

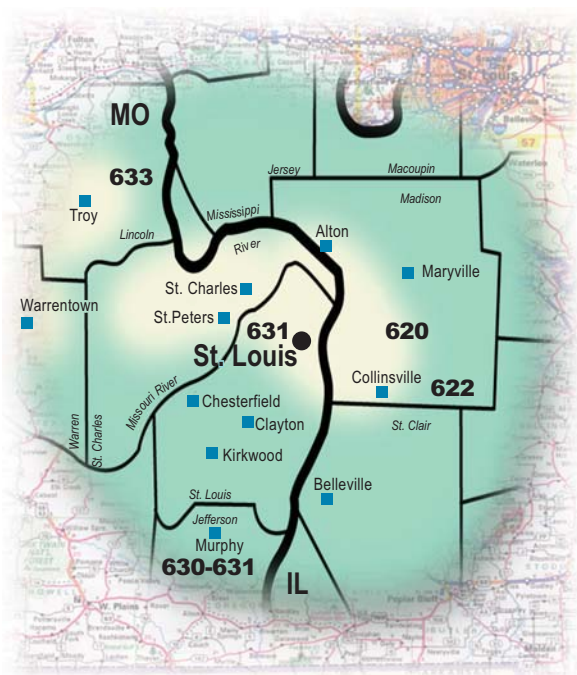
THE WOMEN'S NETWORK

St. Louis Metro

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
620	5,094	2,942	4,605	12,641
622	7,567	4,256	6,849	18,672
630	11,046	6,077	9,005	26,128
631	10,308	5,604	8,135	24,047
633	7,764	4,486	6,459	18,709
<b>2012 Totals</b>	<b>41,779</b>	<b>23,365</b>	<b>35,053</b>	<b>100,197</b>

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*