

Who Reads *What's Up? West County?*

On a monthly basis, *What's Up? West County* reaches more than 67,200 active, influential and engaged readers, who have the discretionary income to purchase the products and services that cater to their dynamic lifestyles.

Gender

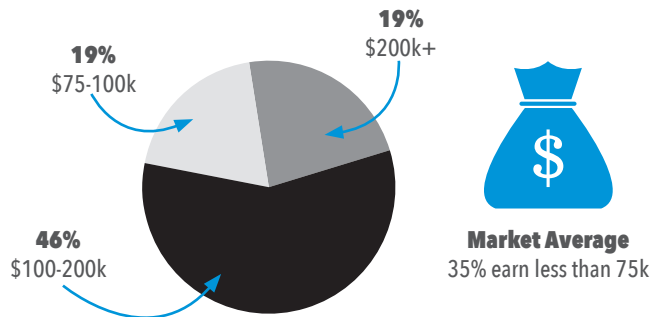


Age



45% have children

Our READERS are affluent



86.4% of our readership report they regularly read or look through *What's Up? West County*

IN AN AGE OF INTERRUPTION, MAGAZINES ENGAGE. MAGAZINES DELIVER MORE AD IMPRESSIONS THAN TV IN A HALF-HOUR PERIOD

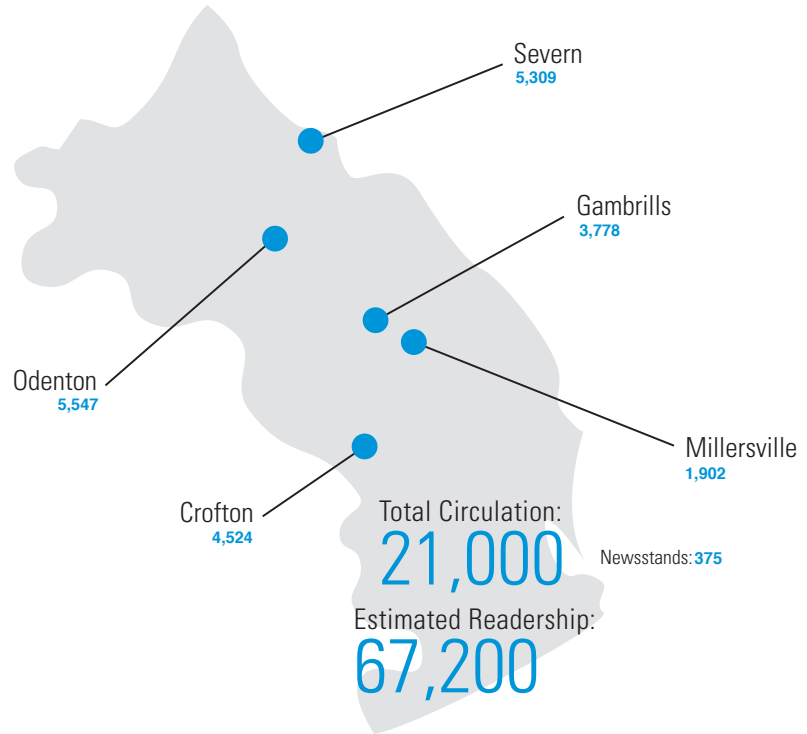
(SOURCE: MCPHETERS & CO)

Our readers are **decision makers**

68% have a business owner or senior level manager in the household

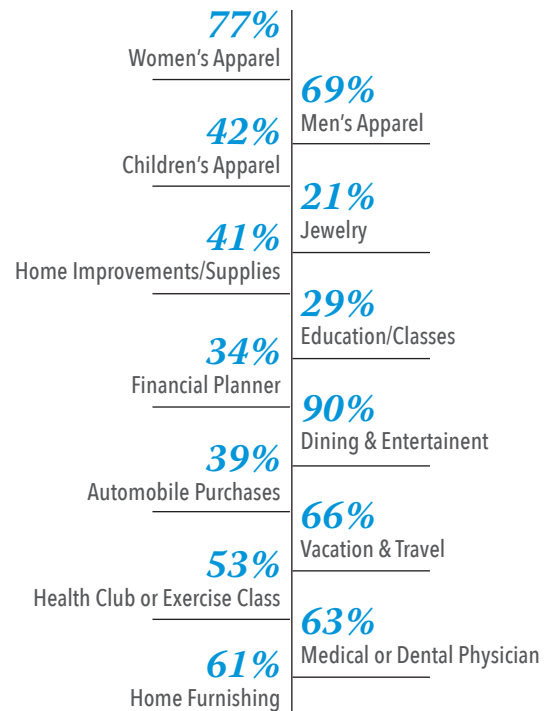
75% attend charitable events annually

66% keep each issue for **one month or more**



Buying Intent

In the next twelve months, readers of *What's Up?* plan to make the following purchases:



67% frequently purchase products or services from ads seen in *What's Up? West County*