

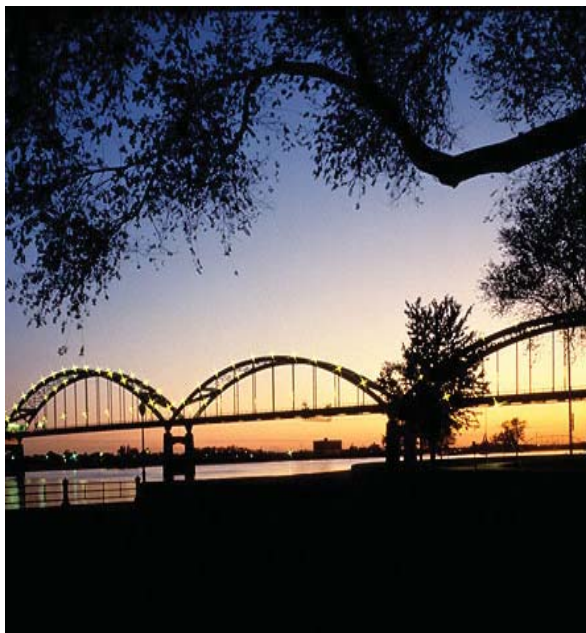
THE WOMEN'S NETWORK

Quad Cities, IA-IL

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
525	1,927	1,017	1,560	4,504
526	2,078	994	1,776	4,848
527	3,150	1,608	2,347	7,105
528	1,565	816	1,153	3,534
610	6,155	3,022	4,914	14,091
611	3,559	1,786	2,674	8,019
612	3,859	1,817	2,900	8,576
2012 Totals	22,293	11,060	17,324	50,677

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