

EFFECTIVELY REACH TARGETS THAT SPEND

Weaver Official Publications delivers proven, measurable results by providing:

- Customized opportunities that meet your specific targeting needs
- Highly focused, well-defined audiences
- Targets that are affluent, educated and likely to spend
- Customer influence at key decision-making times

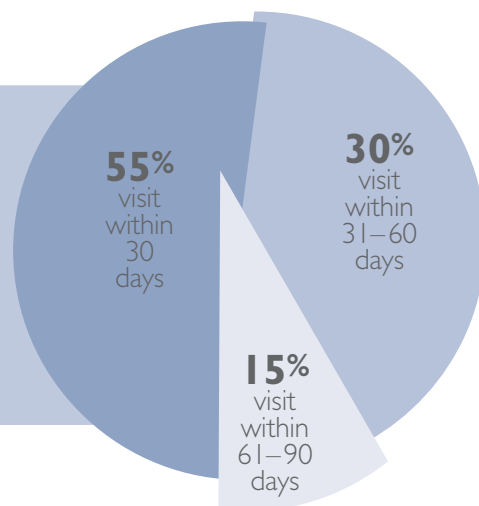
NATIONAL ATTRACTION STATS FOR READERS OF OFFICIAL VISITORS GUIDES

Las Vegas Official Visitors Guide is Widely Seen and Used

- They plan their entertainment before they visit
79% use the guide to pre-plan activities
- They use the guide while in town
74% use the guide in town to make entertainment decisions
- Your ad in the *Official Visitors Guide* will get noticed
90% of readers find the advertisements somewhat to very useful

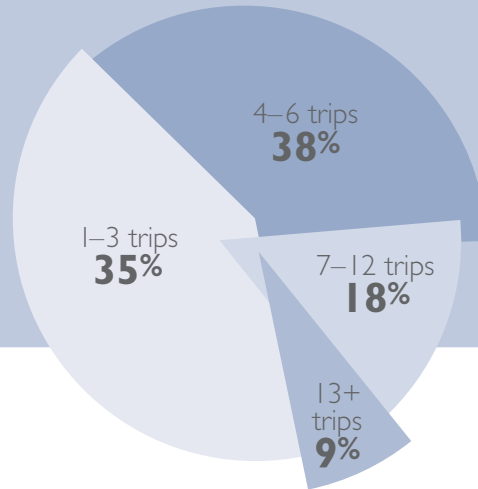
Las Vegas Official Visitors Guide Readers Travel

- *Official Visitors Guide* readers
52% visit the city within the first 90 days after receiving the guide
- Of those visitors:
- **30%** additional visitors plan to visit the city within 90–150 days



- They travel often, so you build repeat business and brand loyalty

Frequency of trips taken in the last 12 months



Las Vegas Official Visitors Guide Readers Are Active

- Official Visitors Guide readers participate in a wide variety of activities

- 57%** sightseeing and tours
- 50%** museums
- 47%** performing arts (live theater, concerts, dance, comedy, etc.)
- 41%** paid attractions (theme park, water park, zoo)
- 36%** nightclubs, discos and live music clubs
- 19%** gambling
- 14%** movie theaters
- 9%** spectator sporting events
- 5%** spa and wellness treatments

- The Official Visitors Guide attracts the visitors you want

- 83%** leisure travelers
- 90%** attended some college through post graduate
- 85%** professional/managerial/technical

HOUSEHOLD INCOME \$60K AND UP

\$60,000 to \$74,999	16%
\$75,000 to \$99,999	19%
\$100,000 to \$149,000	18%
\$150,000 or more	9%