

THE WOMEN'S NETWORK

Norfolk/Hampton Roads

| postal sectional centers | Good Housekeeping subscribers | REDBOOK subscribers | Woman's Day subscribers | monthly total |
|--------------------------|-------------------------------|---------------------|-------------------------|---------------|
| 233                      | 3,381                         | 1,830               | 2,833                   | 8,044         |
| 234                      | 7,246                         | 4,188               | 6,419                   | 17,853        |
| 235                      | 1,686                         | 1,088               | 1,699                   | 4,473         |
| 236                      | 4,619                         | 2,411               | 4,112                   | 11,142        |
| 237                      | 918                           | 553                 | 901                     | 2,372         |
| <b>2012 Totals</b>       | <b>17,850</b>                 | <b>10,070</b>       | <b>15,964</b>           | <b>43,884</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*