

THE WOMEN'S NETWORK

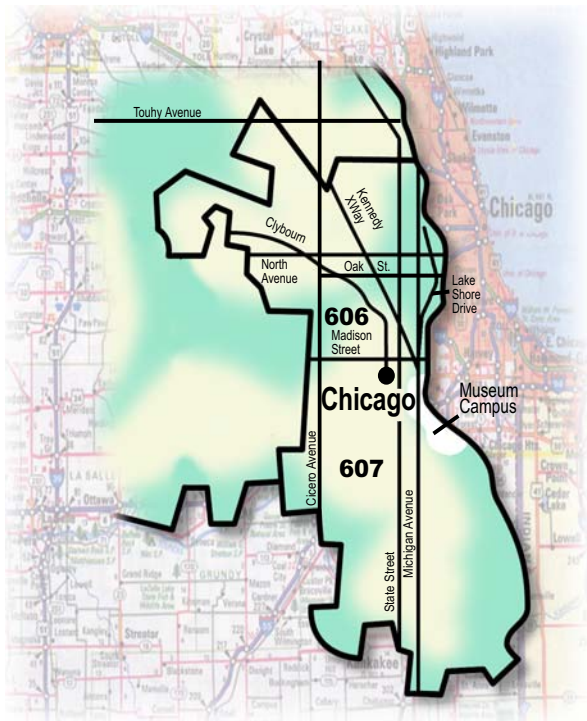
Chicago City

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
606	12,609	10,184	13,416	36,209
607	1,359	624	1,118	3,101
<b>2012 Totals</b>	<b>13,968</b>	<b>10,808</b>	<b>14,534</b>	<b>39,310</b>

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*