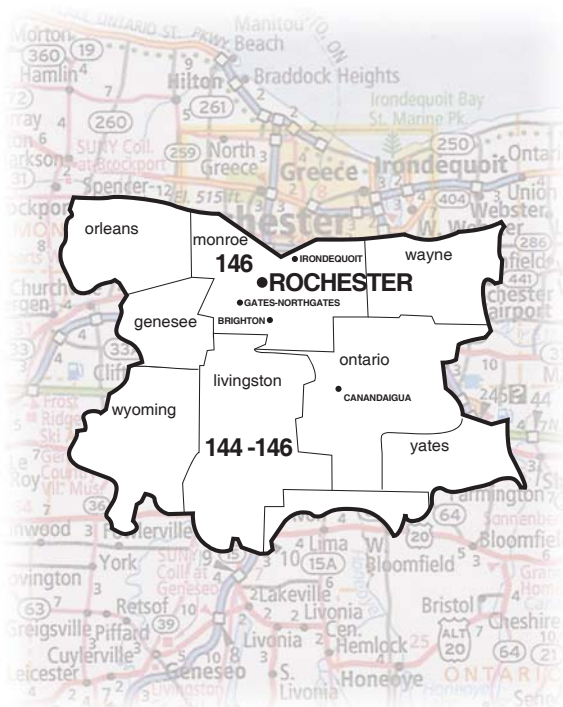


THE WOMEN'S NETWORK

Rochester

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
144	6,046	2,773	4,572	13,391
145	6,751	3,050	4,922	14,723
146	6,405	3,362	4,997	14,764
2012 Totals	19,202	9,185	14,491	42,878

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