

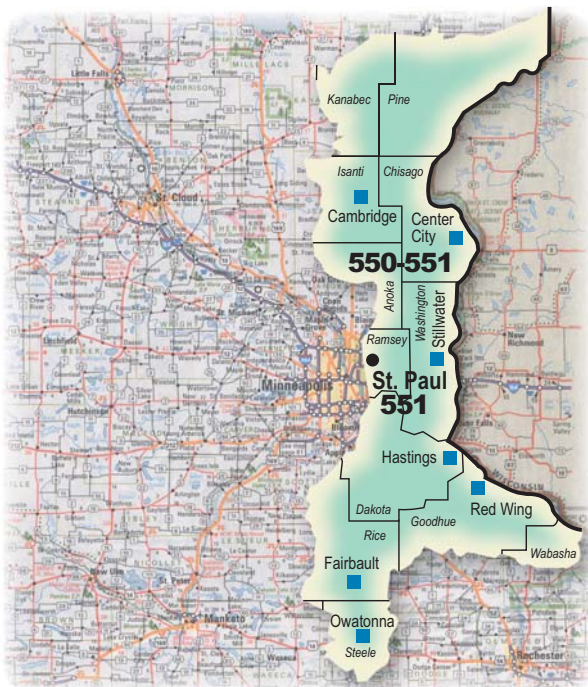
THE WOMEN'S NETWORK

St. Paul

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
550	11,104	6,212	8,000	25,316
551	11,102	5,561	7,374	24,037
<b>2012 Totals</b>	<b>22,206</b>	<b>11,773</b>	<b>15,374</b>	<b>49,353</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*