

SETTING TRENDS IN A HISTORIC CITY

For more than 10 years, *PHILADELPHIA STYLE* has delivered the latest news from the worlds of fashion, beauty, travel, philanthropy, entertainment, home décor, fine dining, and real estate to discerning and sophisticated readers in the metropolitan Philadelphia region, reaching the wealthiest residents right in their homes. Our readers are influential tastemakers residing in tony Society Hill brownstones, chic Center City lofts, and grand mansions on the Main Line. They look to *PHILADELPHIA STYLE* as their guide to the businesses, people, places, and events that define the exceptional character of our historic and culturally rich city.

DISTRIBUTION

Six times a year, 50,000 copies of *PHILADELPHIA STYLE* (ABC-audited) are printed and distributed* throughout Philadelphia, targeting affluent residents with the highest disposable income and spending power in the market.

EXCLUSIVE HOME DELIVERY {31%}: *PHILADELPHIA STYLE* is mailed to the home residences, townhouses, and condominiums of high-net-worth individuals with the highest disposable income and spending power throughout Philadelphia.

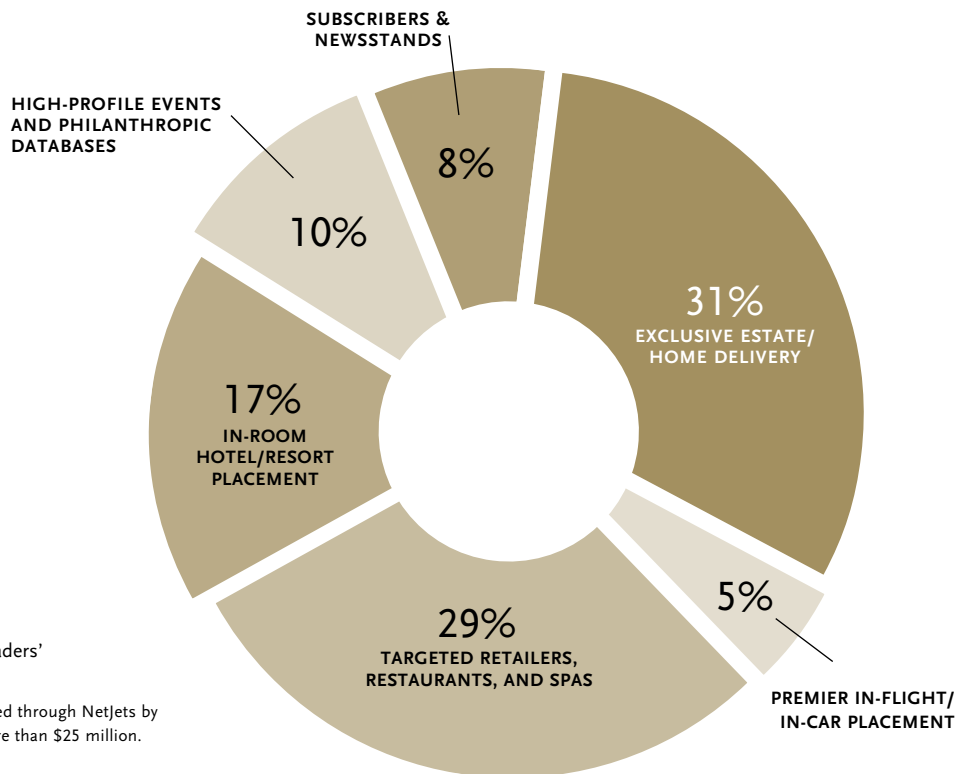
TARGETED RETAILERS, RESTAURANTS, AND SPAS {29%}: *PHILADELPHIA STYLE* distribution focuses on readers who frequent the finest establishments, boutiques, health clubs, private clubs, resorts, restaurants, salons, and spas.

IN-ROOM HOTEL/RESORT PLACEMENT {17%}: *PHILADELPHIA STYLE* is available both in-room and at the concierge desks of some of the most prestigious hotels in Philadelphia and Atlantic City. These include but are not limited to: Borgata Hotel Casino & Spa, the Chelsea, Chestnut Hill Hotel, Four Seasons Hotel Philadelphia, Hyatt Regency Philadelphia at Penn's Landing, Hilton Philadelphia City Avenue, Sofitel Philadelphia, the Inn at Penn, the Latham Hotel, the Legacy Collection, Loews Philadelphia Hotel, the Morris House Hotel, Park Hyatt Philadelphia at the Bellevue, Radisson Plaza-Warwick Hotel Philadelphia, Rittenhouse 1715, the Rittenhouse, the Ritz-Carlton Philadelphia, the Shawnee Inn and Golf Resort, Sheraton Society Hill Hotel, and the Water Club.

HIGH-PROFILE EVENTS AND PHILANTHROPIC DATABASES {10%}: *PHILADELPHIA STYLE* 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 Friends of Rittenhouse Square's Ball on the Square, Motor Cars Under The Stars to Benefit United Cerebral Palsy, Give the Shirt Off Your Back! Gala, Gift of Life Gala, The Academy of Music Anniversary Concert and Ball, and Radnor Hunt Races Benefiting the Brandywine Conservancy.

SUBSCRIBERS AND NEWSSTANDS {8%}: *PHILADELPHIA STYLE* can be found at upscale newsstands (Hudson News), major retailers, and national bookstores (Barnes & Noble, Borders, Crown, and Rizzoli). The newsstand price is \$6.99 per copy. Subscriptions are sold at the premium price of \$42 per year.

PREMIER IN-FLIGHT/IN-CAR PLACEMENT {5%}: *PHILADELPHIA STYLE* 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, and EmpireCLS.



*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.

READERSHIP

DEMOGRAPHICS

HOUSEHOLD INCOME

\$200+	71%
\$250+	36%

FEMALE	56%
MALE	44%

AGE

18-24	1%
25-34	10%
35-44	21%
45-54	37%
55+	31%

MARRIED	81%
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LIQUID ASSETS

OVER \$1 MILLION	37%
OVER \$2 MILLION	27%



BUYING POWER

PERCENTAGE OF PHILADELPHIA STYLE READERS WHO:

PLAN TO REMODEL THEIR HOMES THIS YEAR	65%
PURCHASE HEALTH/BEAUTY PRODUCTS REGULARLY	67%
HAVE A MAJOR DEPARTMENT STORE CREDIT CARD	98%

COMPARED TO THE GENERAL POPULATION, PHILADELPHIA STYLE READERS ARE:

- 4X 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 SHOP AT LUXURY RETAILERS
- 2X MORE LIKELY** TO PURCHASE JEWELRY, LUXURY WATCHES, AND DESIGNER ACCESSORIES

READER LIFESTYLE

PERCENTAGE OF PHILADELPHIA STYLE READERS WHO:

DINE OUT MORE THAN ONE TIME PER WEEK	72%
DRINK LUXURY SPIRITS, PREMIUM BEERS, IMPORTED WINES	84%
CONTRIBUTE TO CHARITABLE ORGANIZATIONS	64%
ATTEND CULTURAL PERFORMANCES	75%
EXERCISE MORE THAN TWO TIMES PER WEEK	84%

COMPARED TO THE GENERAL POPULATION, PHILADELPHIA STYLE READERS ARE:

- 2X MORE LIKELY** TO SPEND MORE THAN \$3,000 ON DOMESTIC TRAVEL
- 2X MORE LIKELY** TO TRAVEL FIRST CLASS

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.

“Very inventive, very creative.”

— AL PACINO, ACTOR

CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 SPRING (SPRING FASHION)	January 13, 2010	February 3, 2010	February 22 - April 18, 2010
2 MAY/JUNE	March 10, 2010	March 31, 2010	April 19 - June 17, 2010
3 SUMMER	May 5, 2010	May 26, 2010	June 18 - August 22, 2010
4 FALL (FALL FASHION)	July 14, 2010	August 4, 2010	August 23 - October 10, 2010
5 OCT/NOV (MENS)	September 1, 2010	September 22, 2010	October 11 - November 30, 2010
6 DECEMBER/JANUARY	October 20, 2010	November 10, 2010	December 1 - February 21, 2011

RATES

PRINTED AND DISTRIBUTED: 50,000
ABC-AUDITED

AD SIZE	1X	3X	6X
FULL	\$17,500	\$15,750	\$14,175
SPREAD	\$33,250	\$29,925	\$26,900
HALF PAGE	\$10,500	\$9,450	\$8,505
QUARTER PAGE	\$7,000	\$6,300	\$5,670
COVER 2/PAGE 1	\$40,250		
COVER 3	\$21,000		
COVER 4	\$23,900		

- 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)

Adolf Biecker Salon/Spas	Hermès of Paris	Pinot Boutique
Alma de Cuba	Hugo Boss	Plage Tahiti
Anne Fontaine	International Salon	Pod restaurant
Armani Exchange	Jay Michael Salon & Spa	Ralph Lauren
Azure	Joan Shepp	Positano Coast
BMW Main Line	Joe Pesce restaurant	The Promenade at Sagemore
Barclay Prime	Jones restaurant	Prudential Fox & Roach
Bernie Robbins Fine Jewelers	Joseph Anthony Salon	Richard Nicholas Salon
Betsey Johnson	Juicy Couture	Ristorante Panorama
Hugo Boss	Keating's	Roche Bobois
Boyd's	The King of Prussia Mall	South Moon Under
Buddakan	Kimberly Boutique	Salon Concepts
Cartier	Knit Wit	Salon Royale Court
Center City District	La Vita Bella Salon	Salon Thalia
Chima restaurant	Lacroix Restaurant	Salvatore Ferragamo
City Tavern	Lamberti Restaurants	Seven for All Mankind
Coldwell Banker	Le Bec-Fin	Signature Restaurants
The Continental	Ligne Roset	Sophy Curson
The Crystal Tea Room	Lucky Brand	The Sporting Club at the Bellevue
D'Angelo's Ristorante Italiano	Manor Home & Gifts	Starr Restaurant Organization
David Yurman	Mercato	Stephen J. Wiseley Jewelers
Distrito	Mission Grill	Stuart Weitzman
Duxiana	Molton Brown	Sweat Fitness
El Vez	Montblanc	Table 31
Estia Restaurant	Morimoto	Tinto
Ettore Salon & Spa	Moshulu Restaurant & Lounge	Tomatoes
Finley Catering	Neiman Marcus	Twelfth Street Gym
Furla	Nicole Miller	Williams-Sonoma Home
Gary Mann Design	The Oceanaire Seafood Room	
Georgie Girl	Paradigm/Dolce restaurants	
Gerhard's	Parc restaurant	
Giovanni & Pileggi	Pierre & Carlo European Salon & Spa	
Golden Nugget Jewelers	The Pier Shops at Caesars	
Govberg Jewelers	Pileggi boutique	
Haru Sushi	Pileggi on the Square Salon	