

THE WOMEN'S NETWORK

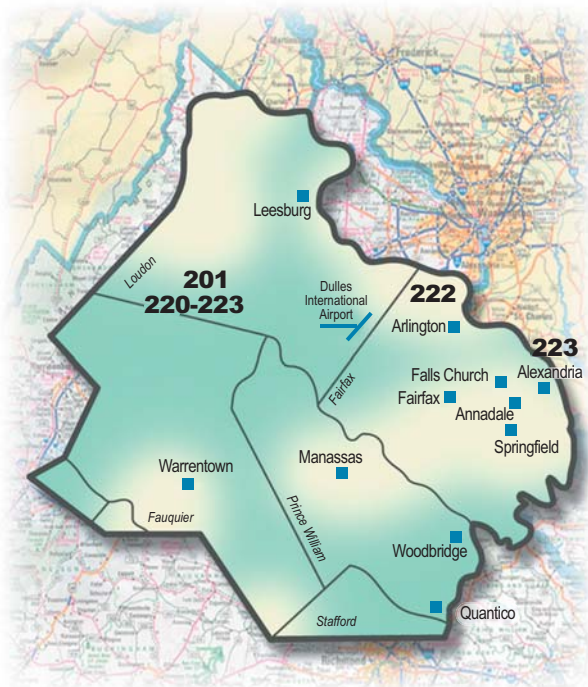
Northern Virginia

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
201	9,393	5,433	6,507	21,333
220	4,843	2,581	3,334	10,758
221	4,795	2,571	3,346	10,712
222	1,345	1,075	1,135	3,555
223	2,701	1,678	2,000	6,379
<b>2012 Totals</b>	<b>23,077</b>	<b>13,338</b>	<b>16,322</b>	<b>52,737</b>

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*