

THE WOMEN'S NETWORK

Philadelphia City

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
189	7,382	3,351	5,434	16,167
190	16,508	8,148	12,640	37,296
191	9,791	6,584	9,995	26,370
193	7,256	3,190	4,832	15,278
194	8,279	4,055	6,205	18,539
2012 Totals	49,216	25,328	39,106	113,650

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

2012

