



PAGE VIEWS PER MONTH: 1.35 MILLION
DAILY UNIQUE VISITORS: 9,000
REGISTERED USERS: 78,500

OUR AUDIENCE

RAVES.COM VISITORS ARE MEN AND WOMEN FROM THEIR TEENS TO EARLY THIRTIES WHO HAVE ONE THING IN COMMON: THE LOVE OF ELECTRONIC CULTURE. IT INFLUENCES WHAT THEY LISTEN TO, WHAT THEY DO FOR ENTERTAINMENT, AND HOW THEY SPEND THEIR TIME AND MONEY. THEY ARE TRENDSETTERS WHOSE LIFESTYLES REVOLVE AROUND ELECTRONIC MUSIC, CUTTING EDGE FASHION, WIRELESS AND COMPUTER TECHNOLOGY, VIDEO GAMES, AND ANYTHING ELSE THAT LETS THEM STAY AHEAD OF THE MAINSTREAM.

DEMO GRAPHICS

AGE

16-20: 35%
21-24: 30%
25-30: 25%
31-34: 10%

AVERAGE INCOME: \$32,114
MEDIAN INCOME: \$26,000
MEDIAN HHI: \$40,000
AVERAGE HHI: \$45,591

EDUCATION

HIGH SCHOOL DIPLOMA: 29%
BACHELOR'S DEGREE: 56%
MASTER'S DEGREE: 4%
DOCTORATE: 10%

ETHNICITY

AFRICAN-AMERICAN: 13%
AMERICAN INDIAN: 2%
ASIAN: 15%
CAUCASIAN: 50%
HISPANIC/LATIN: 13%
OTHER: 7%

MARITAL STATUS

SINGLE: 83%
MARRIED/PARTNER: 14%
DIVORCED/SEPARATED: 3%

GEOGRAPHIC

WEST: 42%
CENTRAL: 23%
EAST: 35%

PSYCHO GRAPHICS

LIFESTYLE

DINE OUT 10 TIMES OR MORE A MONTH: 60%
GO TO CLUBS 10 TIMES OR MORE A MONTH: 88%
SHOP FOR MUSIC 10 TIMES OR MORE A MONTH: 78%
GO TO MOVIES 10 TIMES OR MORE A MONTH: 62%

ACTIVITIES

VIDEO GAMES: 84%
AMATEUR DJ: 29%
MUSICIAN/ARTIST: 68%
PROFESSIONAL DJ: 8%
ROLLERBLADE: 3%
YOGA: 6%
SKATEBOARD: 24%
SKI: 14%
SNOWBOARD: 33%
SURF: 5%

INTERNET CONNECTION

SPEED

T1, T3: 13%
DSL: 29%
CABLE MODEM: 39%
ISDN: 1%
DIAL-UP: 17%

OWN OR PLAN TO PURCHASE

AFTERMARKET CAR AUDIO: 69%
CAR: 76%
CD BURNER: 94%
CELL PHONE: 78%
COMPUTER: 98%
DIGITAL CAMERA: 58%
DVD BURNER: 50%
MIXER: 44%
MP3 PLAYER: 45%
SATELLITE RADIO: 13%
TURNTABLES: 54%