

## 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 RETAIL STATISTICS FOR READERS OF OFFICIAL VISITORS GUIDES

Weaver Official Visitors Guides Are Widely Seen and Used

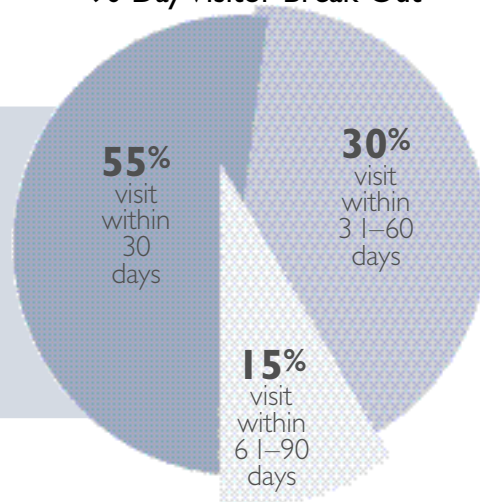
- **Official Visitors Guide readers are shoppers**  
**89%** shop while in the city
- **They plan shopping before they visit**  
**43%** use the Official Visitors Guide to pre-plan shopping
- **Official Visitors Guide readers use the guide while in town**  
**55%** use the guide while in the city for shopping
- **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. Lerner Market Research, Inc./Surveybooth.com

### 90 Day Visitor Break-Out

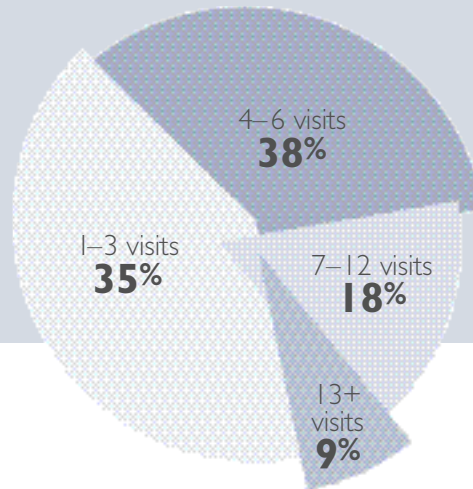
#### Official Visitors Guide Readers Travel

- **Official Visitors Guide readers visit**  
**52%** 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 Guide readers shop for a variety of items

- 83%** clothes and accessories
- 32%** home décor
- 25%** art and antiques
- 21%** jewelry and watches
- 18%** shoes
- 17%** toys
- 15%** cosmetics and fragrances
- 7%** electronics
- 7%** sporting equipment
- 6%** luggage and leather goods

- 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.  
By A.J. Leimer Market Research, Inc./Surveybooth.com