

READER PROFILE STUDY



VARIETY DAILY VARIETY VARIETY.com

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READER PROFILE STUDY

Our exclusive readership of entertainment's most influential leaders uniquely encompasses a targeted, highly desirable consumer base of sophisticated, well-educated, affluent trendsetters.



PERSONAL STATUS

- Median age: 48
- 98% are college-educated

- Median age: 45
- 96% are college-educated

- Average age: 38
- 81% are college-educated

PROFESSIONAL STATUS

- 71% are in top management positions

- 70% are in top management positions

- 68% are in top management positions

AREAS OF CONCENTRATION

- 52% of readers are involved in film
- 39% are involved in television
- Average 19 years in industry

- 62% of readers are involved in film
- 52% are involved in television
- Average 19 years in industry

- 61% of readers are involved in film
- 39% are involved in television

MEMBERSHIP

- 13% of readership belong to the Academy of Motion Picture Arts & Sciences (AMPAS)
- 11% belong to the Academy of Television Arts & Sciences (ATAS)

- 39% of readership belong to the Academy of Motion Picture Arts & Sciences (AMPAS)
- 22% belong to the Academy of Television Arts & Sciences (ATAS)

INCOME

- Average annual HHI: \$387,000

- Average annual HHI: \$431,000

- Average annual HHI: \$140,900
- 47% of users have a household income over \$100,000

HOUSEHOLD ASSETS

- Average value of all assets owned: \$2.4 million
- Average value of home: \$1.2 million
- Average value of investment portfolio: \$1.7 million

- Average value of all assets owned: \$2.6 million
- Average value of home: \$1.4 million
- Average value of investment portfolio: \$1.6 million



The global source of entertainment business news and analysis

SOURCES
Daily Variety Readership Study, 2005, conducted by Mark Clements Research
Weekly Variety Readership Study, 2003, conducted by Summit Research Group
Variety Reader Profile Study, 2003, conducted by Summit Research Group



Hollywood's daily source of entertainment business newsstand analysis

SOURCES
Daily Variety Readership Study, 2005, conducted by Mark Clements Research
Daily Variety Reader Profile Study, 2003, conducted by Summit Research Group



The online source of showbiz news, analysis and industry insight

SOURCES
2005 Variety.com Third Party Audit (October, 2005)
2005 Variety.com User Survey, Audience Profile (January, 2005)
2005 Variety.com User Survey, Audience Profile (March, 2005)