

THE WOMEN'S NETWORK

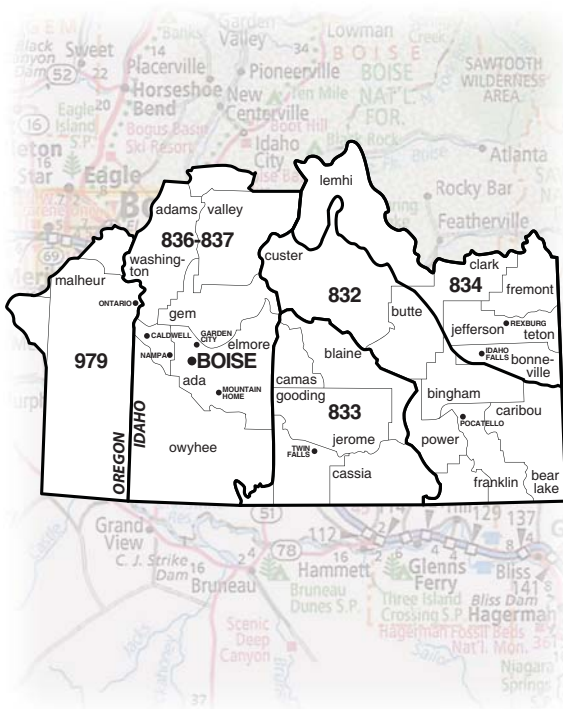
Boise

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
832	1,179	495	1,791	3,465
833	2,149	944	1,914	5,007
834	2,281	1,096	1,843	5,220
836	5,194	2,547	4,430	12,171
837	3,346	1,630	2,504	7,480
979	402	153	335	890
2012 Totals	14,551	6,865	12,817	34,233

2012



No newsstand or public place distribution



A marketing program with great benefits at affordable rates

- Quality, Award-Winning Editorial
An invited, trusted magazine source
- ABC-Audited Circulation/MRI Measured
A guaranteed quality audience
- Broad Audience Reach of Women, ages 25-54+, with HHI of \$100,000+
Covers your best prospects
- Long Shelf Life
Continuous selling; ads will be seen
- 4-Color Reproduction
A quality message delivered with impact