

READERSHIP PROFILE

Target your advertising dollars toward this active, affluent, buying audience.

Bellevue Club REFLECTIONS: The exclusive club magazine
with prime circulation in the greater Seattle area's fastest growing market ... the Eastside.

DEMOGRAPHIC INFORMATION

INCOME

\$150,000 and over	58%
\$125,000-\$149,999	14%
\$100,000-\$124,999	17%
\$75,000-\$99,999	8%

EDUCATION

College Graduate	88%
Advanced Degree	48%

OCCUPATIONS

Professionals (attorney, physician, architect, engineer)	45%
Executive/Manager	25%
Self-employed	4%
Retired	6%

NET WORTH

Over \$1 Million	21%
Over \$500,000	75%
\$250,000-\$500,000	20%

INVESTMENTS

Any investments	79%
Stocks	44%
Mutual Funds	53%

REAL ESTATE

Own home	92%
Own additional real estate	21%

MEMBERSHIPS

Athletic	94%
Social	6%

AGE SPECTRUM

18 and under	30%
19-29	7%
30-39	10%
40-49	20%
50-59	17%
60-69	10%
70 and over	6%

AUTOMOBILE OWNERSHIP

One auto	23%
Two autos	50%
Three autos	20%
Four autos	4%

TIME READING REFLECTIONS

Spend 15 minutes or more	64%
Read by head of household	84%
Read by spouse	72%
Read by children	15%
Magazine retained for one month	89%

ANNUAL CONSUMER EXPENDITURE INDEX

The index number is the ratio of how much more than average our readers spend on each type of item or activity.

LIFESTYLE

Social/recreation/civic club membership	1.79
Entertainment	1.54
Sporting events	1.66
Alcohol	1.33
Dining out	1.29
Travel	1.58

ELECTRONICS

TV	1.38
VCR/DVD	1.27
Stereo	1.67
Music and videos	1.22
Computers and accessories	1.54

RECREATION

Sports equipment	1.47
Outdoor equipment (hunting, camping, etc.)	1.36

HOME

Women's apparel	1.40
Men's apparel	1.34
Household furnishings and furniture	1.59
Major household appliances	1.29
Pet expenses	1.20

AUTOS AND BOATS

New automobiles/trucks/vans	1.44
New cars	1.48
New car lease	1.63
Boats and equipment	1.23

TOTAL CONSUMER EXPENDITURE INDEX 1.31

LIFESTYLE SEGMENTATION

Behaviorally distinct types or "segments" which give insights into our readers likes, dislikes, lifestyles and behavior.

Executive Suites (white collar professionals)	12%
Movers & Shakers (dual-income couples, 35-54)	11%
Upper Crust (exclusive, wealthiest in nation)	8%
Young Influentials (acquisitive yuppie-types)	7%
Blue Blood Estates (very wealthy suburban families)	5%
Winner's Circle (wealthy couples, 25-34)	5%
Kids & Cul-de-Sacs (upscale couples w/kids)	4%
Pools & Patios (professionals at top of careers)	3%
Gray Power (older, healthy suburbanites)	3%
New Empty Nests (upscale, active, over 65)	3%

FROM A 2006 BELLEVUE CLUB MEMBERSHIP RESEARCH STUDY PERFORMED BY HEBERT RESEARCH, INC.

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LIFESTYLE PROFILE

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THE 10 MOST COMMON LIFESTYLES OF OUR READERS

By defining our readers' households in terms of demographically and behaviorally distinct types or "segments," we can provide insights into Bellevue Club members' likes, dislikes, lifestyles and purchase behavior.

1. Executive Suites _____	12.12%	6. Winner's Circle _____	4.88%
2. Movers & Shakers _____	11.19%	7. Kids & Cul-de-Sacs _____	3.64%
3. Upper Crust _____	7.97%	8. Pools & Patios _____	3.38%
4. Young Influentials _____	6.82%	9. Gray Power _____	3.29%
5. Blue Blood Estates _____	5.40%	10. New Empty Nests _____	3.23%

Segment Descriptions (developed by Prism NE)

Executive Suites: Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.

Movers & Shakers: Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: Movers & Shakers rank No. 1 for owning a small business and having a home office.

Upper Crust: The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning more than \$200,000 a year or possessing a postgraduate degree. And none has a more opulent standard of living.

Young Influentials: Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.

Blue Blood Estates: Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation's second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.

Winner's Circle: Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly \$90,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show.

Kids & Cul-de-Sacs: Upscale, suburban, married couples with children—that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

Pools & Patios: Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty nesting couples. In these stable neighborhoods graced with backyard pools and patios—the highest proportion of homes were built in the 1960s—residents work as white-collar managers and professionals, and are now at the top of their careers.

Gray Power: The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort.

New Empty Nests: With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active—and activist—lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.

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