

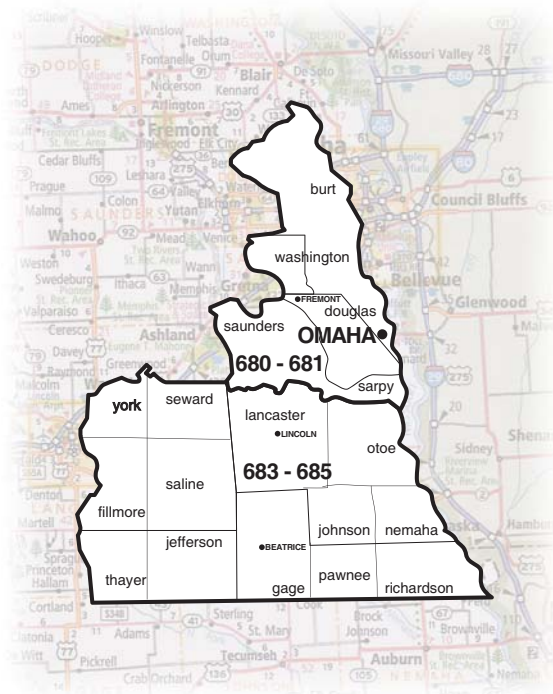
THE WOMEN'S NETWORK

Omaha

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
680	3,759	1,868	2,701	8,328
681	8,140	4,759	3,734	16,633
683	1,778	791	2,701	5,270
684	1,578	649	5,088	7,315
685	4,308	2,258	901	7,467
2012 Totals	19,563	10,325	15,125	45,013

No newsstand or public place distribution

2012



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