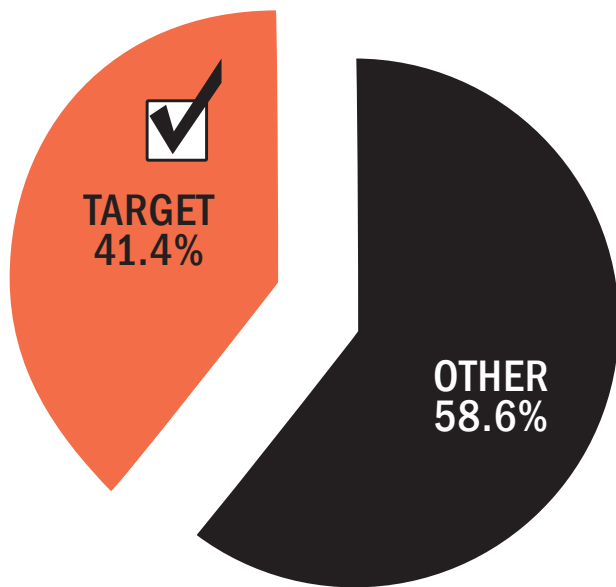


Ask your Marketing Manager...

WHAT IS THE IMPACT OF **YOUR** ADVERTISING DOLLAR ON THE NAPLES LUXURY BUYING MARKET?

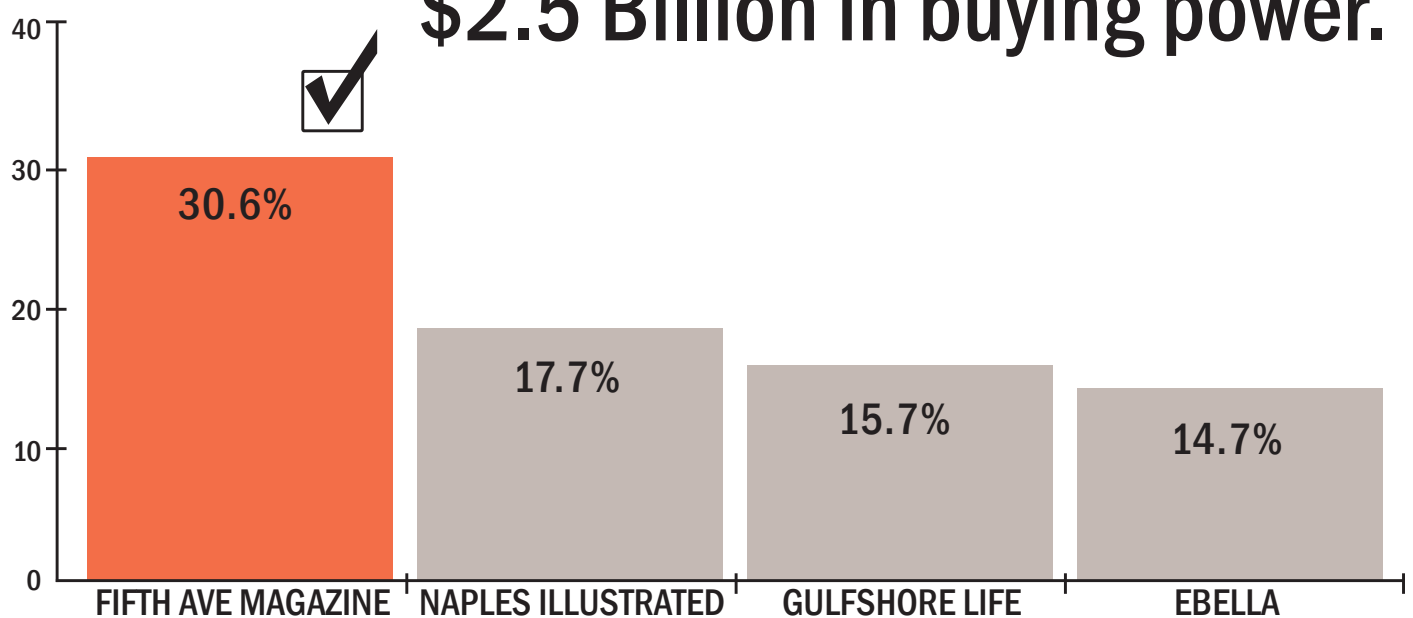
Studies conducted by an independent company, Media Audit Inc. for Collier County.



Over **40%** of Fifth Ave Readers are Planning on Making a Furniture Purchase in the next 12 months.



Fifth Ave Magazine has the **HIGHEST** concentration of Readers with Individual Annual income **EXCEEDING** \$150,000 \$2.5 Billion in buying power.



IS THIS YOUR MARKET?



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HIT YOUR TARGET MARKET

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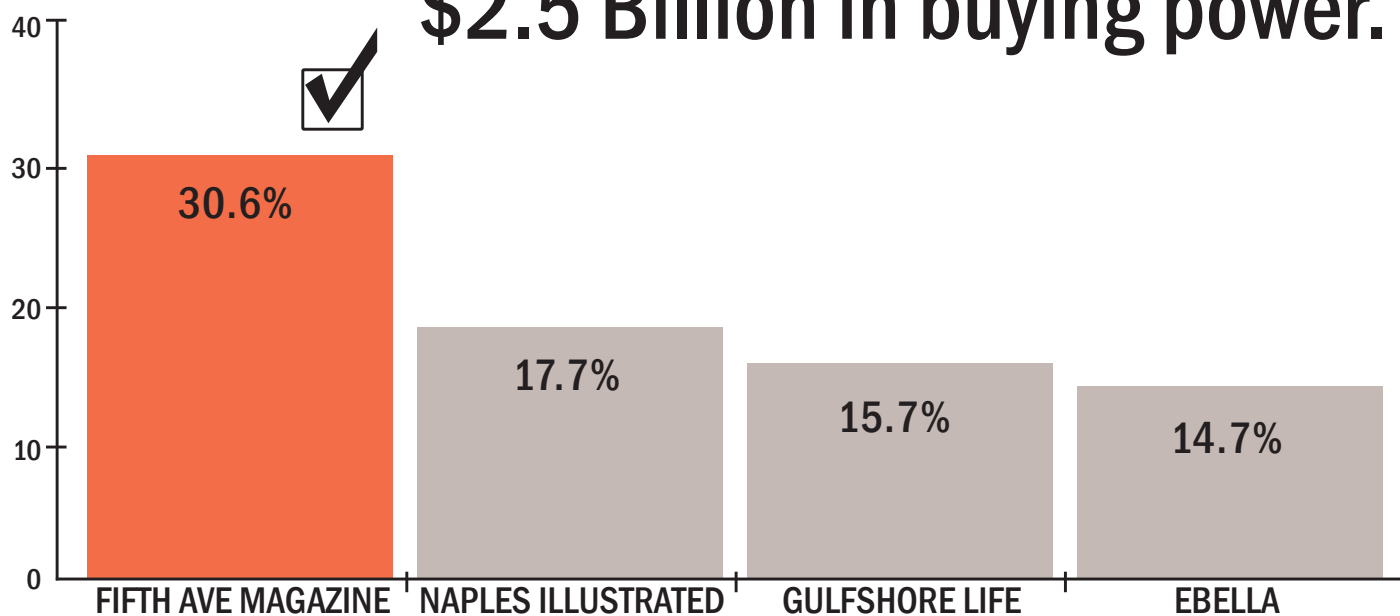
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Last Year Fifth Ave Readers spent over **\$62 Million** on various Furniture Items

Targets	Media \$'s
ALL KITCHEN AND DINING ROOM FURNITURE	12,506,838
LIVING ROOM CHAIRS	786,132
LIVING ROOM TABLES	57,830
MATTRESSES AND SPRINGS	11,455,724
OTHER BEDROOM FURNITURE	32,248,320
SOFAS	2,185,857
WALL UNITS, SHELVES/CABINETS, OTHR LVNG ROOM/FMPLY	1,781,899
LAMPS AND LIGHTING FIXTURES	1,768,067
TOTAL EXPENDITURES	\$ 62,790,668
AVERAGE EXPENDITURES	



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