

EFFECTIVELY REACH TARGETS THAT SPEND

Weaver Official Publications delivers proven, measurable results by providing:

- 🍷 Customized opportunities that meet your specific advertising needs
- 🍷 Highly focused, well-defined audiences
- 🍷 Targets that are affluent, educated and likely to spend
- 🍷 Customers influenced at key decision-making times

NATIONAL DINING STATISTICS FOR READERS OF OFFICIAL VISITORS GUIDES

Weaver Official Visitors Guides Are Widely Seen and Used

- Official Visitors Guide readers plan their dining before they visit

63% use the guide to pre-plan dining

- They look to the Official Visitors Guide when in town

69% use the guide while in town to plan their meals

- They dine in upscale establishments

63% fine dining

92% casual and family dining

- Official Visitors Guide readers seek entertainment

68% go to nightclubs and live entertainment

- Your ad in the Official Visitors Guide will get noticed

90% of readers find the advertisements somewhat to very useful

Source: Independent Quantitative National Survey of those requesting Weaver Official Visitors Guides, March 2003.
By A.J. Le mer Market Research, Inc./Surveybooth.com

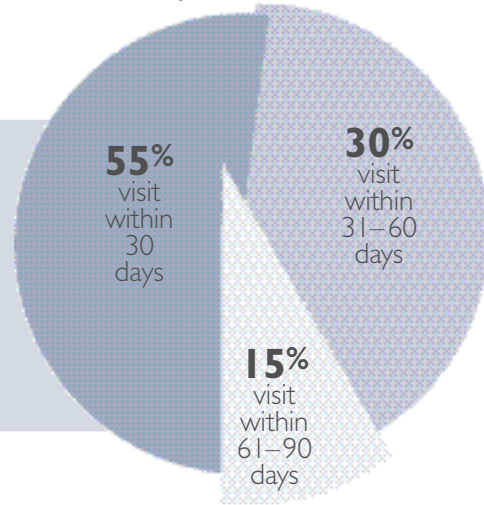
90 Day Visitor Break-Out

Official Visitors Guide Readers Travel:

- **Official Visitors Guide readers**
52% visit the city within the first 90 days after receiving the guide.

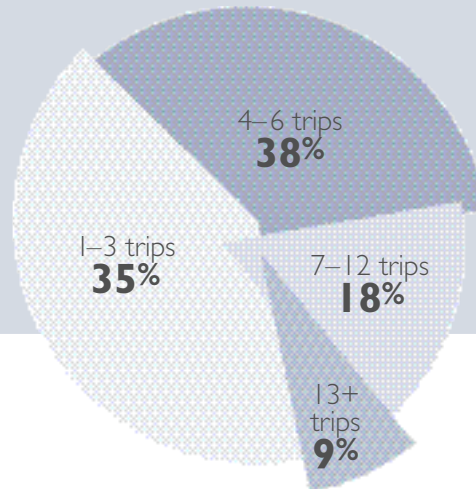
Of those visitors

- **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



Official Visitors Guide Readers Are Affluent

- **Official Visitors Guides attract 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%

*Source: Independent Quantitative National Survey of those requesting Weaver Official Visitors Guides, March 2003.
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