

THE WOMEN'S NETWORK

Boston City West

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
017	5,279	2,559	4,262	12,100
020	6,768	3,166	5,450	15,384
021	9,341	5,631	8,954	23,926
022	56	90	77	223
024	3,977	1,951	3,112	9,040
<b>2012 Totals</b>	<b>25,421</b>	<b>13,397</b>	<b>21,855</b>	<b>60,673</b>

No newsstand or public place distribution

2012



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*