AD·INK

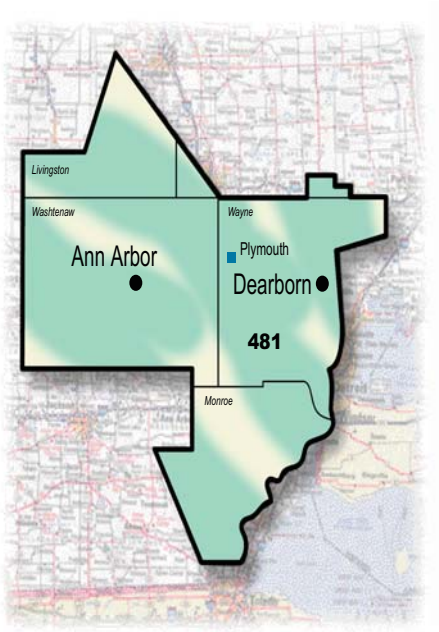
THE WOMEN'S NETWORK

Detroit Southwest

2012

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
481	22,680	12,807	20,465	55,952
2012 Totals	**22,680**	**12,807**	**20,465**	**55,952**

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