

BurrellesLuce MediaMeasurement

PLANETARY COMPANY

YEAR-TO-DATE SUMMARY BY CATEGORY/MEDIA TYPE

OCT 2005-JAN 2006

CATEGORY/ MEDIA TYPE	# OF STORIES	IMPRESSIONS	COLUMN INCHES	EST SECONDS	AD VALUE	#PHOTOS	
						B&W	CLR
=====							
CATEGORY #1							
DAILY NEWSPAPERS	1	96,843	1	0	88	0	0
CONSUMER MAGAZINES/NEWSLETTERS	4	3,242,472	13	0	20,765	0	1
TRADE MAGAZINES/NEWSLETTERS	1	70,046	1	0	555	0	0
WEB	7	953,028	493	0	577,522	0	0
CATEGORY #1 TOTALS	13	4,362,389	508	0	598,930	0	1
CATEGORY #2							
DAILY NEWSPAPERS	50	10,570,215	337	0	263,281	2	6
NON-DAILY NEWSPAPERS	8	289,000	315	0	11,857	0	13
CONSUMER MAGAZINES/NEWSLETTERS	31	31,895,874	408	0	94,826	1	21
TRADE MAGAZINES/NEWSLETTERS	15	539,666	233	0	51,076	0	8
WEB	14	543,566	27	0	15,419	0	0
CATEGORY #2 TOTALS	118	43,838,321	1,320	0	436,459	3	48
CATEGORY #3							
DAILY NEWSPAPERS	14	7,455,879	78	0	48,502	1	2
NON-DAILY NEWSPAPERS	1	3,200	4	0	67	0	0
CONSUMER MAGAZINES/NEWSLETTERS	22	7,694,151	350	0	206,607	0	23
TRADE MAGAZINES/NEWSLETTERS	4	143,046	59	0	14,904	0	3
WEB	9	218,825	11	0	4,061	0	0
CATEGORY #3 TOTALS	50	15,515,101	502	0	274,141	1	28

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						B&W	CLR
=====							
CATEGORY #4							
DAILY NEWSPAPERS	8	7,567,039	23	0	13,229	1	0
CONSUMER MAGAZINES/NEWSLETTERS	14	6,625,365	88	0	82,460	0	4
TRADE MAGAZINES/NEWSLETTERS	8	342,032	70	0	28,162	0	4
WEB	14	870,659	365	0	361,145	0	0
CATEGORY #4 OTALS	44	15,405,095	546	0	484,996	1	8
CATEGORY #5							
CONSUMER MAGAZINES/NEWSLETTERS	2	1,497,414	3	0	4,044	0	0
TRADE MAGAZINES/NEWSLETTERS	2	110,046	3	0	940	0	0
WEB	9	174,695	84	0	15,343	0	0
CATEGORY #5 TOTALS	13	1,782,155	90	0	20,327	0	0
CATEGORY #6							
DAILY NEWSPAPERS	7	7,103,854	19	0	16,203	0	0
CONSUMER MAGAZINES/NEWSLETTERS	8	3,147,781	87	0	27,045	0	6
TRADE MAGAZINES/NEWSLETTERS	7	341,429	71	0	10,293	0	4
WEB	14	3,203,057	15	0	59,244	0	0
CATEGORY #6 TOTALS	36	13,796,121	192	0	112,785	0	10

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						B&W	CLR
=====							
CATEGORY #7							
DAILY NEWSPAPERS	4	214,388	8	0	495	0	0
CONSUMER MAGAZINES/NEWSLETTERS	6	4,383,334	27	0	24,949	0	1
TRADE MAGAZINES/NEWSLETTERS	3	138,314	6	0	1,674	0	0
WEB	7	244,944	75	0	9,357	0	0
CATEGORY #7 TOTALS	20	4,980,980	116	0	36,475	0	1
CATEGORY #8							
TRADE MAGAZINES/NEWSLETTERS	1	70,046	1	0	555	0	0
WEB	2	6,687	2	0	184	0	0
CATEGORY #8 TOTALS	3	76,733	3	0	739	0	0
CATEGORY #9							
DAILY NEWSPAPERS	4	584,241	100	0	1,620	1	0
CONSUMER MAGAZINES/NEWSLETTERS	3	2,912,414	10	0	17,700	0	0
TRADE MAGAZINES/NEWSLETTERS	4	128,586	31	0	6,907	0	0
WEB	8	58,014	99	0	5,938	0	0
CATEGORY #9 TOTALS	19	3,683,255	240	0	32,165	1	0
GRAND TOTALS	316	103,440,150	3,517	0	1,997,017	6	96

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CURRENT-PERIOD SUMMARY BY CATEGORY/MEDIA TYPE

JAN 2006

CATEGORY/ MEDIA TYPE	# OF STORIES	IMPRESSIONS	COLUMN INCHES	EST SECONDS	AD VALUE	#PHOTOS	
						B&W	CLR
=====							
CATEGORY #1							
CONSUMER MAGAZINES/NEWSLETTERS	1	965,977	2	0	3,506	0	0
WEB	2	238,257	111	0	126,360	0	0
CATEGORY #1 TOTALS	3	1,204,234	113	0	129,866	0	0
CATEGORY #2							
DAILY NEWSPAPERS	8	714,153	8	0	951	0	0
NON-DAILY NEWSPAPERS	2	78,000	66	0	2,383	0	3
CONSUMER MAGAZINES/NEWSLETTERS	7	5,367,739	189	0	31,125	0	6
TRADE MAGAZINES/NEWSLETTERS	2	98,400	3	0	1,232	0	0
CATEGORY #2 TOTALS	19	6,258,292	266	0	35,691	0	9
CATEGORY #3							
DAILY NEWSPAPERS	3	1,186,461	14	0	9,196	0	1
CONSUMER MAGAZINES/NEWSLETTERS	9	5,840,975	142	0	168,864	0	8
TRADE MAGAZINES/NEWSLETTERS	1	43,000	12	0	7,121	0	1
CATEGORY #3 TOTALS	13	7,070,436	168	0	185,181	0	10

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CURRENT-PERIOD SUMMARY BY CATEGORY/MEDIA TYPE

JAN 2006

CATEGORY/ MEDIA TYPE	# OF STORIES	IMPRESSIONS	COLUMN INCHES	EST SECONDS	AD VALUE	#PHOTOS	
						B&W	CLR
=====							
CATEGORY #4							
DAILY NEWSPAPERS	1	655,809	5	0	3,775	1	0
CONSUMER MAGAZINES/NEWSLETTERS	3	1,800,058	6	0	5,527	0	0
WEB	7	247,889	186	0	147,147	0	0
CATEGORY #4 TOTALS	11	2,703,756	197	0	156,449	1	0
CATEGORY #5							
WEB	3	149,671	40	0	12,639	0	0
CATEGORY #5 TOTALS	3	149,671	40	0	12,639	0	0
CATEGORY #6							
CONSUMER MAGAZINES/NEWSLETTERS	1	N/A	11	0	962	0	2
WEB	1	238,257	2	0	4,190	0	0
CATEGORY #6 TOTALS	2	238,257	13	0	5,152	0	2
CATEGORY #7							
DAILY NEWSPAPERS	4	214,388	8	0	495	0	0
CONSUMER MAGAZINES/NEWSLETTERS	2	1,745,058	4	0	6,617	0	0
WEB	2	6,687	34	0	1,502	0	0
CATEGORY #7 TOTALS	8	1,966,133	46	0	8,614	0	0

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PLANETARY COMPANY

CURRENT-PERIOD SUMMARY BY CATEGORY/MEDIA TYPE

JAN 2006

CATEGORY/ MEDIA TYPE	# OF STORIES	IMPRESSIONS	COLUMN INCHES	EST SECONDS	AD VALUE	#PHOTOS	
						B&W	CLR
CATEGORY #8							
WEB	1	6,687	1	0	184	0	0
CATEGORY #8 TOTALS	1	6,687	1	0	184	0	0
CATEGORY #9							
DAILY NEWSPAPERS	2	N/A	79	0	N/A	0	0
WEB	5	54,066	94	0	5,829	0	0
CATEGORY #9 TOTALS	7	54,066	173	0	5,829	0	0
GRAND TOTALS	67	19,651,532	1,017	0	539,605	1	21

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PLANETARY COMPANY

DETAILED LISTING OF STORIES BY CATEGORY/MEDIA TYPE

CATEGORY: CATEGORY #1

MEDIA TYPE: CONSUMER MAGAZINES/NEWSLETTERS

JAN 2006

DATE	MEDIA OUTLET/ MEDIA ORIGIN	FREQUENCY/ BROADCAST TIME	IMPRESSIONS	COL INCH (CI)/ EST SEC (ES)	AD VALUE	#PHOTOS B&W CLR	HEADLINE/LEAD-IN BYLINE
01/01/2006	TRAVEL & LEISURE NEW YORK,NY	12-TIMES/YEAR	965,977	2 (CI)	3,506	0 0	OUR GUIDE TO THE... ---
CONSUMER MAGAZINES/NEWSLETTERS TOTALS		1 STORIES	965,977	2 (CI)	3,506	0 0	

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PLANETARY COMPANY

DETAILED LISTING OF STORIES BY CATEGORY/MEDIA TYPE

CATEGORY: CATEGORY #1

MEDIA TYPE: WEB

JAN 2006

DATE	MEDIA OUTLET/ MEDIA ORIGIN	FREQUENCY/ BROADCAST TIME	IMPRESSIONS	COL INCH (CI)/ EST SEC (ES)	AD VALUE	#PHOTOS B&W CLR	HEADLINE/LEAD-IN BYLINE
01/05/2006	FLYERTALK FORUMS (WWW) COLORADO SPRINGS, CO	DAILY	N/A	9 (CI)	N/A	0 0	FLYERTALK FORUMS... ---
01/28/2006	TRIPADVISOR (WWW) NEEDHAM, MA	DAILY	238,257	102 (CI)	126,360	0 0	CATEGORY 1... ---
WEB TOTALS		2 STORIES	238,257	111 (CI)	126,360	0 0	

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PLANETARY COMPANY

DETAILED LISTING OF STORIES BY CATEGORY/MEDIA TYPE

CATEGORY: CATEGORY #1

JAN 2006

DATE	MEDIA OUTLET/ MEDIA ORIGIN	FREQUENCY/ BROADCAST TIME	IMPRESSIONS	COL INCH (CI)/ EST SEC (ES)	AD VALUE	#PHOTOS B&W CLR	HEADLINE/LEAD-IN BYLINE
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CATEGORY #1	TOTALS	3 STORIES	1,204,234	113 (CI)	129,866	0 0	
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PLANETARY COMPANY

DETAILED LISTING OF STORIES BY CATEGORY/MEDIA TYPE

CATEGORY: CATEGORY #2
 MEDIA TYPE: DAILY NEWSPAPERS

JAN 2006

DATE	MEDIA OUTLET/ MEDIA ORIGIN	FREQUENCY/ BROADCAST TIME	IMPRESSIONS	COL INCH (CI)/ EST SEC (ES)	AD VALUE	#PHOTOS B&W CLR	HEADLINE/LEAD-IN BYLINE
01/08/2006	GEORGIA TIMES-UNION JACKSONVILLE, FL	DAILY	197,706	1 (CI)	212	0 0	CONDE NAST TRAVELER'S... ---
01/08/2006	MINOT DAILY NEWS MINOT, ND	SUNDAY	21,823	1 (CI)	35	0 0	TOP HOTELS TO STAY AT... ---
01/08/2006	NEWS-TIMES DANBURY, CT	SUNDAY	38,423	1 (CI)	50	0 0	CONDE NAST LISTS TOP... ---
01/08/2006	ORLANDO SENTINEL ORLANDO, FL	SUNDAY	368,562	1 (CI)	507	0 0	A LITTLE GOES A LONG... ERIC MICHAEL
01/08/2006	RECORD TROY, NY	SUNDAY	20,470	1 (CI)	41	0 0	FOUR SEASON HOTELS... ---
01/08/2006	REGISTER CITIZEN TORRINGTON, CT	DAILY & SUNDAY	9,515	1 (CI)	23	0 0	HOTEL SURVEY ---
01/08/2006	SHEBOYGAN PRESS SHEBOYGAN, WI	SUNDAY	26,201	1 (CI)	50	0 0	GOLD LIST HAS TOP... ---
01/08/2006	SUNDAY HOUR NORWALK, CT	SUNDAY	31,453	1 (CI)	33	0 0	HOTEL SURVEY ---
DAILY NEWSPAPERS TOTALS		8 STORIES	714,153	8 (CI)	951	0 0	

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DETAILED LISTING OF STORIES BY CATEGORY/MEDIA TYPE

CATEGORY: CATEGORY #2

MEDIA TYPE: NON-DAILY NEWSPAPERS

JAN 2006

DATE	MEDIA OUTLET/ MEDIA ORIGIN	FREQUENCY/ BROADCAST TIME	IMPRESSIONS	COL INCH (CI)/ EST SEC (ES)	AD VALUE	#PHOTOS B&W CLR	HEADLINE/LEAD-IN BYLINE
01/01/2006	SANTA MONICA SUN SANTA MONICA, CA	MONTHLY	30,000	29 (CI)	745	0 2	THE PLANETARY'S... ---
01/06/2006	BEVERLY HILLS COURIER BEVERLY HILLS, CA	WEEKLY	48,000	37 (CI)	1,638	0 1	THE PLANETARY BEVERLY... ---
NON-DAILY NEWSPAPERS TOTALS		2 STORIES	78,000	66 (CI)	2,383	0 3	

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DETAILED LISTING OF STORIES BY CATEGORY/MEDIA TYPE

CATEGORY: CATEGORY #2

MEDIA TYPE: CONSUMER MAGAZINES/NEWSLETTERS

JAN 2006

DATE	MEDIA OUTLET/ MEDIA ORIGIN	FREQUENCY/ BROADCAST TIME	IMPRESSIONS	COL INCH (CI)/ EST SEC (ES)	AD VALUE	#PHOTOS B&W CLR	HEADLINE/LEAD-IN BYLINE
01/01/2006	AMERICAN SPA NEW YORK,NY	MONTHLY	28,000	2 (CI)	279	0 0	WHAT IS YOUR BUSINESS... HEATHER MIKESELL
01/01/2006	CONDE NAST TRAVELER NEW YORK,NY	MONTHLY	779,081	3 (CI)	4,666	0 0	WORLD'S BEST 700... ---
01/01/2006	TRAVEL & LEISURE NEW YORK,NY	12-TIMES/YEAR	965,977	2 (CI)	3,506	0 0	OUR GUIDE TO THE... ---
01/01/2006	WESTWAYS LOS ANGELES,CA	BI-MONTHLY	3,442,681	2 (CI)	1,550	0 0	FOR MEMBERS ONLY ---
01/04/2006	BEVERLY HILLS (213) BEVERLY HILLS,CA	WEEKLY	50,000	94 (CI)	12,190	0 4	THE BELVEDERE ---
01/11/2006	BEVERLY HILLS (213) BEVERLY HILLS,CA	WEEKLY	50,000	59 (CI)	6,917	0 1	THE PLANETARY SPA ---
01/12/2006	NEWPORT BEACH (714) NEWPORT BEACH,CA	14-TIMES/YEAR	52,000	27 (CI)	2,017	0 1	EXPERIENCE REJUVENATION ---
CONSUMER MAGAZINES/NEWSLETTERS TOTALS		7 STORIES	5,367,739	189 (CI)	31,125	0 6	

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DETAILED LISTING OF STORIES BY CATEGORY/MEDIA TYPE

CATEGORY: CATEGORY #2

MEDIA TYPE: TRADE MAGAZINES/NEWSLETTERS

JAN 2006

DATE	MEDIA OUTLET/ MEDIA ORIGIN	FREQUENCY/ BROADCAST TIME	IMPRESSIONS	COL INCH (CI)/ EST SEC (ES)	AD VALUE	#PHOTOS B&W CLR	HEADLINE/LEAD-IN BYLINE
01/01/2006	FRONT DESK LOS ANGELES LOS ANGELES,CA	MONTHLY	49,200	2 (CI)	821	0 0	THE CLUB BAR ---
01/01/2006	FRONT DESK LOS ANGELES LOS ANGELES,CA	MONTHLY	49,200	1 (CI)	411	0 0	THE BELVEDERE ---
TRADE MAGAZINES/NEWSLETTERS TOTALS		2 STORIES	98,400	3 (CI)	1,232	0 0	

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CATEGORY: CATEGORY #2

JAN 2006

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CATEGORY #2 TOTALS		19 STORIES	6,258,292	266 (CI)	35,691	0 9	
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JAN 2006 TOTALS

67 STORIES 19,651,532 1,017 (CI)
0 (ES) 539,605 1 21

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JAN 2006

DATE	MEDIA OUTLET/ MEDIA ORIGIN	FREQUENCY/ BROADCAST TIME	IMPRESSIONS	COL INCH (CI)/ EST SEC (ES)	AD VALUE	#PHOTOS B&W CLR	HEADLINE/LEAD-IN BYLINE
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TOTAL # OF STORIES IN THIS REPORT: 67