

THE WOMEN'S NETWORK

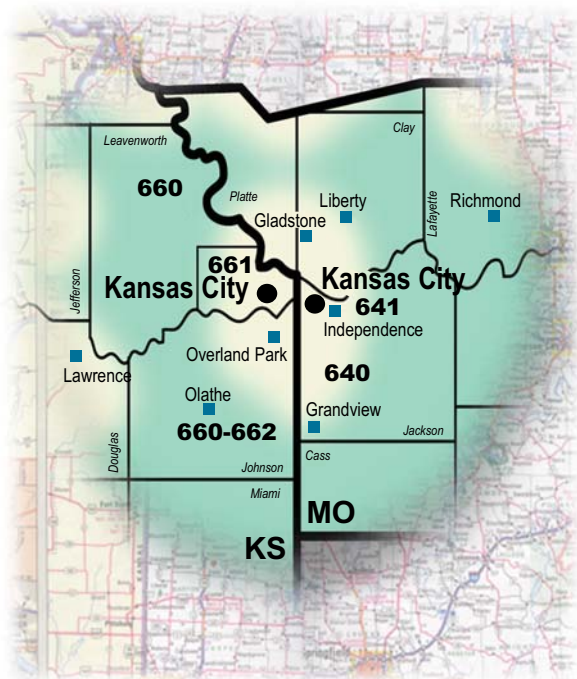
Kansas City Metro

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
640	8,771	4,908	7,959	21,638
641	5,746	3,492	4,938	14,176
660	6,871	3,703	5,633	16,207
661	1,083	704	1,006	2,793
662	6,546	3,527	4,221	14,294
2012 Totals	29,017	16,334	23,757	69,108

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