

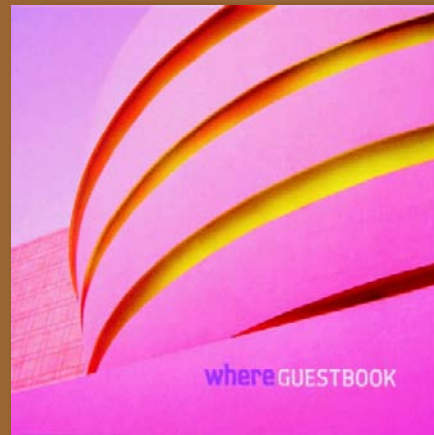
where®

Local Guides. Worldwide.

Where® Magazine
The Complete Guide To Go



Where® Guestbook
Your exclusive view of the City



Where® Quick Guide
The City in Your Pocket



Where® Maps
The Travel Partner



where[®]

Local Guides. Worldwide.

United States Alaska & Yukon Amelia Island Atlanta Arizona Baltimore Beverly Hills The Big Island (HI) Bonita Springs Boston Boulder Cambridge Captiva Island Charleston Charlotte Chicago Clearwater Colorado Springs Dallas Denver Fort Myers Fort Worth Greater Fort Lauderdale Houston Jacksonville Kansas City Kaua'i Las Vegas Los Angeles Marco Island Maui Memphis Miami Milwaukee Minneapolis/St. Paul Naples Nashville New Orleans New York Northern Virginia O'ahu Orange County (CA) Orlando Palm Beach Philadelphia Phoenix/Scottsdale Ponte Vedra Beach Raleigh/Durham/Chapel Hill St. Augustine St. Petersburg San Antonio San Diego La Jolla San Francisco Sanibel Island Santa Barbara Seattle/Eastside St. Louis Tacoma Tampa Tucson Wailea Washington, D.C. Winston-Salem/Greensboro/High Point Hong Kong Macau Singapore **Canada** Calgary Canadian Rockies Edmonton Halifax Muskoka Ottawa/Hull Toronto Vancouver Victoria Winnipeg **Europe** Budapest London Moscow Paris Rome St. Petersburg





Morris Visitor Publications and where®

Morris Visitor Publications offers the traveler the very best in visitor magazines, guidebooks, maps, and custom luxury lifestyle publications at the world's finest hotels and resorts.

MVP's where® brand presents a sophisticated local view that is unmatched in the travel and leisure industry. Our global in-room distribution, coupled with our strong presence at the concierge desk, provides advertisers limitless ways to connect with discerning business and leisure travelers who have the time, means, and desire to indulge in the best a destination has to offer.

where®
Local Guides. Worldwide.



where® MAPS

The Travel Partner

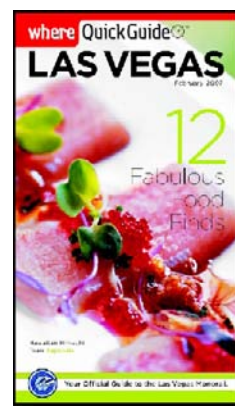
Accurate, up-to-date, and visually appealing maps of the Las Vegas Strip and surrounding areas. Where Maps provide the single best visual overview of the city—an essential resource for the hotel concierges and a must-have for the visitor on the go. Our map features highly detailed cartography that includes major points of interest. An outstanding opportunity for advertisers to pinpoint the exact location of their businesses. Unique in-hand distribution is the key to its success.



where® Quick Guide

The City in Your Pocket

A handy, compact guide to the city's highlights, packed with information and available in a convenient pocket size and distributed at a wide range of hotels and key businesses, as well as exclusively on the Las Vegas Monorail. The Where QuickGuide™ offers a “greatest hits” of the city for readers with limited time: must-see attractions, monthly best bets, top 10 lists, and a handy map on the inside. Free value-added coupons make this publication perfect for advertisers courting the leisure traveler on a budget.



where® MAGAZINE

The Complete Guide To Go

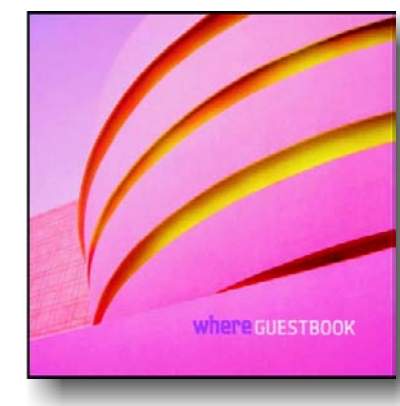
A monthly, portable, guidebook-style magazine with everything for readers on the go, available at medium-to high-end hotel concierge desks and select businesses throughout the resort corridor. Where Magazine's useful articles, timely sidebars and comprehensive listings provide the most complete guide to the city's top restaurants, shops, shows, attractions, exhibits, and tours. With upbeat covers, extensive maps, and information-rich content on every page, the magazine is a must for concierges and ideal for advertisers who want to reach readers at their most receptive—when they're out exploring the city.



where® GUESTBOOK

Your Exclusive View of the City

An annual, museum-quality coffee-table book that delights reader with a savvy, insider's view, available in-room at upscale hotels. Through gorgeous photography, insightful essays, neighborhood profiles and celebrity interviews, Where GuestBook™ is the publication readers are compelled to pick up and want to linger over — timely yet timeless, elegant, poetic, and reflective of the soul and spirit of the city. Its modern, eye-catching designs and innovative layouts create a luxurious environment designed to attract high-end advertisers and impress world-class hotels and the travelers that stay in them. (Not currently in Las Vegas)




where® The Complete Guide to Go

A monthly, portable, guidebook-style magazine with everything for readers on the go, available at medium- to high-end hotel concierge desks and select businesses throughout the resort corridor. Where Magazine's useful articles, timely sidebars and comprehensive listings provide the most complete guide to the city's top restaurants, shops, shows, attractions, exhibits and tours.

With upbeat covers, extensive maps and information-rich content on every page, the magazine is a must for concierges and ideal for advertisers who want to reach readers at their most receptive – when they're out exploring the city.

Circulation

- 100,000 Monthly Circulation
- 1.2 Million Annual Circulation
-  Audited

Readership

- 460,000 Monthly
- 5.5 Million Annually

Distribution

At most leading hotels, casinos, Concierge desks, bell desks and upscale retailers, including MGM Grand, Bellagio, Wynn Resort, Venetian, Forum Shops, Grand Canal Shops, Four Seasons and many more!

Added Value

- Personalized Concierge Events
- Coverage in Concierge Newsletters
- Guaranteed Editorial
- Multiple Page Discounts



where® reaches an exclusive segment of the visitor market—travelers who have the time, means, and desire to indulge in the best a destination has to offer.

Where is
The Visitor Experience.

where is
the perfect spa treatment.

where is
the trendiest shopping.

where is
the finest dining.

where is
the hottest show in town.

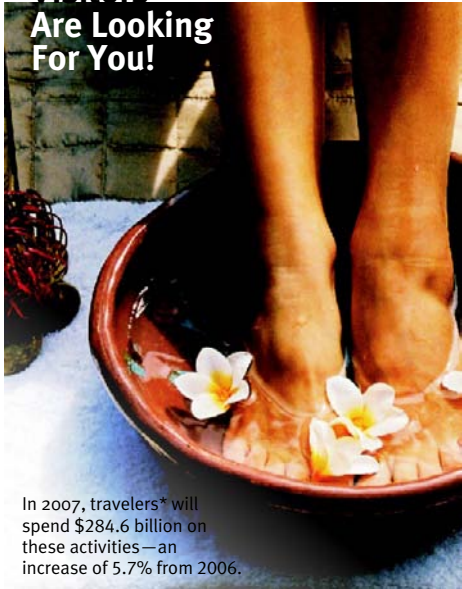
where[®]
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Where is The Visitor Experience.

The visitor experience is shaped by the shopping, dining, entertainment and recreational activities of a destination.

Visitors Are Looking For You!



In 2007, travelers* will spend \$284.6 billion on these activities—an increase of 5.7% from 2006.

SHOPPING

- 63% of domestic travelers shop while traveling.
- Shopping is the #1 activity for 85% of international visitors.
- In 2007, retail spending by travelers* is expected to reach \$51.2 billion.**
- Since 2004, shopping expenditures have increased 5.0% per year.
- For 51% of U.S. travelers, shopping is their primary or secondary purpose for a trip.
- 73% take advantage of shopping at stores they do not have at home.

U.S. Shopping Traveler Profile

Age 18-34	35%
Age 35-59	42%
HHI	\$69,400
Trip Duration	4.8 nights

ENTERTAINMENT AND RECREATION

- Visitors* are expected to spend an estimated \$74.4 billion** on entertainment and recreation in 2007.
- Visitor spending on entertainment and recreation has increased 5.6% per year for the past 3 years.

DINING

- Visitors account for between 25% and 40% of full-service restaurant revenues.
- In 2007, visitors* are expected to spend \$159 billion** on dining—32% of the restaurant industry's expected \$491.1 billion projected revenue.

U.S. visitors enjoy dining out when traveling:

- 63% like to try new restaurants most nights
- 60% are likely to spend more money on food and drink when traveling
- 46% make an effort to try regional cuisines, culinary specialties, local wines/spirits, etc.

*Does not include international visitor expenditures; data not available.

** MVP projections based on historical data.

Sources:

2007 Restaurant Industry Forecast, National Restaurant Association.
The 2007 Travel & Tourism Market Research Handbook, Richard K. Miller & Associates
Tourism Works for America, 2007 Edition TIA

Where Magazine Las Vegas • 101 Convention Center Drive, Suite 680 • Las Vegas • Nevada • 89109 • Tel: 702-731-4748 • Fax: 702-731-4718

where[®] reaches an exclusive segment of the visitor market—travelers who have the time, means, and desire to indulge in the best a destination has to offer.



where® Readers Pamper Themselves

The number of spa visits and destination spa vacations are on the rise, and 43% of spa clientele are new customers.* By advertising with Where Las Vegas, you can reach these travelers right when they are feeling indulgent.

Las Vegas Monthly Reader Profile

- 73,600 where Las Vegas readers visit spas and salons every month
- Every month, there are 46,000 where Las Vegas readers planning to take a spa vacation in the next 12 months
- Where Las Vegas readers visit Las Vegas 4.7 times per year

On average, customers spend more than \$900 a year on spa services, and visit the following spa categories 1 to 5 times a year:***

- Day Spa 57%
- Resort / Hotel Spa 57%
- Salon 38%
- Destination Spa 22%
- Club Spa 21%

Sources: *2004 Tourism Works for America. 13th Edition, Travel Industry Association of America

**2004 where Magazine Reader Profile Study, Mediamark Research Inc. (MRI), Custom Division and June 2005 Audit Bureau of Circulations Statement

*** Coyle Hospitality Group, July 2005

where® Readers Dine Out

Every month, Where Las Vegas provides visitors with a comprehensive guide to dining, dishing out detailed information on Las Vegas' restaurant scene. With extensive listings, news and tips on Vegas classics and trendy favorites, visitors turn to Where before making their dining decisions.

Las Vegas Monthly Reader Profile

- 81% of readers patronize full-service restaurants
- Where Las Vegas readers spend \$141 million per month dining – that's \$4,714,080 per day
- At least 386,400 readers dine in a restaurant and with average party sizes of at least 2.6 persons, and account for more than 1 million restaurant customers a month
- Where is the dominant source for restaurant selection with 57% of readers using where to make their dining decisions

- 61% of readers find the advertisements useful

Source: 2004 where Magazine Reader Profile Study, MRI (Mediamark Research Inc), Custom Division + June 2005 Audit Bureau of Circulations Statement

Restaurant Industry Profile

- Visitors in the U.S. spend more money dining than on any other trip aspect, including lodging, shopping and transportation
- Travelers account for roughly half of the sales at sit-down restaurants with average bills of \$25 or more

Source: Tourism Works for America, 2004, 13th Annual Edition, Travel Industry Association of America

“Fine dining is more dependent on tourism and business travel than any other segment.”

— Hudson Riehle, Senior V.P. Research, *National Restaurant Association*



where
Local Guides. Worldwide.



where® Readers Buy, Buy, Buy

Whether shopping for jewelry, apparel, luggage or antiques, Where Las Vegas is the ultimate guide to shopping. From luxurious shops lining the Strip to trendy malls off the Strip, visitors exploring the city can purchase items they might not find or have time to buy at home.

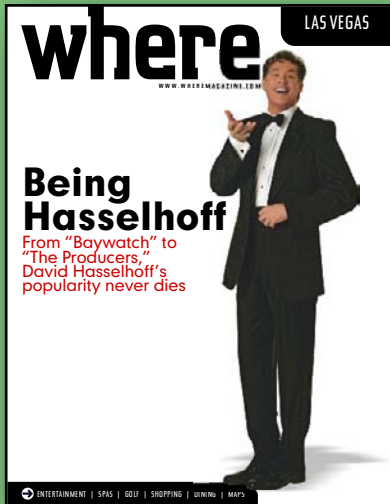
With detailed information about “everything retail,” travelers frequently turn to Where before making their shopping decisions. Visitors rank Las Vegas as the #2 city for shopping,* and Where readers are above-average consumers.

*Source: Harrisinteractive Orbitz Poll, 11/04

- Every month 345,000 Where readers shop while visiting Las Vegas

- Where Las Vegas readers spend \$171 million per month on retail – that’s \$5,727,000 per day
- For 172,500 readers, their purchases are an impulse buy
- 44% of readers have more time to shop while traveling and 33% are able to purchase items not available at home
- 279,450 readers a month spend more money while traveling
- 69% of readers buy based on quality, not price
- 158,700 readers purchase more luxury and high-end items while traveling
- 61% of Where readers find the advertisements useful

Source: 2004 where Magazine Reader Profile Study, MRI (Mediamark Research Inc), Custom Division + June 2005 Audit Bureau of Circulations Statement



where® Readers Love Entertainment

Las Vegas offers visitors zillions of entertainment options. Whether traveling on business or just for fun, each and every visitor wants to be entertained and they turn to Where Las Vegas to make their choices.

With comprehensive features and detailed listings on Las Vegas’s hottest acts, shows and clubs, Where is the ultimate source for finding all the fun in town.

Las Vegas Monthly Reader Profile

- 61% of Where Las Vegas readers find the advertisements useful
- Every month:
 - 142,600 readers attend the theater
 - 115,600 readers go to nightclubs
 - 55,200 readers frequent comedy club

Source: 2004 where Magazine Reader Profile Study, Mediamark Research Inc. (MRI), Custom Division and June 2004 Audit Bureau of Circulations Statement

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Drive Sales And Increase Profits By Advertising With where® Las Vegas Today!

2008 where® Las Vegas “Taste of the City” Special Section

Where Las Vegas “Taste of the City” is a monthly advertising section designed to provide advertisers with an exclusive opportunity to market their restaurants.

The format of the section, which includes a four-color photo and full venue description, maximizes a restaurant’s advertising message in both reach and value. As a staple item in Where, this section is easily familiar to both readers and hotel concierges.

Where readers know the “Taste of the City” and Where Las Vegas determines where they dine.

Las Vegas Monthly Reader Profile

- 81% of readers patronize full-service restaurants
- Where Las Vegas readers spend \$141 million per month dining—that’s \$4,714,080 per day
- At least 386,400 readers dine in a restaurant and with average party sizes of at least 2.6 persons, account for more than 1 million restaurant customers a month
- Where is the dominant source for restaurant selection, with 57% of readers using Where to make their dining decisions
- 61% of readers find the advertisements useful

Source: 2004 Where Magazine Reader Profile Study, Mediarmk Research Inc. (MRI), Custom Division + June 2004 Audit Bureau of Circulations Statement



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WHTC0807

What's the Where Advantage?

Where Magazine reaches an exclusive audience of visitors. These travelers are high-earning professionals who lead an active lifestyle and have a passion for the best a destination has to offer.

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AFFLUENT AND PARTICULARLY SOPHISTICATED

Average Age 48.2

Marital Status:

- Married 60.7%
- Single/Divorced/Widowed 39.3%

- Average HHI \$125,700
- Average HH Net Worth \$715,800
- Grad College+ 61.0%
- Prof/Mgr Employment 52.2%

ACTIVE AND ADMIRABLY PASSIONATE

- Average hotel stay [nights] per trip 3.1
- # of domestic trips per year 12.2
- Travel for vacation 90.4%
- Travel for business 54.8%
- Travel for part business and part vacation 40.4%
- Stayed in four- or five-star hotel in last 12 months 77.4%

Trip Activities:

- Dining 83.7%
- Shopping 74.5%
- Attractions/Sightseeing 50.0%
- Museums 38.4%
- Theatre 31.7%
- Nightclub 24.8%
- Antique/Art Gallery 24.0%
- Spa/Salon 15.8%

SAVVY AND ENVIOUSLY INDULGENT

- Average spending per trip \$1,344.90
- Total spent on dining per trip \$350.50
- Total spent on shopping \$447.50 per trip
- Spend more money while traveling 80.3%
- Buy based on quality, not price 68.6%
- Purchase more luxury/high-end products when traveling 46.4%

ENGAGED AND DISCERNINGLY INFLUENCED

- Previously read Where 75.1%
- Average number of readers per issue 4.7
- Average time spent reading an issue 41.7 minutes
- Find Where useful in choosing trip activities 87.8%

Source: Where Magazine Reader Profile Study, October 2004, MRI (Mediamark Research Inc.) Custom Division



Editorial Features



where® Magazine

With an editorial mix that covers the comprehensive itinerary of the visitor experience, Where Magazine provides an exclusive audience of travelers with unique access to the city's most celebrated restaurants, shops and attractions.

Editorial Highlights

- **Welcome** – a brief introduction to Where from our editors.
- **Travel Buzz** – features a roundup of the latest and greatest information for the affluent traveler.
- **Hot Dates** – the month's best events chosen by the editor and arranged by date.
- **Features** – a wide range of stories to help visitors make the most out of their stay.
- **The Guide** – the complete resource for the visitor that includes comprehensive listings arranged by topic.
- **Navigate** – extensive transportation and navigation information for the reader.
- **30 Things We Love** – a useful list of what our editors love about their cities that is updated monthly.



where®

2008 where® Las Vegas Editorial Calendar

JANUARY

- **The Healthy Vegas issue:**
The best hotel gyms, spas, outdoor excursions, etc. Also, healthy eating, with focus on spa-style cuisine, vegetarian joints, seafood and other health-conscious cuisine.

FEBRUARY

- **Indulgence Issue:**
Vegas' richest indulgences — from dining to shopping to the most romantic hideaways.

MARCH

- **Gaming Guide:**
A breakdown of table games and how to play them; how to bet on sports; the best places to play and why.

APRIL

- **The Celebrity Issue:**
Where they stay and where they play, with celebrity interviews and a look at Vegas' most beloved performers and returning headliners.

MAY

- **Classic Vegas:**
The Top 10 places to have your photo taken in Las Vegas. Classic Vegas sites, shows and dining experiences, too!

JUNE

- **Keep Your Cool:**
Pools, pool parties and concerts, with additional ways to stay cool this summer. Plus how to look your best in the heat.

JULY

- **Sexy Vegas:**
The hottest and sexiest shows, clubs, restaurants and things to do — plus how to dress for them.

AUGUST

- **Behind the Scenes:**
An insider's look at Vegas' most unforgettable shows, restaurants and attractions. From the fashions they wear to the people who produce them. Also, a fashion-forward look at the newest Vegas souvenirs.

SEPTEMBER

- **Editor's Choice:**
Where's favorites in all categories.

OCTOBER

- **Animal Attraction:**
The best sights and shows for animal lovers. Also, kicks for thrill-seekers and speed demons.

NOVEMBER

BONUS DISTRIBUTION

- **The Dining Issue:**
Everything you've ever wanted to know about Las Vegas dining. Plus! Celebrity chefs and their favorite Thanksgiving recipes.

DECEMBER

BONUS DISTRIBUTION

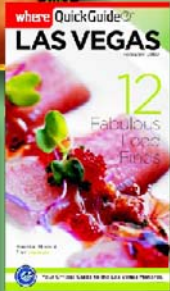
- **The Shopping Issue:**
What's new on the Las Vegas shopping scene; includes our annual holiday gift guide.

In Every Issue of where® Las Vegas:

- Hot Dates
- Travel Buzz
- The Guide To:
 - Attractions
 - Dining
 - Entertainment
 - Shopping
 - Spas and/or Golf
- Maps
- Navigate
- 30 Things We Love



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“The Guide” is a complete resource for the visitor that includes comprehensive listings arranged by topic and allows us to highlight your property offerings.

“Spotlight” is a more in-depth look at a select business.

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SPAS+SALONS

SPOTLIGHT

Chief Colorist

A protégé of celebrity stylists Jose Eber and Laurent D, Michael Boychuck came to Las Vegas to open Laurent's salon at the Bellagio before meeting the Maloof family and opening up his own high-profile salon, Amp. Reknown as the “colorist to the stars,” Boychuck's celebrity clientele includes Nicky Hilton, J-Lo, Kirsten Dunst, Gwen Stefani and 1997 Playmate Nikki Schieler Ziering (pictured). To keep summer hair looking radiant, Boychuck suggests keeping it fully hydrated and moisturized — among his favorite product lines is Kerastase. In addition to Amp, 942-6909, (he works Su-M), Boychuck is spa director at Venus, 731-7791, at Caesars Palace (he works W-Sa). He has also created his own concept salon, The Cutting Room, 735-2887, in Henderson.



Spas & Salons

Bellagio Spa & Salon Bellagio — Located near the Conservatory & Botanical Garden, this spacious spa features 56 treatment rooms, whirlpools, saunas, steam rooms and an exercise room and fitness center. A variety of “wordy” treatments and therapies are available, including Ashitsu Oriental Bar Therapy, Water Massage, Indian Head Massage and Thai Yoga Massage. 3660 Las Vegas Blvd. S. 693-7472.

Bally's Spa at Bally's — Deep tissue massage, hydrotherapy treatments and mineral body wraps are but a few of the soothing services offered. Also houses a full-featured fitness center with free and mechanical weights, as well as a selection of cardiovascular equipment including treadmills and cutting-edge elliptical machines. 3580 Las Vegas Blvd. S. 967-4366.

Caesars Palace: Qua Baths & Spa — Inspired by the baths of ancient Rome, where people gathered among pools for personal reflection and social connection. Following this emphasis on water, the facility includes Roman baths, an Arctic ice room and treatments that use multiple water jets. 3570 Las Vegas Blvd. S. (866) 782-0655.

Caesars Palace: Venus Salon — Developed by celebrity colorist Michael Boychuck, Venus is destined to become a haven for those looking for star style. In addition to hair services, Venus offers exotic aromatherapy treatments, waxing, manicures, pedicures and scalp treatments. 3570 Las Vegas Blvd. S. 731-7791.

Excalibur: Royal Treatment Spa & Fitness Center — Feel like a king or a queen for a day at this 53,000-square-foot spa that offers a variety of facials, massages, body wraps and other treatments. Amenities include a red-wood sauna and eucalyptus steam room. Also offers a state-of-the-art fitness center. 3850 Las Vegas Blvd. S. 597-7772.

Excalibur: Kristina's Salon — Cuts, shampoo, perms and manicures for men and women. 3850 Las Vegas Blvd. S. 597-7255.

Flamingo: The Spa at the Flamingo — Features a fully-equipped fitness center, men's and women's spa and a wide range of massage services, body treatments and facials. 3555 Las Vegas Blvd. S. 733-3311.

Four Seasons: The Spa at Four Seasons — Features Jambu Assan rituals that blend exotic ingredients with ancient traditions for internal and external health and beauty. The 12,000-square-foot oasis offers 16 elegant treatment rooms, a relaxation room and eucalyptus steam rooms. 3960 Las Vegas Blvd. S. 632-5000.

Grand Vacation Spa — Hilton — An elegant spa destination with 8,500-square feet and six treatment rooms, as well as a relaxation lounge, steam rooms and manicure and pedicure stations. 2650 Las Vegas Blvd. S. 765-8580.

Green Valley Ranch: The Spa — A 30,000-square-foot facility with 22 treatment rooms, eight of which are below ground. Signature Series treatments include the Green Valley Green Tea Wrap, Hydra Drench Cocoon and the Oxygen and Hot Cinnamon facials. The Spa also offers a private VIP lounge, with a fireplace bridging the indoor and outdoor spaces. 2300 Paseo Verde Parkway. 617-7570.

Hard Rock: Brannon Salon — Celebrity stylist Brannon came to Las Vegas via New York in 2004 to open this ultra-exclusive salon with just four chairs. Open to locals, guests and celebrities — past clients have

Guidelines

Most of the spas and health clubs listed here are located in Southern Nevada resorts, but many allow day-use for non-resort guests. Although we include descriptions of services and treatments at each spa, they are by no means exhaustive. We recommend calling ahead for a full list of services and pricing.

Included: Jon Bon Jovi, Vince Neil and Britney Spears. 4455 Paradise Rd. 693-5552.

Hard Rock: Rock Spa — Using only natural therapies and the most exclusive products, Rock Spa blends nature and touch to heal and soothe. 4455 Paradise Rd. 693-5554.

Harrah's: The Spa at Harrah's — Luxuriate in a relaxing aromatherapy or Swedish massage, which promote the release of stressors, or enjoy a deep-cleaning classic European facial or a hydrojetta treatment, which is the ultimate professional hydrating treatment for dry and sun-damaged skin. Housed within the Spa is a full-service beauty salon and state-of-the-art health club. 369-5526.

JW Marriott: Aqueo Sails Spa — This 40,000-square-foot luxury spa offers 30 rooms for massages, facials, aromatherapy, body wraps and bath scrubs. Also features weight training, cardiovascular and motion areas for Pilates, yoga and tai chi. 221 N. Rampart Blvd. 860-7507.

Loews Lake Las Vegas: Spa Moolay — Intimate facility with nine treatment rooms, a beauty salon and a 24/7 fitness center that offers GPS-enabled umbrellas to monitor heart rate. 101 Montelago Village. 567-6000.

Luxor: Nurture — Allows guests the chance to unwind with treatments designed to soothe tired bodies and calm weary minds. 3900 Las Vegas Blvd. S. 730-9720.

Mandalay Bay: Bathhouse — Located in The Ebel, the gym and spa offers a serene refuge. Stone, water and mineral design set a tranquil tone for massages (the hot stone massage is a specialty) and body wraps; salon services, steam rooms, rainfall corridors and hot and cold pools round out the offerings. 3950 Las Vegas Blvd. S. 632-9249.

Mandalay Bay: Spa Mandalay — This 30,000-square-foot spa facility features 21 deluxe treatment rooms offering a variety of regimens, including reflexology, aromatherapy and facials. 3950 Las Vegas Blvd. S. 632-7200.

MGM Grand: Cristophe Salon — A favorite of rock stars, celebrities and royals, Cristophe's indulgent salon offers the best in hairstyling and color. Get ready for a big night out with packages that include spa treatments, hair and makeup with the use of a stretch limousine. 3799 Las Vegas Blvd. S. 891-3339.

MGM Grand: MGM Grand Spa — Known for its cutting-edge treatments and innovative techniques, modern science and ancient rituals converge here — the Dreaming Ritual invokes the healing powers of Australia's Aboriginal tribes. 3799 Las Vegas Blvd. S. 891-3077.

The Mirage: The Spa at The Mirage — Currently under renovation and set to reopen in November 2007. During the renovation period, a fitness center with strength and cardio machines, fitness attendants, beverage service and locker facilities will be open across from the Dairy Queen Theater. Also available are in-room massages. 3400 Las Vegas Blvd. S. 791-7472.

The Palms: Amp Salon — Gear up for another night out, and let stylists beautify your locks, nails and makeup.

To keep unruly hair manageable, use a leave-in treatment that combats the sun's rays — it'll help to detangle and protect against any damage.



“30 Things We Love About Las Vegas” is a useful list of what our editors love about Las Vegas.

where[®]
Local Guides. Worldwide.

30 THINGS WE LOVE

ABOUT LAS VEGAS



4 The attention to detail paid in our luxurious spas.

6 Titanic: The Artifact Exhibit. Some 95 years after the liner sank, it's still a compelling story.

8 Bobby Slayton at Hooters. Irascible, ill-tempered and so, so funny.

10 The women of “X Burlesque” at the Flamingo. They're hot AND they know how to dance.

12 The Reading Room at Mandalay Bay. Heavyweights such as Kirk Douglas have signed their books there.

14 Our local authors. Barnes & Noble has Matt O'Brien's engrossing read, *Beneath the Neon*, a journey through the tunnels of Las Vegas.

16 Smith & Wollensky, a hip spot for steak and wine. This month, Wine Week returns September 17-21. Get out and celebrate!



7 The Fall Out Gallery, an incredible showing in the Downtown Arts District.

9 Zia, an ultra-cool used record, CD and DVD store, a short drive from the Strip at Eastern and Flamingo.

11 Red Mango, across from the Hard Rock. Frozen yogurt that's good for you (really), with cool toppings such as Cinnamon Toast Crunch cereal.

13 The flower arrangements at the Four Seasons

15 Stomp Out Loud at Planet Hollywood. Making noise has never been so engrossing.

17 The Bootlegger Bistro, on the Strip at Warm Springs. Monday night is karaoke night, and we love to bring down the house!

19 The fabulous jewelry collections from John Hardy, available at Neiman Marcus and Saks Fifth Avenue. Fall 2007 designs have just been released!



15 Jubilee! at Bally's. The rhinestones! The feathered headdresses! Look no further for classic Vegas.

18 Masquerade Show in the Sky at Rio. Even if you don't want the beads, it's fun to catch them.

20 Watching the lizards for what seems like hours at the Las Vegas Springs Preserve.

21 Bowling at Sunset Station.

22 Watching the Bellagio Fountains from the Eiffel Tower Experience at Paris Las Vegas.

24 Carnival Court at Harrah's. A rockin' good time, every night on the Strip.

26 Driving down the Strip late at night.

28 The REVERSE side of the Welcome to Las Vegas sign. Drive carefully, because you'll be back!



27 Las Vegas Paiute Golf Resort. A quiet, picturesque spot for lunch — and hitting the links.

29 Tournament of Kings at Excalibur. Eat with your hands, watch jousting battles.

30 The log flume at AdventureDome. We don't care that it is indoors.

31 Wynn's VIP Indulgence Package. Watch *Le Reve* from your special section, while being served champagne and strawberries, and getting a peek behind-the-scenes.

32 TAO Beach. A happenin' spot gets even better.

33 That no matter what your outfit, you're never the worst dressed.

34 More than one meal out of a sandwich from Canter's Deli at TI (Treasure Island).

35 Free drinks while playing in the casino! Be sure to tip, though.

➔ What's your favorite thing about Sin City? Send us an e-mail at 30things@wheremagazine.com and we'll consider it for the next issue.

where® Distribution

2008 Planned Distribution*
20% increase!

120,000 magazines / month

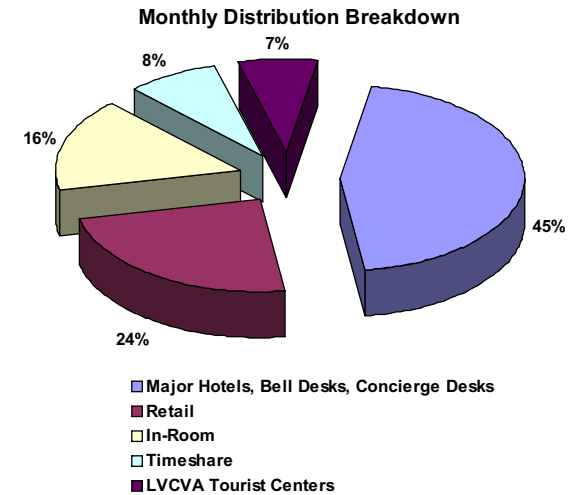
100,000 to tourists

20,000 to locals

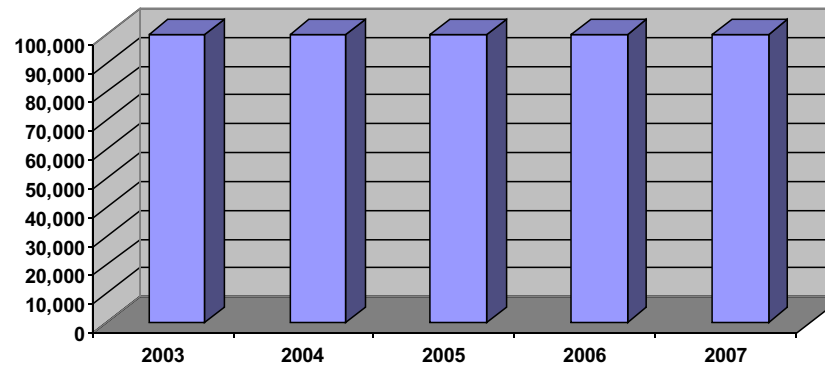
(both direct mail and free at local retail outlets)

Total annual circulation = 1,440,000 pieces

** To be approved by corporate by Nov 1, 2007*



5-Year Distribution History



Audited

Proudly Distributed at the Following Locations:

MAJOR RESORTS & CASINOS

Bellagio Resort & Casino
 Fitzgerald Hotel (In-Room)
 Four Seasons Hotel
 Golden Nugget Hotel & Casino
 Green Valley Ranch
 Hard Rock Hotel & Casino
 Harrah's — Carnival Court
 Horseshoe
 JW Marriott
 Las Vegas Hilton
 Loews Resort (In-Room)
 Mandalay Bay
 MGM Grand Hotel & Casino
 Palace Station
 Palms
 Planet Hollywood (x4)
 Platinum Concierge Desk
 Plaza
 Ritz Carlton
 Riviera Hotel & Casino
 Sam's Town
 Stratosphere Hotel & Casino (x6)
 Terribles Hotel & Casino
 Tuscany
 Venetian Resort & Casino (x6)
 Westin Casuarina
 — In-Room
 — Concierge Desk
 Wynn Las Vegas (x2)

EXECUTIVE SUITES & TIMESHARES

Alexis Park (x2) (In-Room)
 Atrium Hotel
 Cancun Resort (In-Room)
 Carriage House (In-Room)
 Clarion (In-Room)
 Cliffs
 Courtyard by Marriott
 — North Rainbow
 — Industrial
 — Paradise
 — Green Valley Pkwy
 Desert Paradise Resort
 Embassy Suites

Emerald Suites North & South
 Emerald Suites (3890 Graphic)
 Fairfield by Marriott Paradise
 Fairfield by Marriott Industrial
 Hawaiian Market/Polo Towers
 Hilton Grand Vacation Club
 — Karen
 — Flamingo
 — Las Vegas Blvd.
 Holiday Inn Express (x3)
 Knights Inn - Paradise
 Marriott Timeshare Properties
 — Caesars Forum Shops (x3)
 — Grand Chateau (x2) (In-Room)
 — Palace Station
 — Polo Towers
 — Stratosphere (x4)
 — Venetian (x4)
 Renaissance Hotel
 Residence Inn
 — Howard Hughes Center
 — Industrial
 — Paradise Road
 St. Tropez Suites

CONVENTION & VISITOR CENTERS

Henderson Convention & Visitor Ctr
 LVCVA — Boulder City
 LVCVA — Mesquite
 LVCVA — Primm
 LVCVA — Paradise Road

DOLLAR RENT-A-CAR LOCATIONS

Bellagio
 Circus Circus
 Excalibur
 Hilton
 Luxor
 Mandalay Bay
 MGM Grand
 Monte Carlo
 New York NY
 Sahara
 Swenson Street
 Treasure Island

ADDITIONAL POINTS OF DISTRIBUTION

Advantage Rent A Car
 Barstow Station (California)
 Best Western Mardi Gras Inn
 Elemis Spa - Planet Hollywood
 Elite Tours
 Express Rent A Car
 Grand Canyon Experience
 Hilton Garden Inn
 Hawthorne Inns (x2)
 Hoover Dam Store
 Las Vegas Chamber of Commerce
 Las Vegas Tourist Bureau
 Las Vegas Welcome Center
 Mandara Spa Paris
 Mandalay Bay
 — Sportsbook Deli
 — Bathhouse Spa
 — The Coffee Shop
 — Orchid Lounge Coffee Shop
 — Robert Cromean's Salon (x2)
 — Concierge / Golf Desk
 — Dollar Rent-A-Car
 — Ice Cream Parlor

Marriott Suites Convention Center
 Meridian/Oakwood Apartments
 Nannies & Housekeepers
 N. Las Vegas Chamber of Commerce
 Nordstrom — Fashion Show Mall
 Oasis Destiny RV
 Official Tourist Center
 Outdoor Resorts
 Park Towers
 Resort Magic/Tourist Center
 Shelby Auto Museum
 Stage Deli at The Forum Shops
 Stirling Club at Turnberry Place
 Summer Bay
 Super Suites

Thousand Trails RV Park
 Tournament Player's Club
 — Canyons
 — Summerlin
 Travelodge
 US Rent A Car
 Viva Las Vegas
 Wells Fargo Tower

RETAIL DISTRIBUTION

Ca'd'oro at Grand Canal Shops
 Chanel at Bellagio
 Coldwater Creek at Fashion Show
 Forum Shops at Caesars Palace (x7)
 Hawaiian Marketplace Main Walkway
 Grand Canal Shops (4x)
 Louis Vuitton at Fashion Show Mall
 Macy's at Fashion Show Mall
 Ocean 1
 Oyster Bay
 Miracle Mile at Planet Hollywood (x7)
 Pampas Brazilian Grille
 Pinot Brasserie at Venetian
 Saks Fifth Avenue at Fashion Show
 Tiffany's Boutique at Bellagio

DINE DIRECT

Distribution within major convention centers at the Las Vegas Convention Center, Sands/Expo, and Mandalay Bay Convention Center.



where[®]
 Local Guides. Worldwide.

Monthly Circulation:
 100,000
Annual Circulation:
 1.2 million



Dine Direct Means New Business with where® Magazine

Where Las Vegas is pleased to announce an exclusive partnership with **Dine Direct**. This joint venture affords Where Magazine an exclusive opportunity for distribution at **Dine Direct** locations, including the Las Vegas Convention Center, the Mandalay Bay Events Center and the Sands Expo Center. **Dine Direct** is a complimentary concierge that provides service, in advance and onsite at trade shows and conferences.

Dine Direct is the sole provider of restaurant reservations to numerous trade shows and exhibitions throughout Las Vegas. In addition to being a permanent tenant of the Las Vegas Convention Center, **Dine Direct** holds direct contracts with show management at all the major convention centers to provide complimentary pre-show and onsite assistance to their exhibitors and attendees.

Through this partnership and additional distribution points, this means even more visibility for your advertising message. Every month, Where Las Vegas provides more than 460,000 visitors with the essential information they need on the best places to dine, shop or see a show.

Where Magazine and Dine Direct are present at conventions such as:

- CES
- ICSC
- MAGIC Marketplace
- NAB
- NATPE
- PGA
- SEMA
- Vision Expo
- World of Concrete
- . . . and more!

Utilize Where Magazine's partnership with Dine Direct and capitalize on the Las Vegas convention market!

