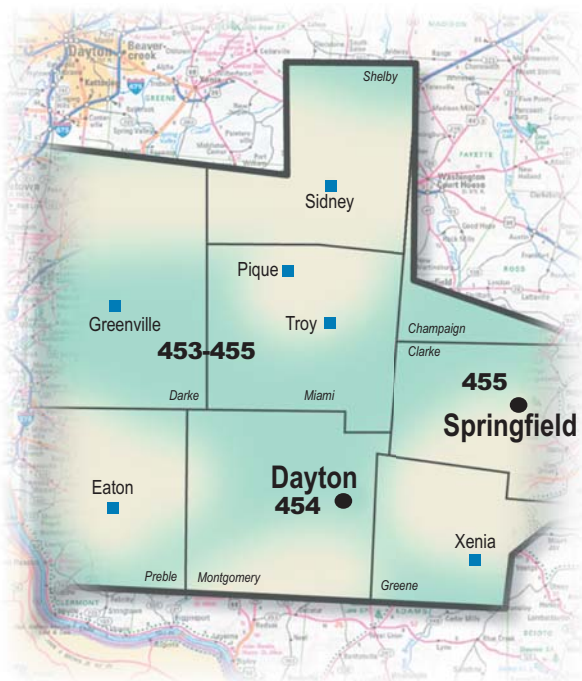


THE WOMEN'S NETWORK

Dayton

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
453	8,895	4,452	7,669	21,016
454	7,603	3,978	6,227	17,808
455	1,744	882	1,616	4,242
<b>2012 Totals</b>	<b>18,242</b>	<b>9,312</b>	<b>15,512</b>	<b>43,066</b>

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*

