

800+ RESTAURANT LISTINGS!

Minnesota Monthly

DARA'S TOP 10 PICKS FOR 2010

Best NEW Restaurants

Our Annual Guide to Great Dining in the Twin Cities

Il Gatto's oil-cured eggplants with heirloom tomatoes

THE ROCKWELL HEIST INSIDE MINNESOTA'S MOST FAMOUS ART THEFT

SEASON OF THANKS
SEVEN MINNESOTA RESTAURANTS THEY ARE GRATEFUL FOR

Minnesota Monthly reaches a highly desirable audience. Our readers are affluent, well-educated, professional individuals who are very involved in their communities.

AFFLUENT

30% of Minnesota Monthly readers have a household income of \$150,000 plus; 44% are millionaires.

Average HHI \$180,000
 Average Net Worth \$1,145,000
 Average Total Value of Investment Portfolio \$793,000

OPINION LEADERS

Professional/Manager 50%
 Owner/Partner 21%
 Member of a Board of Directors/Trustees 16%

COMMUNITY CONSCIOUS

Minnesota Monthly readers are philanthropic and socially active.

45% have attended a charity event
 31% took an active part in a local civic issue
 40% wrote to a public official about a matter of public issue
 21% have made philanthropic donations of \$5,000 or more

With over 60,000 subscribers, Minnesota Monthly is invited into more homes each month than any other city/regional publication in the state.

Paid Circulation Overview: Rate Base 60,000*

Six-Month Average 68,459
 Paid & Verified Subscriptions 60,381
 Newsstand Sales 5,602

Our readers have purchasing power and use the magazine when making their buying decisions.

46% saved items of interest
 20% visited an advertiser's website
 34% made a recommendation based on reading Minnesota Monthly
 8% requested information on a product seen in Minnesota Monthly
 37% shopped at a store they saw in Minnesota Monthly
 25% bought a product based on Minnesota Monthly
 30% attended an event they saw in Minnesota Monthly
 67% dined at a restaurant seen in Minnesota Monthly
 18% used Minnesota Monthly when they selected a restaurant

Sources: Ipsos Mendelsohn, October 2010. CVC Audit, December 2009.

NO. 1 HEARTLAND RESTAURANT & FARM DIRECT MARKET

Heartland Restaurant & Farm Direct Market is a new dining experience in the heart of Minneapolis. The restaurant is committed to using local, seasonal ingredients and supporting local farmers. The menu features a variety of dishes, including a special dish called Piccolo.

NO. 2 Piccolo

The Piccolo dish is a seasonal favorite, featuring locally sourced ingredients. It is a perfect example of the restaurant's commitment to sustainability and quality.

DEDICATED

Our readers spend an average of 54 minutes reading each issue.
 Average number of readers per issue is 2.9
 88% read three out of four issues
 46% save their issues
 73% pass their issue along to someone else

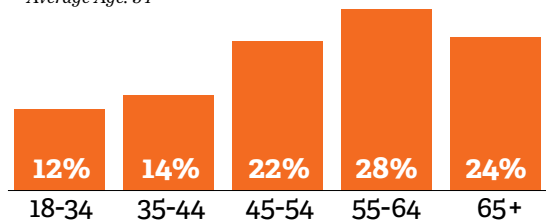
EDUCATED

Attended College..... 96%
 Graduated College 80%
 Postgraduate Degree 30%

AGE

36% of *Minnesota Monthly* readers are between 35-54
 — the age group with purchase power

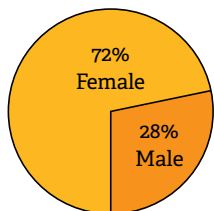
Average Age: 54



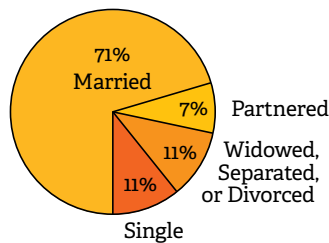
RESIDENCE OWNERSHIP

Own Residence..... 90%
 Average Home Value \$561,000
 Own Vacation Home 24%

Gender



Marital Status



Minnesota Monthly readers are passionate about life. They travel, enjoy fine food and spirits, and appreciate the arts.

WELL TRAVELED

93% of readers plan to travel in the next year
 77% of readers find ads in *Minnesota Monthly* helpful when selecting a travel destination
 Readers spend an average of \$4,666 on travel every year.



CONNOISSEURS

92% have dined out at a fine restaurant in the past year
 (average annual expenditure: \$1,126)
 88% have entertained at home in the past year
 8% used a caterer
 35% of our readers purchased four or more cases of wine/
 distilled liquor in the past year

CULTURALLY REFINED

In the past year:
 81% attended live show theatre
 69% visited art/antique/museum events

ACTIVE

In the past year our readers:

Walked.....	85%
Gardened.....	82%
Biked.....	54%
Golfed.....	28%
Boated/Sailed.....	33%
Cooked-Gourmet/Fine Cooking.....	60%
Visited a Spa.....	31%
Yoga/Pilates.....	30%

Sources: Ipsos Mendelsohn, October 2010. CVC Audit, December 2009.