

THE WOMEN'S NETWORK

Philadelphia Metro

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
080	19,320	9,735	15,014	44,069
081	1,251	635	1,090	2,976
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
<b>2012 Totals</b>	<b>69,787</b>	<b>35,698</b>	<b>55,210</b>	<b>160,695</b>

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*