

THE WOMEN'S NETWORK

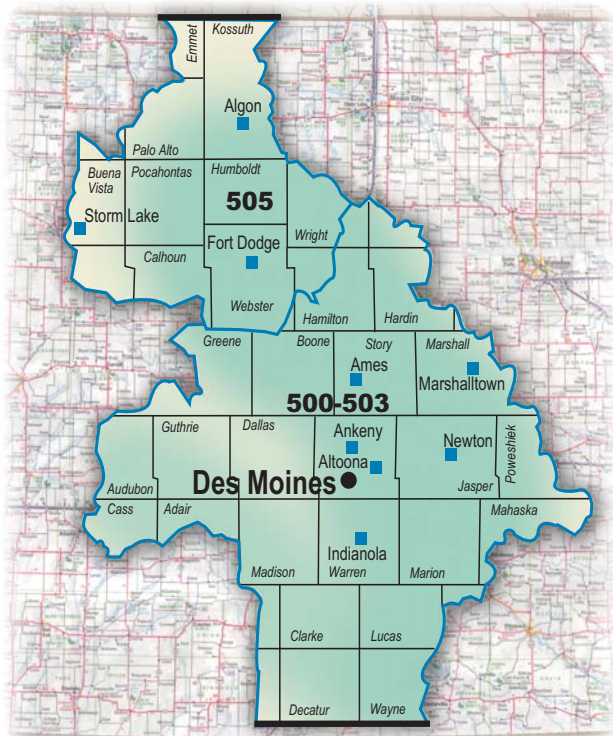
Des Moines

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
500	3,991	2,121	3,084	9,196
501	3,322	1,581	2,692	7,595
502	3,980	2,088	3,099	9,167
503	3,991	2,211	3,214	9,416
505	3,007	1,380	2,384	6,771
2012 Totals	18,291	9,381	14,473	42,145

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