

# Dwell Floor Five

Advertising Solutions for  
Los Angeles

# 2 Million+ Los Angeles Adults Plan on a Furniture Purchase this Year

Report: TARGET QUICK PROFILE  
 Market: LOS ANGELES, CA for MAR-APR/SEP-OCT 2007  
 Bases: ADULTS AGE 18+  
 Target: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 9,670,600

% in Target: 20.9

Target Persons: 2,024,900

## Audience Profile

**Total Income: \$148,189,250,000**

**Mean Income: \$73,180**

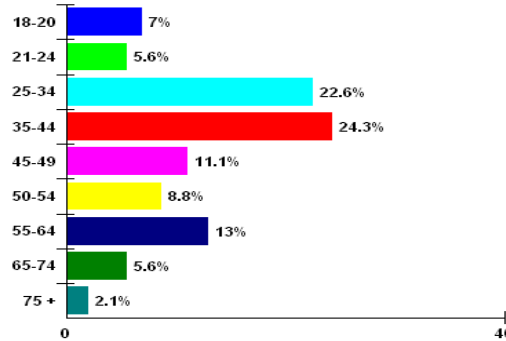
**Mean Age: 41**

**Home Owners: 57%**

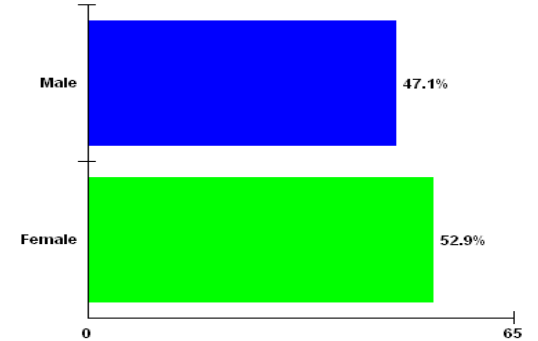
**Mean Home Value: \$727,556**

**Mean Miles Past Week: 207**

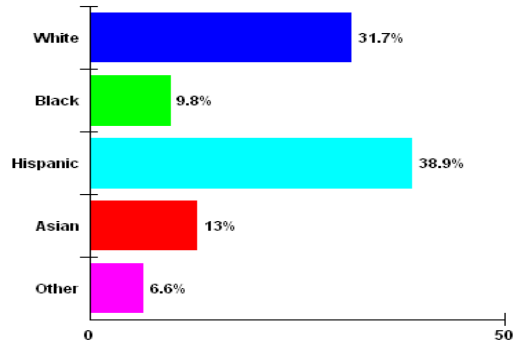
## Age Analysis



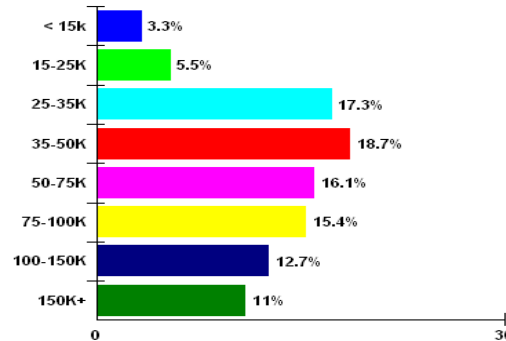
## Gender Profile



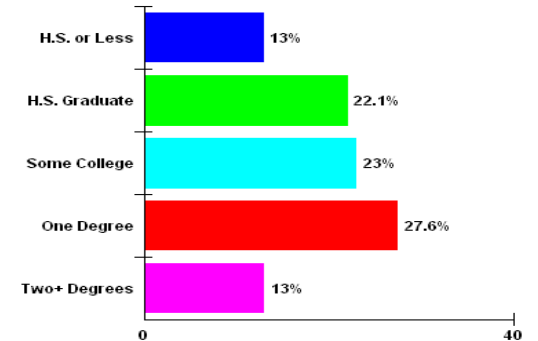
## Ethnicity Profile



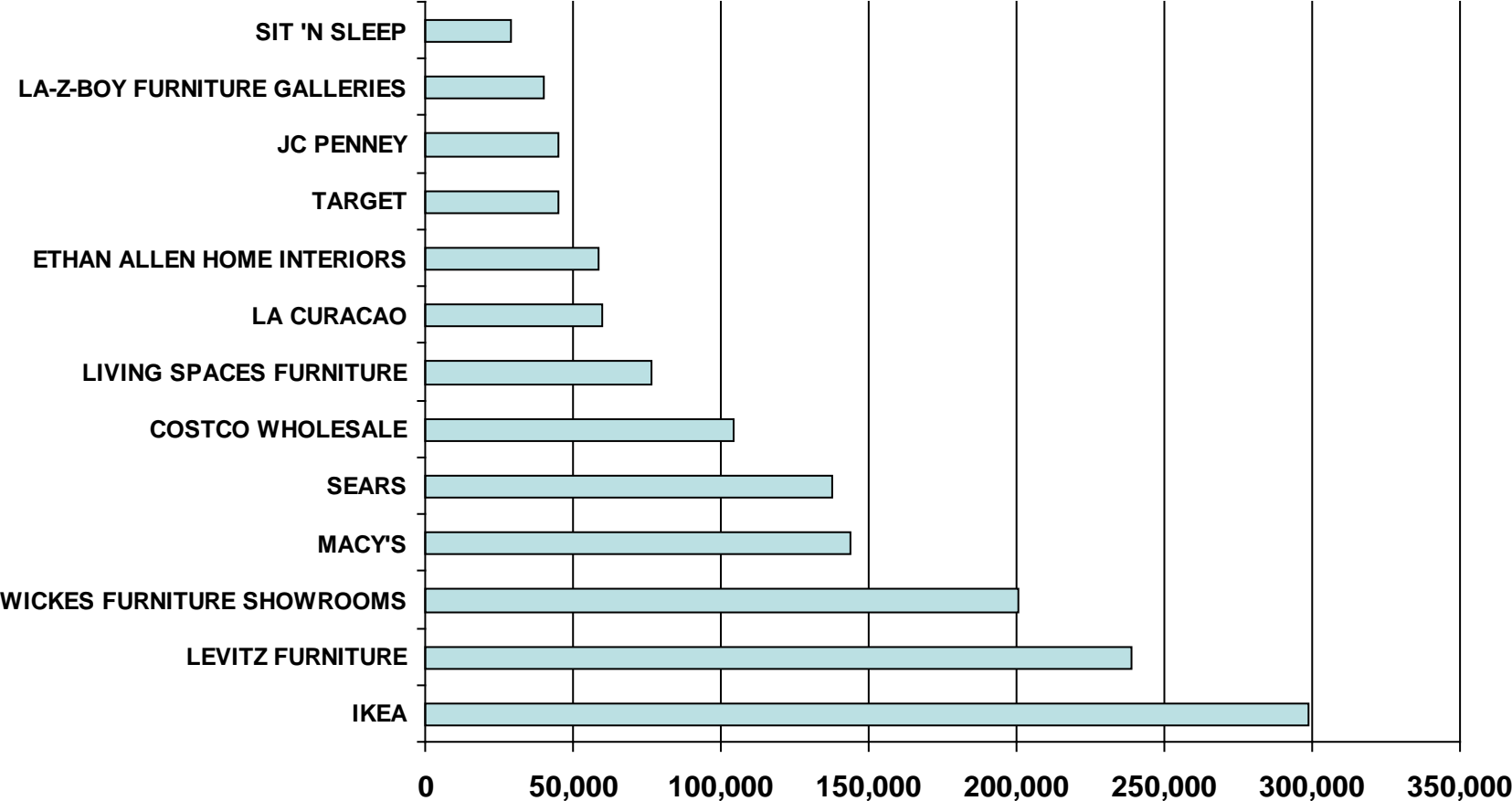
## Annual Income



## Education Profile



# Ikea Leads the Market in Furniture Share



Source: The Media Audit, Los Angeles Mar-Apr / Sep-Oct 2007

# LA Weekly Reaches the Most Furniture Buyers

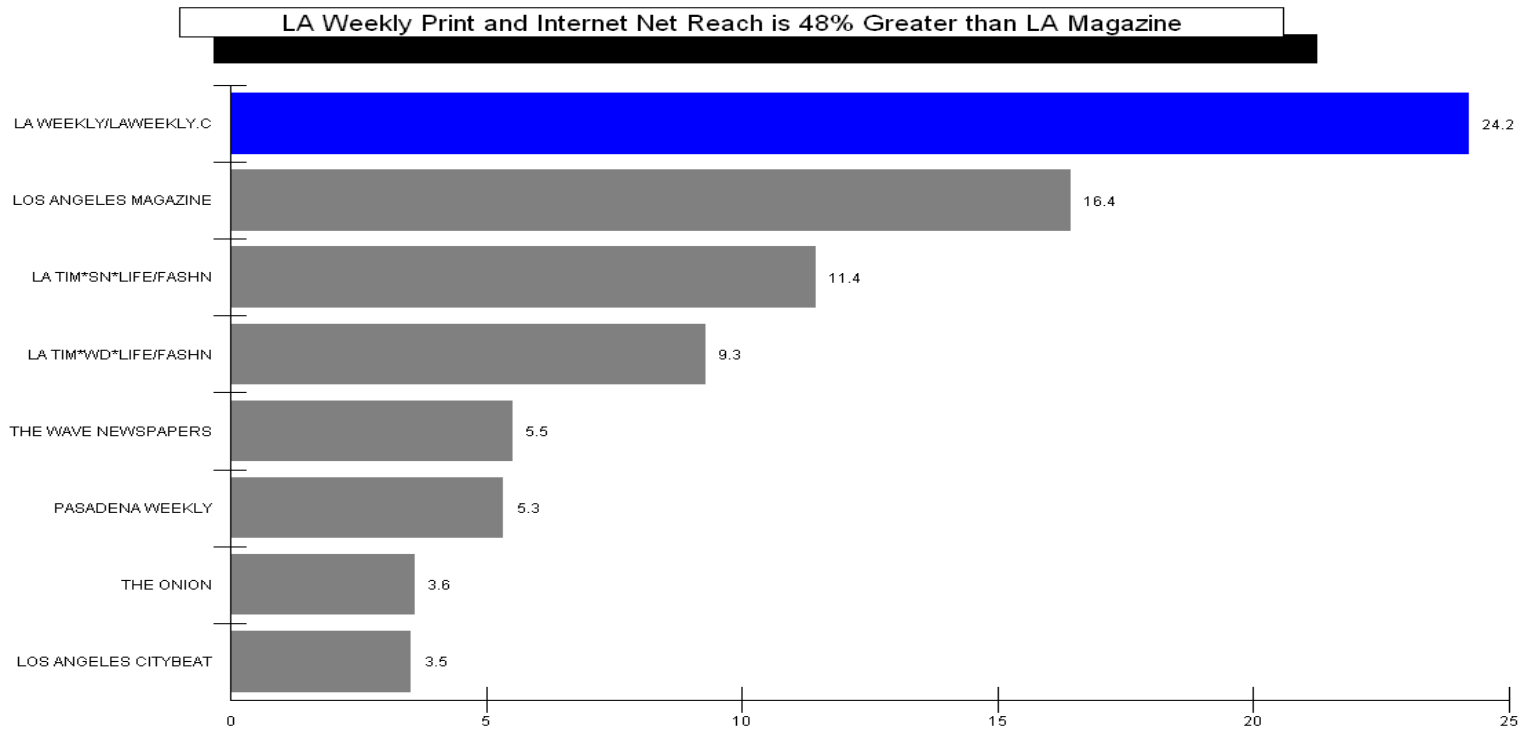
Report: RANKER REPORT  
Market: LOS ANGELES, CA for MAR-APR/SEP-OCT 2007  
Bases: ADULTS AGE 18+  
Target: PLAN BUY NEXT 12 MONTHS--NEW FURNITURE  
Base Population: 9,670,600

THE MEDIA AUDIT

Cume Ratings

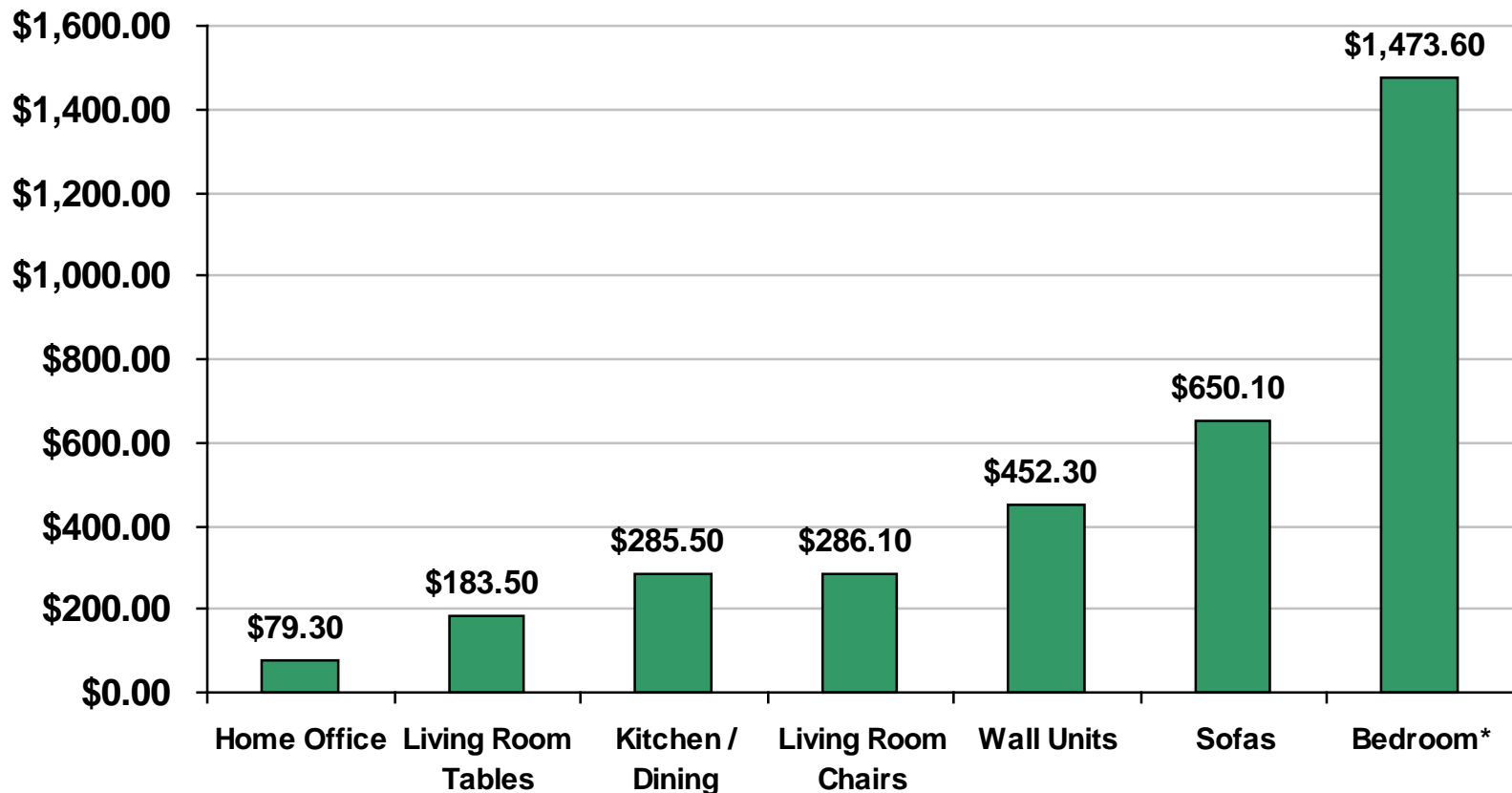
% In Target: 20.9%

Target Persons: 2,024,900



BASED ON 656 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 3,207 BASE # OF RESPONDENTS

# LA Weekly Net Print and Internet Audience Furniture Spending Spending in Millions



\* Excluding Mattresses

Source: The Media Audit, Annual Consumer Buying Power Los Angeles Mar-Apr / Sep-Oct 2007

# Reach 4-Times More Bedroom Furniture Dollars with LA Weekly

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT  
 Market: LOS ANGELES, CA for MAR-APR/SEP-OCT 2007  
 Bases: ADULTS AGE 18+  
 Target: OTHER BEDROOM FURNITURE  
 Base Population: 9,670,600

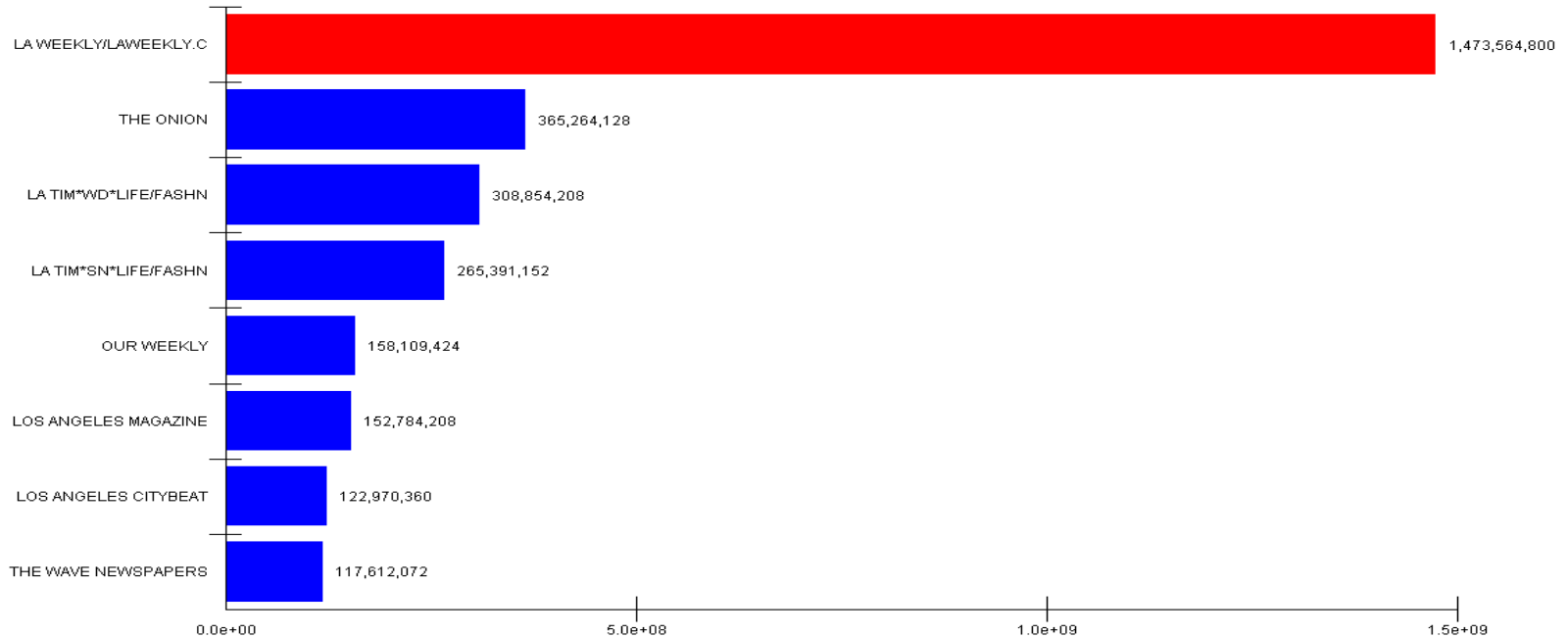
THE MEDIA AUDIT

Total Expenditures -- Cume Rating \$'s

% In Target: 6.1%

Target Persons: 593,300

LA Weekly's Net Audience Spends 4x More on Bedroom Furniture



BASED ON 193 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 3,207 BASE # OF RESPONDENTS