

Demographics | Minnesota Monthly

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

➔ **AFFLUENT**

20% of Minnesota Monthly readers have a household income of \$150,000 plus 20% are millionaires.

Average HHI	\$187,800
Average Net Worth	\$1,195,500
Average Total Value of Investment Portfolio	\$1,296,400

➔ **OPINION LEADERS**

Professional/Manager	47%
Owner/Partner	25%
Member of a Board of Directors/Trustees	15%

➔ **COMMUNITY CONSCIOUS**

Minnesota Monthly readers are philanthropic and socially active.

- 45% have attended a charity event
- 25% took an active part in a local civic issue
- 27% wrote to a public official about a matter of public issue
- 15% have made philanthropic donations of \$5,000 or more

With over 64,400 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	66,129
Paid Subscriptions	60,581
Newsstand Sales	5,548

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

- 48% saved items of interest
- 20% visited an advertiser's website
- 32% made a recommendation based on reading Minnesota Monthly
- 8% requested information on a product seen in Minnesota Monthly
- 28% shopped a store they saw in Minnesota Monthly
- 22% bought a product based on Minnesota Monthly
- 30% attended an event they saw in Minnesota Monthly
- 55% dined at a restaurant seen in Minnesota Monthly
- 20% used Minnesota Monthly when they selected a restaurant

* ABC Audit from December 2008



The Minnesota Monthly Pizza Personality Type Indicator™

What do PPTI's tell you about you? The PPTI is a personality test that reveals your personality and dining preferences. It's a fun and easy way to discover your personality and dining preferences. The PPTI is a personality test that reveals your personality and dining preferences. It's a fun and easy way to discover your personality and dining preferences.

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➔ DEDICATED

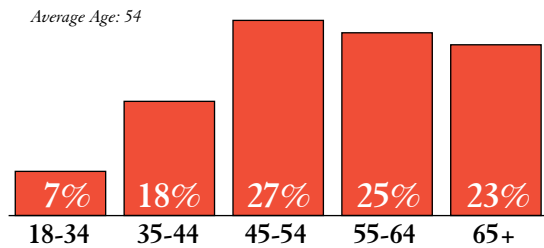
Our readers spend an average of 59 minutes reading each issue
 Average number of readers per issue is 2.4
 89% read three out of four issues
 56% save their issues
 50% pass their issue along to someone else

➔ EDUCATED

Attended college.....94%
 Graduated college73%
 Postgraduate degree.....21%

➔ AGE

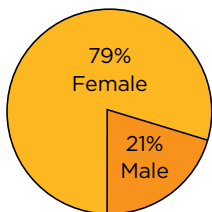
45% of *Minnesota Monthly* readers are between 35-54
 — the age group with purchase power



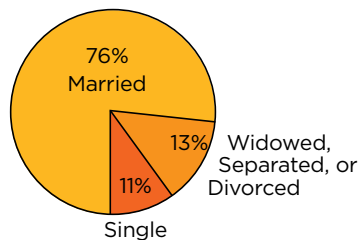
➔ RESIDENCE OWNERSHIP

Own Residence.....94%
 Average Home Value\$560,000
 Own Vacation Home.....24%
 Average Vacation Home Value\$542,000

➔ GENDER



➔ MARITAL STATUS



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

➔ WELL TRAVELED

76% 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 on an average of \$5,507 on travel every year



➔ CONNOISSEURS

97% have dined out in the past 30 days (average 8 times per month)
 84% have entertained at home in the past 30 days
 9% used a caterer
 24% of our readers purchased four or more cases of wine/distilled liquor in the past year
 Readers spend on average \$138/month dining out

➔ CULTURALLY REFINED

In the past year:
 85% attended live show theatre
 78% visited art/antique/museum events

➔ ACTIVE

In the past year our readers:
 Walked.....81%
 Gardened88%
 Biked50%
 Golfed40%
 Boated/sailed.....48%
 Cooked-gourmet/fine cooking.....69%
 Visited a spa37%

Minnesota Monthly readers use the Internet.

Our readers go online for:
 Advertising information36%
 Dining listings and reviews73%
 Travel.....55%
 Shopping30%
 Events.....61%
 33% of readers use the Internet over 11 hours on average per week

Sources: MMR Subscriber Study, October 2008
 ABC Audit December 31, 2008