

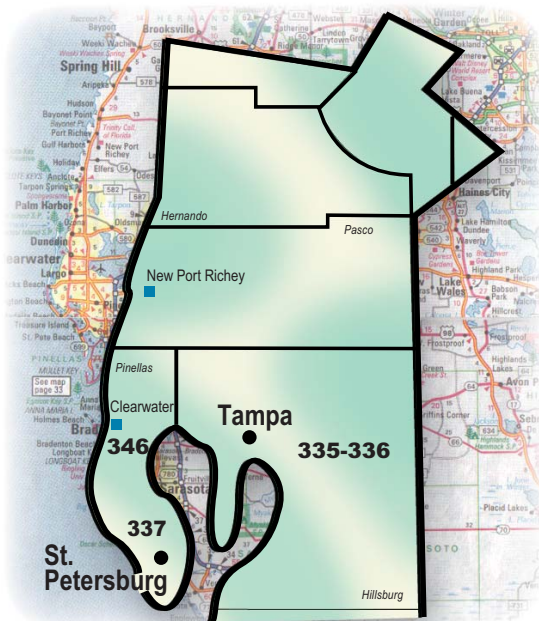
THE WOMEN'S NETWORK

Tampa/St. Petersburg

postal sectional centers	Good Housekeeping subscribers	REDBOOK subscribers	Woman's Day subscribers	monthly total
335	8,505	4,994	7,495	20,994
336	5,238	3,918	4,775	13,931
337	8,923	4,899	7,295	21,117
346	10,231	5,403	8,630	24,264
<b>2012 Totals</b>	<b>32,897</b>	<b>19,214</b>	<b>28,195</b>	<b>80,306</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*