

REACH THE HIGH-POWERED, INFLUENTIAL WORLD OF ENTERTAINMENT THROUGH THE PAGES OF *THE HOLLYWOOD REPORTER*.

READERSHIP AT A GLANCE

- 80% are in senior management (Chairman, President, Managing Director, EVP, SVP, General Manager)
- 69% are Academy/Guild/Union members
- 46.6% Film Production / Distribution
- 36.9% TV Production / Distribution / Cable
- 14.9% Production Services / Post Production
- 14.6% Home Video / New Media
- 13.4% Advertising / Public Relations
- 9.6% Attorneys / Legal
- 8.7% Financial

REQUIRED READING

- 87% read 4 or more issues a week
- 80% subscription renewal rate
- 30.5 minutes—average time spent reading an issue
- 2.2 average readers per copy
- 40% have been subscribers for 10 years or more
- 66% have been subscribers for 5 years or more
- 85% read special issues
- 55% save special issues—giving your advertising repeat exposure.
- 85% prefer magazine size or size doesn't matter

Illustration: Ed Wexler



They're on their cell phones. They're off to Cannes. They produce, they write, they direct. They're power players and deal makers. They're the most influential professionals in the entertainment industry. They're the readers of *The Hollywood Reporter*.

Source: Harvey Research: November, 2004 Subscriber Survey

ATLANTIC UNITED, INC.

330 California Avenue, Suite 401
Santa Monica, CA 90403
Tel: (917) 678-4017
Fax: (310) 857-6307

509 Madison Avenue, Suite # 1916
New York, NY 10022
Tel: (212) 986-8538
Fax: (310) 857-6307

For further information please contact Adrienne Papp (917) 678-4017

THE HOLLYWOOD REPORTER
First in Hollywood
hollywoodreporter.com

Readership

All "A-List" all the time.

(Because "Hey, let's target the B-list" doesn't
get you very far in this business.)

578 copies - Sony
480 copies - Disney
423 copies - Fox
472 copies - Warner Bros.
373 copies - Paramount
371 Copies - Universal
150 copies - DreamWorks
86 copies - MGM
184 copies - William Morris
256 copies - CAA
160 Copies - ICM



Quantity's all well and good. But in entertainment, quality is what counts. More specifically, the quality of the company your ads keep. And it doesn't get any better than *The Hollywood Reporter*. We deliver the industry's "A-Level" editorial – beyond-the-news analysis, ahead-of-the-pack trends. You get "A-List" access – and lots of it. Add more fuel to your media buy with the *The Hollywood Reporter*.

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Distribution

DESIRABLE DEMOGRAPHICS

- 57% married
- 33% single/never married
- 93% college/post-graduate degree
- 56% male
- 43% female
- 43 average age

AFFLUENT BUYERS

- \$378,398 average household income
- \$1,471,929 average net worth
- 41% own two or more vehicles
- \$1,498,364 average market value of home
- 23% own at least one additional home/real estate
- \$1,558,285 average market value of other homes or real estate
- 4.5 average times a week dine out

WELL-TRAVELED AUDIENCE

- 6.8 average domestic trips made per year
- 2.8 international trips made per year
- 20 average nights stayed in a hotel in the past year
- \$238 average cost per room
- 56% have attended an industry festival or trade show in the past year
- 84% do business overseas

RESULTS

- 58% subscribers took action or have made a purchase after reading an ad
- 82% found advertising to be somewhat or very effective
- 99.7% take one or more actions after reading an article



AUTOMOTIVE OWNERSHIP

- 85% own foreign
- 34.3% own domestic
- 21.1% own both
- 35.1% plan to purchase or lease a new vehicle in next 12 months
- 77% plan to buy foreign
- 22% plan to pay over \$50,000
- 64% own two or more vehicles
- \$40,364 average vehicle cost

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				Total Reach Discounts			
Full Page	Total Reach Rate	Emedia Description	Print Only	3x	12x	26x	52x
4 Color	8,100	20,000 run-of-site impressions. Same position in THR Digital Edition.	7,500	7,700	7,300	6,900	6,500
1st LHP, 1-3 RHP	10,000	20,000 run-of-site impressions. Same position in THR Digital Edition.	9,400				
4-6 RHP	9,200	20,000 run-of-site impressions. Same position in THR Digital Edition.	8,600				
Spread	Total Reach Rate	Emedia Description	Print Only	3x	12x	26x	52x
4 Color	16,000	15,000 run-of-site impressions and one half page ROP ad in THR East (pending availability) OR 25,000 run-of-site impressions. Same position in THR Digital Edition.	14,700	15,150	14,450	13,600	12,800
4 Color 1st - 3rd, center	19,900	20,000 run-of-site impressions and one half page ROP ad in THR East (pending availability) OR 30,000 run-of-site impressions. Same position in THR Digital Edition.	18,400				
4 Color 4th spread	18,400	20,000 run-of-site impressions and one half page ROP ad in THR East (pending availability) OR 30,000 run-of-site impressions. Same position in THR Digital Edition.	16,900				
Covers	Total Reach Rate	Emedia Description	Print Only				
Hard Cover	36,800	Homepage Roadblock on THR.com and Front Page Marquee in THR East (pending availability) OR 60,000 ROS impressions. Cover of THR Digital Edition.	33,100				
Inside Front Cover	17,300	Film Section Roadblock on THR.com and top banner in Daily Email Newsletter (pending availability) OR 40,000 ROS impressions. IFC of THR Digital Edition.	14,600				
Back Cover (Hard)	17,100	Biz/Awards Section Roadblocks on THR.com and bottom banner in Daily Email Newsletter (pending availability) OR 30,000 ROS impressions. Back Cover of THR Digital Edition.	14,600				
Front Page Marquee	9,200	5,000 impressions above the fold & ROP Marquee in THR East (pending availability) OR 10,000 above-the-fold ROS impressions. Same position in THR Digital Edition.	8,300				

Print Price

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