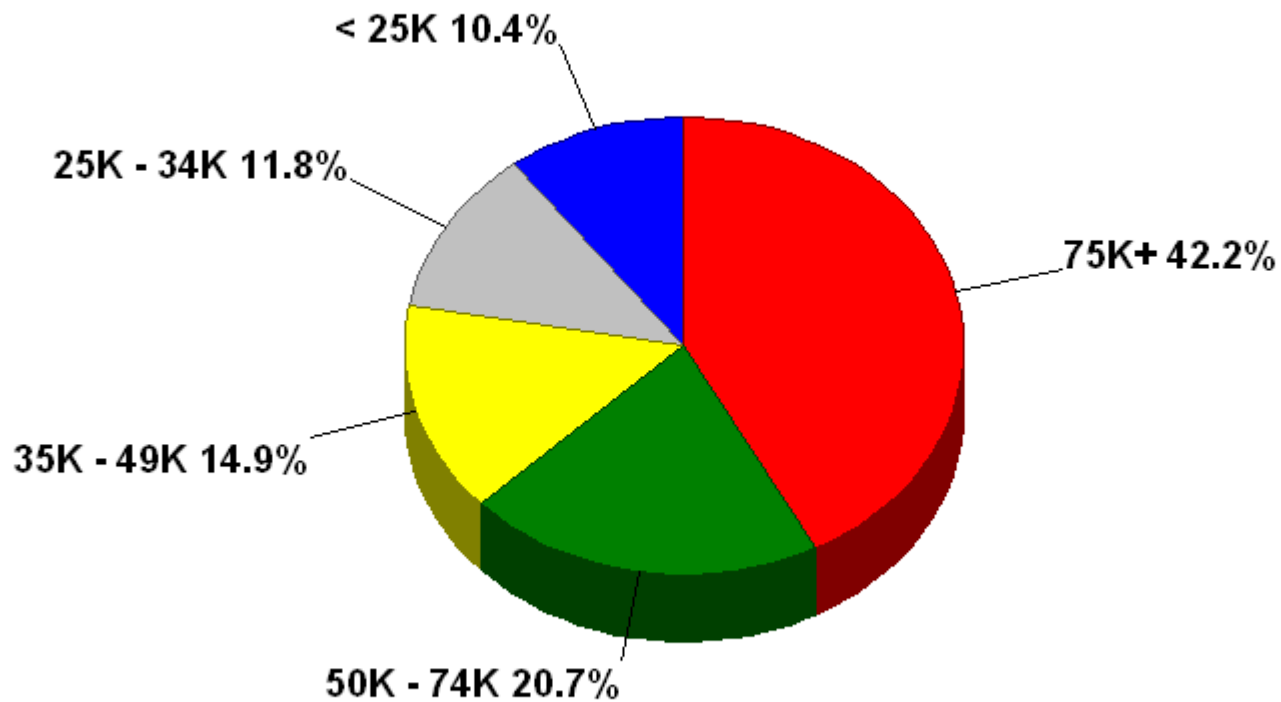
64.4% of Los Angeles Magazine Readers are Age 35-64,  
La Quinta Resort's prime target demo.

**LOS ANGELES MAGAZINE AGE PROFILE**



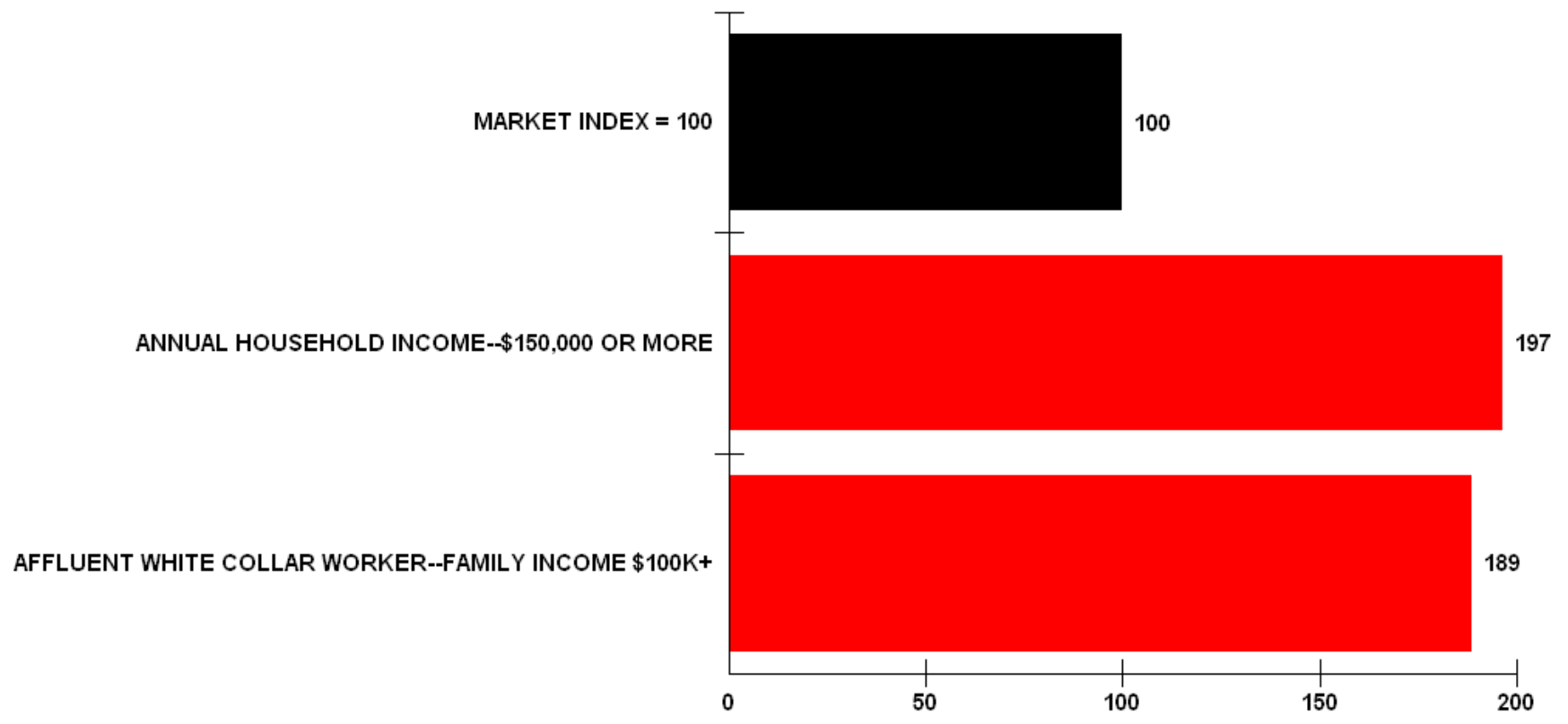
# Los Angeles Magazine Readers are Upscale

**LOS ANGELES MAGAZINE INCOME PROFILE**



LA MAGAZINE READERS ARE 97% MORE LIKELY THAN THE MARKET AVERAGE TO HAVE INCOMES OF \$150,000+.

L.A. MAGAZINE DRAMATICALLY OUTPERFORMS THE MARKET IN DELIVERING UPSCALE MARKET



LA MAGAZINE REACHES **MORE** ADULTS 35-64 WITH \$150,000+ INCOME THAN ALL OF THESE SECTIONS OF THE L.A. TIMES.

Report: RANKER REPORT  
 Market: LOS ANGELES, CA for MAR-MAY 2005  
 Bases: GENERAL BASE = ADULTS--AGE 35-64  
 Target: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE

THE MEDIA AUDIT

Base Population: 4,980,600

% In Target: 9.4%

Rank	Media	Cume Persons	Cume Rating	0	9	18	28
1	LOS ANGELES MAGAZINE	128,800	27.4				
2	LA TIM*SN*BUSINESS S	109,400	23.3				
3	LA TIM*SN*SPORTS SEC	105,000	22.4				
4	LA TIM*SN*TRAVEL S.	99,600	21.2				
5	LA TIM*WD*SPORTS SEC	89,000	19.0				
6	LA TIM*WD*BUSINESS S	88,600	18.9				
7	LA TIM*SN*MOVIE/ENT.	72,700	15.5				
8	LA TIM*WD*MOVIE/ENT.	66,700	14.2				

# LA MAGAZINE REACHES **MORE** ADULTS 35-64 WITH \$150,000+ INCOME THAN ALL BUT THESE OTHER LOS ANGELES/ORANGE COUNTIES DAILY NEWSPAPERS.

Report: RANKER REPORT  
 Market: LOS ANGELES, CA for MAR-MAY 2005  
 Bases: GENERAL BASE = ADULTS--AGE 35-64  
 Target: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE

THE MEDIA AUDIT

Base Population: 4,980,600

% In Target: 9.4%

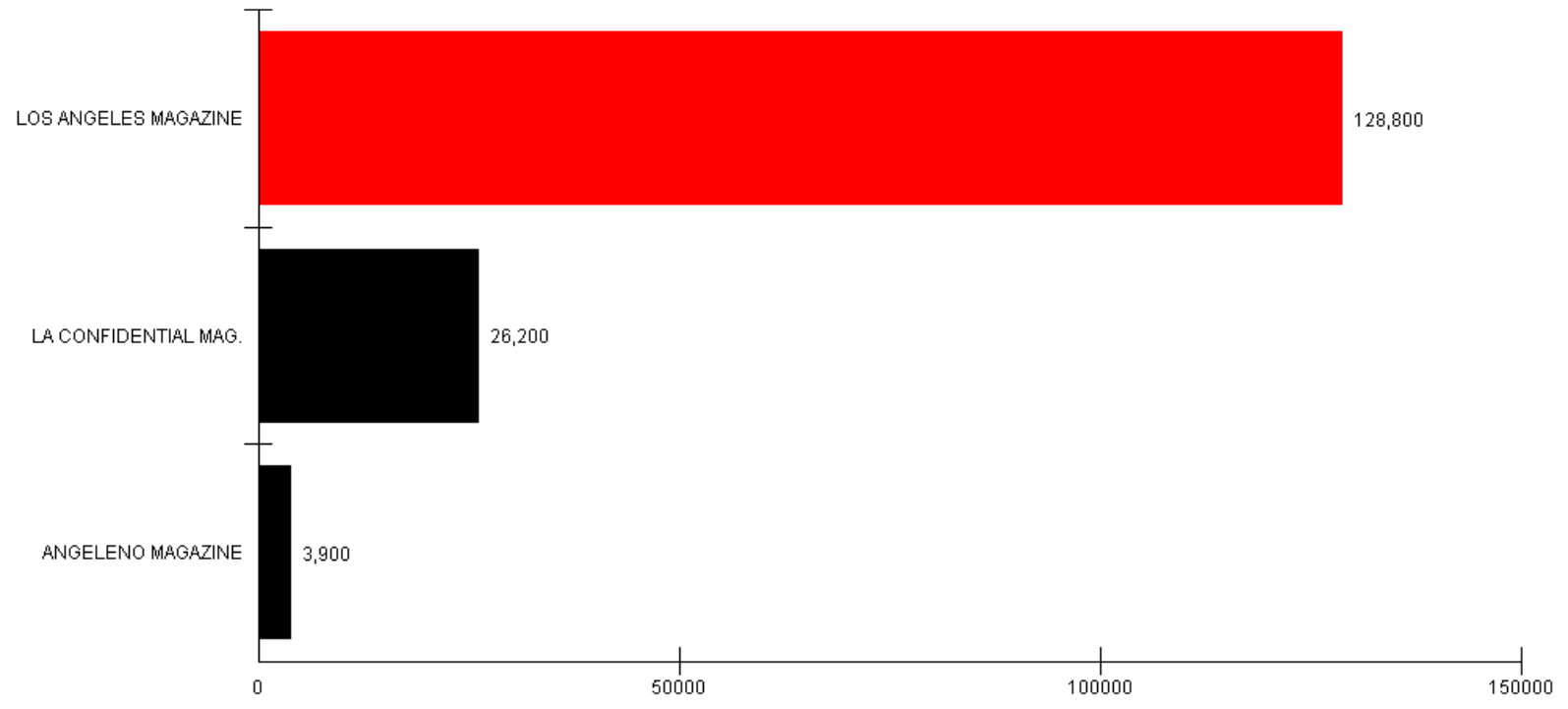
Rank	Media	Cume Persons	Cume Rating	
				0 9 18 28
1	LOS ANGELES MAGAZINE	128,800	27.4	
2	O.C. REGIST.*SUNDAY	113,000	24.1	
3	O.C. REGIST.*WEEKDAY	80,800	17.2	
4	VALLEY TRIB.*SUNDAY	35,300	7.5	
5	VALLEY TRIB.*WEEKDAY	35,300	7.5	
6	DAILY NEWS***WEEKDAY	28,400	6.1	
7	DAILY NEWS***SUNDAY	8,500	1.8	
8	PRES-TELEGRM*SUNDAY	6,300	1.3	
9	PRES-TELEGRM*WEEKDAY	6,300	1.3	
10	P. STAR-NEWS*WEEKDAY	*	*	

# LA MAGAZINE REACHES **MANY MORE** ADULTS 35-64 WITH \$150,000+ INCOME THAN LA CONFIDENTIAL OR ANGELENO MAGAZINE

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings  
Market: LOS ANGELES, CA for MAR-MAY 2005  
Bases: GENERAL BASE = ADULTS--AGE 35-64  
Target: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE

Base Population: 4,980,600 % In Target: 9.4% Target Persons: 469,400

### ADULTS 35-64 WITH \$150,000+ INCOME



**Reach & Frequency Schedule Comparing Total Readership on a 1X Schedule.**

**Target: ADULTS-AGE 18 +  
The Media Audit Report: MAR-MAY 2005**

<b>Media</b>	<b>Ads Per Week</b>	<b>Total Cost of Ads</b>	<b>Reach</b>	<b>Frequency</b>	<b>Persons Reached</b>	<b>Cost Per Thousand</b>
LOS ANGELES MAGAZINE	1	16995	8.4	1.0	804677	21.12
ANGELENO MAGAZINE	1	10789	0.8	1.0	76635	140.78
LA CONFIDENTIAL MAG.	1	18900	1.0	1.0	95795	197.30
<b>Total Media Schedule</b>	<b>3</b>	<b>46684</b>	<b>10.0</b>	<b>1.0</b>	<b>961923</b>	<b>48.53</b>

**Reach & Frequency Schedule for Household Income of \$150,000+ and 1x Schedule.**

**Target: ANNUAL HOUSEHOLD INCOME—\$150,000 OR MORE**  
**The Media Audit Report: MAR-MAY 2005**

Media	Ads Per Week	Total Cost of Ads	Reach	Frequency	Persons Reached	Cost Per Thousand
LOS ANGELES MAGAZINE	1	16995	117.8	1.0	802689	21.17
ANGELENO MAGAZINE	1	10789	11.4	1.0	77679	138.89
LA CONFIDENTIAL MAG.	1	18900	14.2	1.0	96758	195.33
<b>Total Media Schedule</b>	<b>3</b>	<b>46684</b>	<b>113.5</b>	<b>1.3</b>	<b>773602</b>	<b>60.35</b>

**Reach & Frequency Schedule for Total Readership on a 4X Schedule.**

**Target: ADULTS-AGE 18 +  
The Media Audit Report: MAR-MAY 2005**

<b>Media</b>	<b>Ads Per Week</b>	<b>Total Cost of Ads</b>	<b>Reach</b>	<b>Frequency</b>	<b>Persons Reached</b>	<b>Cost Per Thousand</b>
LOS ANGELES MAGAZINE	4	67980	10.9	3.1	1044165	65.10
ANGELENO MAGAZINE	4	43156	1.1	2.9	105374	409.55
LA CONFIDENTIAL MAG.	4	18900	1.0	1.0	95795	197.30
<b>Total Media Schedule</b>	<b>12</b>	<b>186736</b>	<b>12.9</b>	<b>3.2</b>	<b>1239350</b>	<b>150.67</b>

**Reach & Frequency Schedule for Adults 35-64  
w/HH Income of \$150K+ on a 4X Schedule.**

**Target: ANNUAL HOUSEHOLD INCOME—\$150,000 OR MORE**  
**The Media Audit Report: MAR-MAY 2005**

Media	Ads Per Week	Total Cost of Ads	Reach	Frequency	Persons Reached	Cost Per Thousand
LOS ANGELES MAGAZINE	4	67980	153.6	3.1	1046630	64.95
ANGELENO MAGAZINE	4	43156	15.4	3.0	104935	411.26
LA CONFIDENTIAL MAG.	4	75600	17.4	3.3	118563	637.63
<b>Total Media Schedule</b>	<b>12</b>	<b>186736</b>	<b>137.5</b>	<b>4.2</b>	<b>936621</b>	<b>199.37</b>