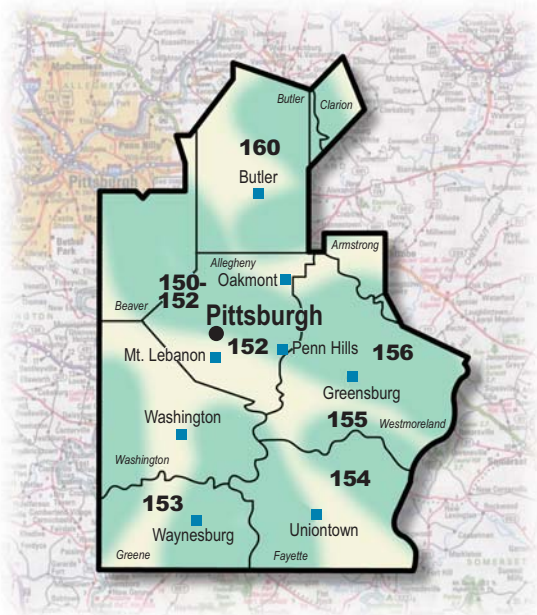


THE WOMEN'S NETWORK

Pittsburgh

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
150	9,070	4,902	7,825	21,797
151	7,607	3,931	6,144	17,682
152	11,030	5,894	8,813	25,737
153	3,628	1,991	3,084	8,703
154	2,400	1,443	2,491	6,334
155	1,838	921	1,766	4,525
156	6,704	3,507	5,727	15,938
160	3,710	1,894	3,000	8,604
<b>2012 Totals</b>	<b>45,987</b>	<b>24,483</b>	<b>38,850</b>	<b>109,320</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*

2012

