

THE WOMEN'S NETWORK

Scranton/Wilkes-Barre

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
178	4,082	1,937	3,727	9,746
179	2,142	1,102	2,048	5,292
182	2,339	1,234	2,260	5,833
183	2,518	1,195	2,280	5,993
184	3,892	1,732	3,161	8,785
185	1,775	969	1,478	4,222
186	3,069	1,569	2,932	7,570
187	2,204	1,170	2,048	5,422
188	1,522	655	1,322	3,499
2012 Totals	23,543	11,563	21,256	56,362

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*