

THE GOLDEN PAGES

Chicago has given rise to many of the country's most intriguing people, and never before has the center of the country been so squarely positioned in the center stage. Leaders of industry, millionaires, and politicians call this beautiful city home, and *MICHIGAN AVENUE* is always invited to the party. From home life to haute couture, and from fine dining to celebrity dish, *MICHIGAN AVENUE* celebrates the lifestyles of Chicago's most discerning readers.

DISTRIBUTION

Eight times a year, 65,000 copies of *MICHIGAN AVENUE* (ABC-audited) are printed and distributed* throughout Chicago, targeting affluent residents with the highest disposable income and spending power in the market.

EXCLUSIVE HOME DELIVERY {41%}: *MICHIGAN AVENUE* is mailed to the home residences, townhouses, and condominiums of qualified, high-net-worth individuals throughout Chicago.

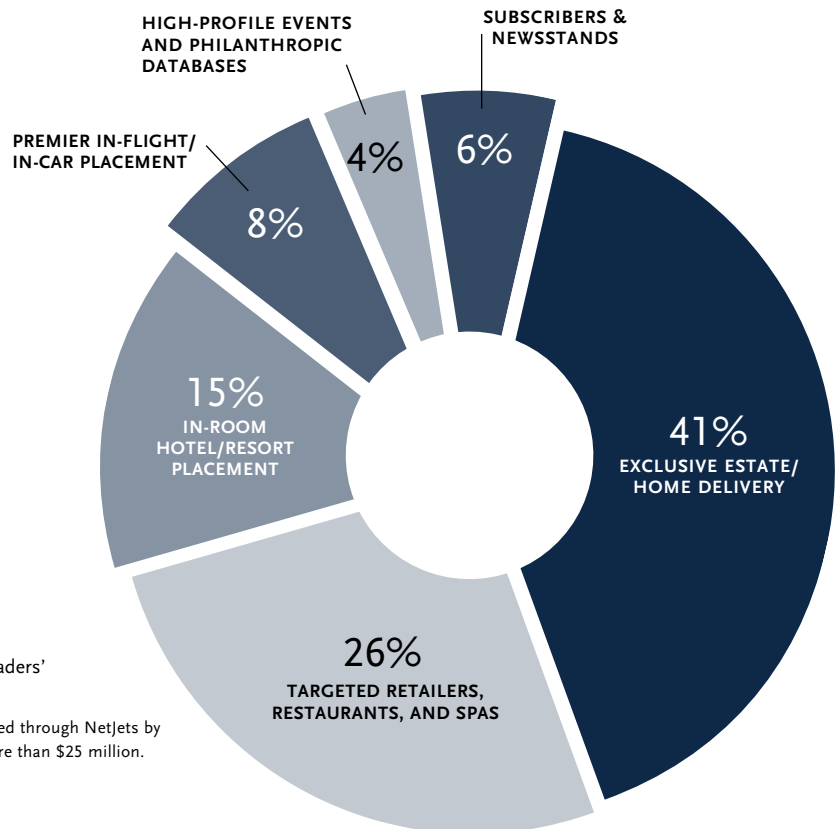
TARGETED RETAILERS, RESTAURANTS, AND SPAS {26%}: *MICHIGAN AVENUE* distribution focuses on readers who frequent the finest establishments, boutiques, health clubs, private clubs, resorts, restaurants, salons, and spas in the Chicago area.

IN-ROOM HOTEL/RESORT PLACEMENT {15%}: *MICHIGAN AVENUE* is available both in-room and/or at the concierge desks of some of the most prestigious hotels in Chicago. In-room placement includes but is not limited to: The Blackstone, Hotel Allegro, Hotel Burnham, Hotel Monaco, Hyatt Regency Chicago, Fairmont Chicago, Four Seasons Hotel Chicago, Hotel Palomar, Hotel Sax***, The James, Park Hyatt Chicago, the Peninsula Chicago, The Sutton Place Hotel, The Talbott Hotel, Trump International Hotel and Tower Chicago, Westin Michigan Avenue and The Wit Hotel. Concierge desk placement includes but is not limited to: Hotel Blake, InterContinental, Omni Chicago Hotel-Michigan Avenue, The Ritz-Carlton, Wyndham Chicago, W City Center, and W Lakeshore.

PREMIER IN-FLIGHT/IN-CAR PLACEMENT {8%}: *MICHIGAN AVENUE* is distributed in private planes, airports, and in the vehicles of the most prominent executive car and limousine services. This includes our unique partnership with Netjets** and executive car and limousine services that include Commonwealth Worldwide, Dav El, Diva Limousine, EmpireCLS, and Windy City Limousine.

SUBSCRIBERS AND NEWSSTANDS {6%}: *MICHIGAN AVENUE* can be found at upscale newsstands, major retailers, and national bookstores. The newsstand price is \$6.99 per copy. Subscriptions are sold at the premium price of \$55 per year.

HIGH-PROFILE EVENTS AND PHILANTHROPIC DATABASES {4%}: *MICHIGAN AVENUE* provides direct access to the hottest, most high-profile events, including charity galas, fashion shows, film and music festivals, movie premieres, and sporting events. These include but are not limited to: the Joffrey Ballet, Azumah Student Assistance Program, Grant Park Music Festival, Chicago Gourmet, Bright Pink, Chicago House, Mayor's Fashion Council, Chicago Fashion Incubator, the Chicago Academy for the Arts, and Chicago Sister Cities International.



*Distribution subject to change based on readers' and markets' needs.

**60% of all private planes are purchased or leased through Netjets by consumers who have an average net worth of more than \$25 million.

***Pending

READERSHIP

DEMOGRAPHICS

HOUSEHOLD INCOME

\$200+	96%
\$250+	45%

FEMALE	55%
MALE	45%

AGE

18-34	32%
35-44	23%
45-54	22%
55+	23%

MARRIED	66%
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HOME VALUE

OVER \$700,000	90%
OVER \$1 MILLION	80%

LIQUID ASSETS

OVER \$1 MILLION	99%
OVER \$2 MILLION	27%

AVERAGE NET WORTH \$1.6 MILLION



BUYING POWER

PERCENTAGE OF MICHIGAN AVENUE READERS WHO:

PURCHASE FINE JEWELRY REGULARLY	63%
PURCHASED LUXURY WATCHES IN THE PAST YEAR	60%
OWN INVESTMENT REAL ESTATE	76%
PURCHASE LUXURY PRODUCTS USING THE INTERNET	95%
USE INTERNET-BASED FINANCIAL SERVICES	95%

COMPARED TO THE GENERAL POPULATION, MICHIGAN AVENUE READERS ARE:

6X MORE LIKELY TO DRIVE A PRESTIGE LUXURY VEHICLE (AUDI, ASTON MARTIN, BENTLEY, BMW, CADILLAC, FERRARI, INFINITI, JAGUAR, LAND ROVER, LEXUS, MASERATI, MERCEDES-BENZ, PORSCHE)
2X MORE LIKELY TO PURCHASE WOMEN'S DESIGNER FASHION AND ACCESSORIES
3X MORE LIKELY TO SHOP AT LUXURY RETAILERS

READER LIFESTYLE

PERCENTAGE OF MICHIGAN AVENUE READERS WHO:

DINE OUT MORE THAN ONE TIME PER WEEK	73%
DRINK LUXURY SPIRITS, PREMIUM BEERS, IMPORTED WINES, OR CHAMPAGNE	87%
ATTEND CULTURAL PERFORMANCES	74%
TRAVEL INTERNATIONALLY EACH YEAR	82%
EXERCISE MORE THAN TWO TIMES PER WEEK	81%
CONTRIBUTE TO CHARITABLE ORGANIZATIONS	70%

COMPARED TO THE GENERAL POPULATION, MICHIGAN AVENUE READERS ARE:

2X MORE LIKELY TO SPEND MORE THAN \$3,000 ON DOMESTIC TRAVEL

Statistical information gathered from Claritas, part of the Nielsen Company, a world-leading demographic research information and media company. Claritas ensures access to consumers with household incomes in excess of \$200,000 and liquid assets of more than \$750,000. PRIZM NE 2008. Demographic information is based on the direct mail program.

“For me, these magazines represent fun. I love to spend my day flipping through them to see who was where and what the action was like.” — MARIA BARTIROMO, ANCHOR, CNBC

CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 JAN/FEB	November 25, 2009	December 9, 2009	January 11 - February 25, 2010
2 MARCH (SPRING FASHION)	January 13, 2010	February 3, 2010	February 26 - April 1, 2010
3 APRIL/MAY	February 17, 2010	March 10, 2010	April 2 - June 3, 2010
4 SUMMER	April 21, 2010	May 12, 2010	June 4 - August 17, 2010
5 SEPTEMBER (FALL FASHION)	July 7, 2010	July 28, 2010	August 18 - September 30, 2010
6 OCTOBER (MENS)	August 18, 2010	September 8, 2010	October 1 - October 28, 2010
7 NOVEMBER	September 15, 2010	October 6, 2010	October 29 - November 30, 2010
8 DECEMBER	October 20, 2010	November 3, 2010	December 1 - January 10, 2011

RATES

PRINTED AND DISTRIBUTED: 65,000
ABC-AUDITED

AD SIZE	1X	3X	6X	8X
FULL	\$20,800	\$18,725	\$16,850	\$15,165
SPREAD	\$39,600	\$35,640	\$32,075	\$28,868
HALF PAGE	\$12,500	\$11,250	\$10,125	\$9,120
QUARTER PAGE	\$8,300	\$7,470	\$6,725	\$6,050
COVER 2/PAGE 1	\$47,900			
COVER 3	\$25,000			
COVER 4	\$28,600			

- All rates are net
- Premium positions +15%
- For Niche Network Corporate Rates, contact your representative
- Calendar, availability, and rates subject to change based on reader and market needs

WHERE YOU CAN FIND US... (and more)

A. Marek Fine Jewelry	Harry Winston	Palmolive Building Landmark
American Girl	The Heritage at Millennium Park	Paul Rehder Salon
Aqua Lakeshore East	Highland Park Country Club	Persin & Robbin Jewelers
Barneys New York	Holly Hunt Showroom	Piazza Sempione
Battaglia	Hugo Boss	Pops for Champagne
BCBG Max Azria	Hugo's Frog Bar	Quartino
Bebe	Intermix	Razny Jewelers
Berry Chill Gold Coast	Isabella Fine Lingerie	Redhead Piano Bar
Betsey Johnson	Jake	Residences at 900 N. Michigan
Bloomingdale's	Jewels of Lake Forest	Rocket Bar & Grill
Buckingham Condominiums	Joseph Michael's Salon & Spa	S Garber Furs
Caffe RoM at the Shoreham	Lake Forest Sports Cars	Sabbia
Carey Limousine	Lakeshore Athletic Club	Saks Fifth Avenue
Carlton Club	The Lancaster	Salon Buzz
Carmine's	Ligne Roset	Salon O Sixty Five
Charles Ifergan Salon	Luminaire	Salvatore Ferragamo
Charlie Trotter's	Luxbar	Signature Flight Support
Chicago Board of Trade	Luxus Limousine	Simon's Shine Shop
Chicago Cubs Skyboxes	M.J. Miller & Co.	Smart Cars
Chicago Yacht Club	Macy's	Spiaggia/Spiaggia Café
David Barton Gym	Manifesto	The Standard Club
Davis Imperial Cleaners	Mario Tricoci	Table Fifty-Two
Ditka's	Martini Park	Tavern on Rush
Diva Limousine	Maxine	The 900 Shops
The Domain	Metropolitan Club	The Tides
Elite Chicago Limo	Michael & Michael	Tiffany & Co.
Elizabeth Arden Spa	Michael Anthony Salon	Ulta
Empire Limousine	The Montgomery	Union League Club of Chicago
Equinox Fitness Club	My Spa at Fairmont Hotel	United Center-Chicago Blackhawks
Eugenie Terrace on the Park	Neiman Marcus	University Club of Chicago
Fleming's Steakhouse	Nicole Miller	Water Tower Place
Flirty Girl Fitness	Nordstrom	Windy City Limousine
Fox and Obel	Northmoor Country Club	Wrigley Field
Gibsons Bar & Steakhouse	One Superior Place	Your LifeSmiles
Guise I Chic	P45	