

PRINT OVERVIEW

With over 100 years of reporting expertise, *Variety* is the premier source of business news covering the entertainment and media industry. *Variety* is the essential read for ultra affluent and influential industry leaders who are sophisticated entertainment consumers.



WEEKLY VARIETY

Wrapping up the week in global show business news since 1905, *Weekly Variety* presents in-depth news, exclusive reports, trend stories, box office information and production charts.

Delivered to 84 countries, it is the only trade offering Sunday delivery in Los Angeles, New York and London.

Distribution: 34,000



DAILY VARIETY

The undisputed industry leader since 1933, *Daily Variety* delivers news, exclusive scoops, must-read features, box office grosses, TV rating charts, reviews and production charts.

Distribution: 35,000



DAILY VARIETY GOTHAM

Bringing *Variety's* same-day regional and national entertainment news to the East Coast, *Daily Variety Gotham* delivers expanded coverage of the New York media marketplace.

Distribution: 10,000



FEATURES

Variety publishes over 200 special features each year covering a wide range of topics including award shows, company milestones, film festivals as well as all the most significant people making a difference in the industry today. Special Features are also available on *Variety.com*

ONLINE - HIGHLIGHTS

The *Variety* online portfolio offers a diverse array of content, tools and research for both entertainment industry professionals and consumers interested in the latest in show business and celebrity news.



Variety.com is the most comprehensive source for entertainment business news and opinion featuring web-exclusive content. Original features include:

- AWARD CENTRAL
- VIDEO
- BLOGS
- SEARCHABLE ARCHIVES

**Monthly Unique Visitors:
Over 4.5 Million**



THE BIZ (formerly VarietyCareers.com) is the first job and networking site for entertainment professionals.

Users can update profiles, photos, portfolios, videos and more.

**LAUNCHED IN
FEBRUARY 2008**

NEWSLETTERS



Email newsletters from Variety target specific segments of the industry, covering daily news, box office reports, festivals, international news, awards, production and style.

**Subscribers:
DAILY NEWS: 54,000
BOX OFFICE: 30,000**

DIGITAL VARIETY

With guaranteed delivery, the Digital Editions of *Daily Variety* and *Weekly Variety* are exact electronic replicas of the print editions with fully searchable, printable and archived content. Digital editions are available to print subscribers upon registration or for stand-alone purchase.

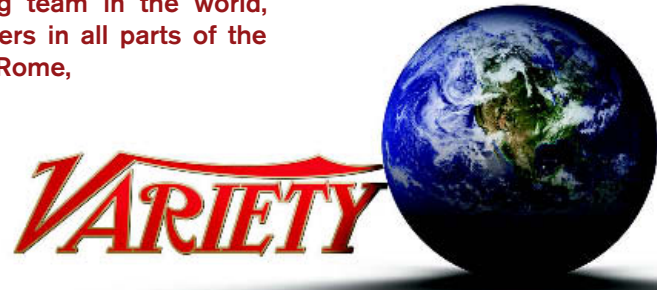


The *Daily Variety* Digital Edition is available Monday through Friday by 6AM (PST).

The *Weekly Variety* Digital Edition is available Friday at Midnight (PST).

INTERNATIONAL OVERVIEW

With the largest entertainment news-gathering team in the world, *Variety* is the information link to decision makers in all parts of the globe, including Los Angeles, New York, Berlin, Rome, Hong Kong and Tokyo.



PRINT	<i>Weekly Variety</i> Total Distribution: 34,000¹	<ul style="list-style-type: none"> ■ Over 100 Special Reports published every year on major film and TV markets and festivals from Pusan to Venice reaching 84 countries worldwide. ■ On-site dailies at AFM, Cannes and Berlin to provide instantaneous coverage from major markets and festivals.
ONLINE	Variety.com Unique Visitors²: 4.5 million monthly	<ul style="list-style-type: none"> ■ Targeted global coverage including a dedicated International channel, Festival Central, Award Central and video.
	VarietyAsiaOnline.com	<ul style="list-style-type: none"> ■ Launched in 2007, VarietyAsiaOnline.com covers box office, reviews, and news in the fastest growing entertainment industry market.
DIGITAL	Digital Weekly <i>Variety</i> Saturdays, 9am EST Digital Daily <i>Variety</i> Monday-Friday, 9am EST	<ul style="list-style-type: none"> ■ Fully searchable and printable, digital editions are replicas of the print version accessible via the internet. ■ Access available upon registration for print subscribers or for stand-alone purchase.
E-MAIL	Daily Headlines Variety Europe Variety Asia Markets & Festivals Award Season	<ul style="list-style-type: none"> ■ Daily Headlines: Breaking news, top headlines and special reports with custom headlines for the international marketplace. ■ Variety Europe: Daily news on the European entertainment market. ■ Variety Asia: Daily news on the Asian entertainment market. ■ Markets & Festivals: Dedicated daily updates on the buzz, deals, screenings and reviews from festivals including Cannes, Sundance, Berlin and Toronto plus key markets like MIPCOM and more. ■ Award Season: Every Wednesday during Award Season (May-Aug and Nov-Feb) for voters, contenders and nominees.

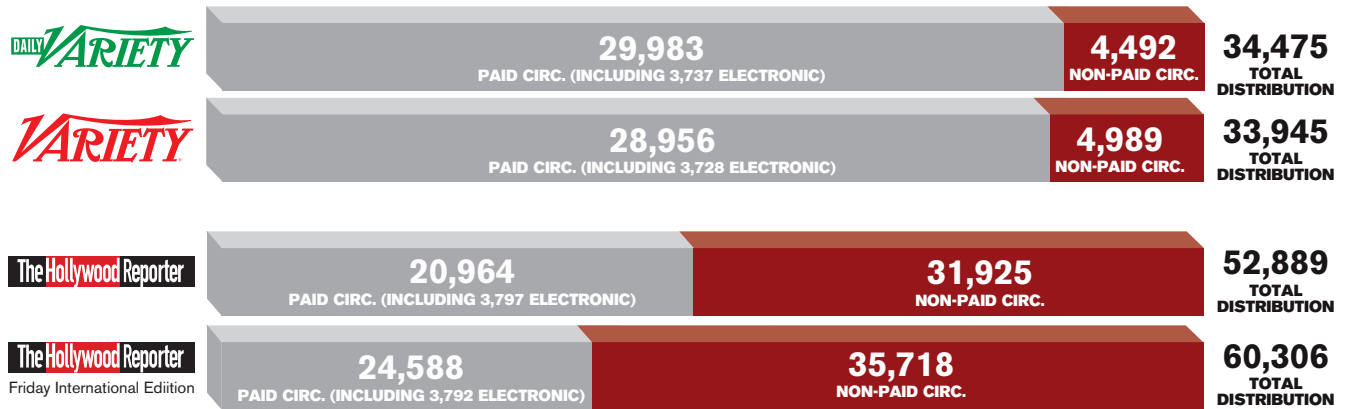
Source: 1)ABC Newspaper Publisher's Statement, March 31, 2008 2) Unica Traffic Reports, May 2008

SIMPLY THE BEST

The numbers are clear: *Variety* has superior distribution, more subscribers and faster circulation growth than *The Hollywood Reporter*.

- *Daily Variety* has 43% more paid circulation than *The Hollywood Reporter*.
- *Weekly Variety* has the largest total paid International distribution.

DISTRIBUTION¹



	DAILY VARIETY	The Hollywood Reporter
TOTAL AVG PAID CIRCULATION¹ Inclusive of digital and print versions Combined Average Paid Circulation (Mon-Fri)	29,983 43% MORE THAN THR	20,964
DAILY DISTRIBUTION¹ Paid and non-paid, Inclusive of digital and print versions	34,475 87% PAID	52,889 40% PAID
DAILY PAID CIRCULATION: CALIFORNIA² DAILY VARIETY TOTAL WEST COAST: 20,036 ³	California: 18,030 19% MORE THAN THR	California: 15,205
DAILY PAID CIRCULATION: NEW YORK² DAILY VARIETY TOTAL EAST COAST: 9,360 ³	New York: 4,260 155% MORE THAN THR	New York: 1,672

11,003 38% OVERLAP BETWEEN DAILY VARIETY AND WEEKLY VARIETY

Source: 1) ABC Newspaper Publisher's Statement for 6 months ended March 31 2008. 2) ABC Newspaper Publisher's Statement for 6 months ended March 31 2008. *Daily Variety* – Paid Circulation by States based on 12/10/07 issue. *The Hollywood Reporter* – Paid Circulation by States based on 03/06/08 issue. 3) ABC Newspaper Publisher's Statement for 6 months ended March 31st 2008. West Coast total made up of states from West N. Central, West S. Central, Mountain and Pacific. East Coast total made up of states from New England, Middle Atlantic, East N. Central, South Atlantic and East S. Central.

VARIETY.COM - VISITOR SURVEY RESULTS

Variety.com is *the* high priority destination for entertainment enthusiasts

COMPETITIVE

- **89%** of users say that Variety.com posts breaking news before other industry sources
- **91%** give Variety.com's news and/or reviews higher priority than other industry sources

USABILITY

- **91%** of users consider Variety.com **easy to navigate** overall
- **91%** say the Home Page is **well-organized and eye-pleasing**
- **89%** are able to find information **quickly and efficiently** on Variety.com

CROSSOVER CONTENT

- **91%** of users consider Variety.com more important than/similar to other entertainment **BUSINESS** websites
- **90%** of users consider Variety.com more important than/similar to other entertainment **CONSUMER** websites



Variety.com is used the most for entertainment, business and consumer news

	% "Regularly Visit"
Variety.com	83%
IMDB.com	69%
Google.com (Google Entertainment channel)	61%
NYTimes.com	60%
TheHollywoodReporter.com	55%
Yahoo.com (Yahoo Entertainment Channel)	53%
MSN.com (MSN Entertainment)	44%
USAToday.com	44%
WSJ.com	42%
LATimes.com or TheEnvelope.com	36%
RottenTomatoes.com	35%
Eonline.com	31%
AOL.com (AOL Moviefone)	30%
BoxOfficeMojo.com	29%
DrudgeReport.com	28%
Defamer.com	22%
PerezHilton.com	17%
AintItCoolNews.com	17%



Source: 2007 Variety.com User Survey, Research Results Inc.

7/10/08

PRINT AND ONLINE ADVERTISERS

No one else can connect with sophisticated media and entertainment consumers like *Variety*.



AUTOMOTIVE

Aston Martin
Audi
Bentley
BMW
Cadillac
Chevrolet
Ford
General Motors
Honda
Hummer
Jaguar
Land Rover
Lexus
Lincoln Mercury
Maserati
Mercedes-Benz
Nissan
Porsche
Rolls Royce
Saab

Home Office Solutions
Intel
Jamdat Mobile
Microsoft
MovieTickets.com
Nextel
Nintendo
Nokia
Orange Mobile
Panasonic Hollywood Lab
Phillips
Pioneer Electronic USA
Qwest Communications
Samsung
Sirius Satellite Radio
Sony Electronics
Sprint
Toshiba
Verizon
Vonage
XM Satellite Radio
Yahoo



FINANCIAL

Accenture
American Express
Araca Group
Axiom
Benedek Investment Group
Citigroup
City National Bank
Comerica Bank
Ernst & Young
Fireman's Fund Insurance Co.
First Entertainment Credit Union
General Electric Global
Goldman Sachs
JP Morgan Chase
Merrill Lynch
Pricewaterhouse Coopers
Smith Barney
UBS
Union Bank
US Bank National Association
Visa



RESORT & TRAVEL

Air France
Air New Zealand
Alaska Airlines
Alex Hotel
American Airlines
Bacara Resort & Spa
Bel Age Hotel
Bellagio
Beverly Hills Hotel
Beverly Hilton Hotel
Borgata Resort
Caesars Palace
Carlton Hotel
Casa Del Mar
Delta
Disneyland Resorts
Drake Hotel
Emirates
Four Seasons
Hard Rock Hotel
Hawaiian Airlines
Hotel Victor
Imperial Palace
Jet Blue
Lufthansa
Mandarin Oriental
Marriott
Mondrian
Pechanga Resort & Casino
Ritz Carlton Hotel Company
Shore Club Resort
St. Regis Hotel
Swissotel Chicago
Turtle Bay Resort
United Airlines
Viceroy
Wynn Resorts



BEAUTY/FITNESS

Bliss
Borba
Elizabeth Arden
Equinox Fitness Clubs
Harry Winston
L'Oreal
Natural Organics



FASHION, JEWELRY & WATCHES

Astor & Black
Authentic Fitness Speedo
Bluefly.com
Cartier
Chanel
Chopard
David Yurman
De Beers
Diamond Trading Company
Elizabeth Arden
Ermenegildo Zegna
Giorgio Armani
Gucci
Harry Winston
Hermès
Hugo Boss
Lane Bryant
Martin Katz, Ltd
Prada
Rolex
Salvatore Ferragamo
Skechers
Yoox



FOOD/BEVERAGE

Coca-Cola
Kraft Foods
Krispy Kreme
McDonalds
Natural Organics
Nestle
Starbucks



CONSUMER ELECTRONICS & TECHNOLOGY

Advertising.com
AOL
Apple Computer
AT&T
Axiom Media Productions
BellSouth Corporation
Canon
Dell
DIRECTV
Fandango
HD DVD
Hewlett Packard



SPIRITS

Bombay Sapphire
Campari
Don Julio Tequila
Gran Centenario
Grand Marnier
Grey Goose Vodka
Imperia Vodka
Johnnie Walker
Moët & Chandon
Stella Artois

Source: Partial list of advertisers, *Variety* Internal Data.