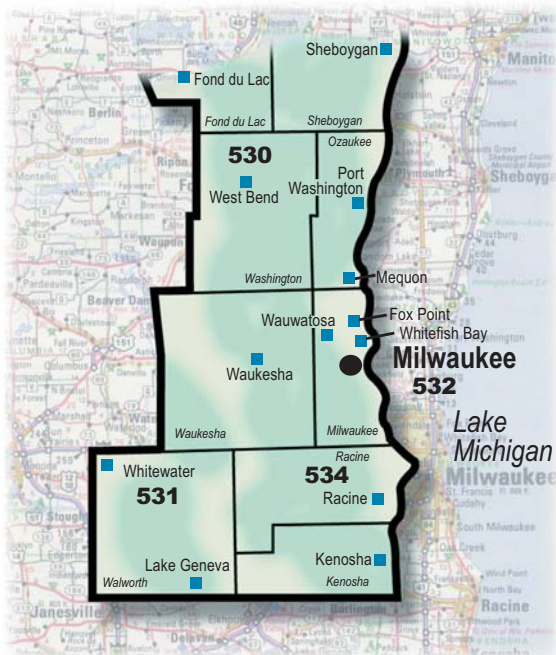


THE WOMEN'S NETWORK

Milwaukee

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
530	13,824	7,073	9,956	30,853
531	11,883	6,713	9,873	28,469
532	7,940	5,114	6,865	19,919
534	1,928	1,026	1,684	4,638
<b>2012 Totals</b>	<b>35,575</b>	<b>19,926</b>	<b>28,378</b>	<b>83,879</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*