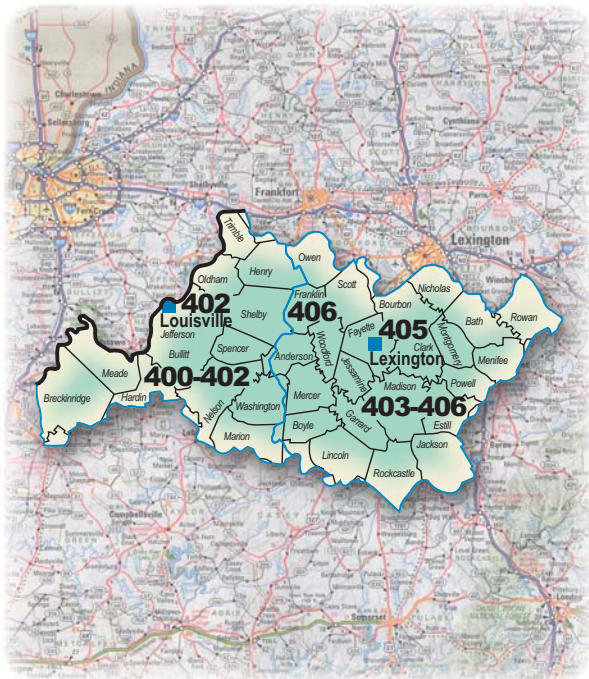


THE WOMEN'S NETWORK

Louisville/Lexington

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
400	3,766	2,494	3,120	9,380
401	1,803	1,257	1,840	4,900
402	9,870	5,754	8,479	24,103
403	4,508	3,021	4,395	11,924
404	2,329	1,525	2,282	6,136
405	4,083	2,261	3,286	9,630
406	807	391	611	1,809
2012 Totals	27,166	16,703	24,013	67,882

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