

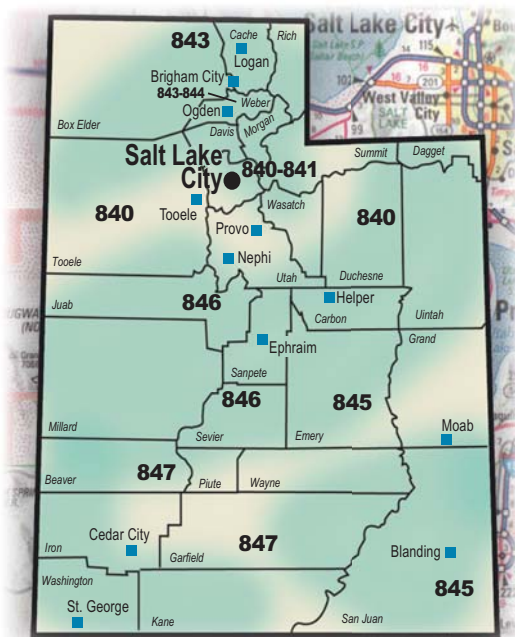
THE WOMEN'S NETWORK

Salt Lake City

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
840	11,455	6,194	9,173	26,822
841	5,144	2,665	4,086	11,895
843	1,811	841	1,363	4,015
844	1,922	1,015	1,528	4,465
845	549	274	453	1,276
846	2,125	1,025	1,846	4,996
847	2,479	1,115	1,906	5,500
2012 Totals	25,485	13,129	20,355	58,969

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