

THE WOMEN'S NETWORK

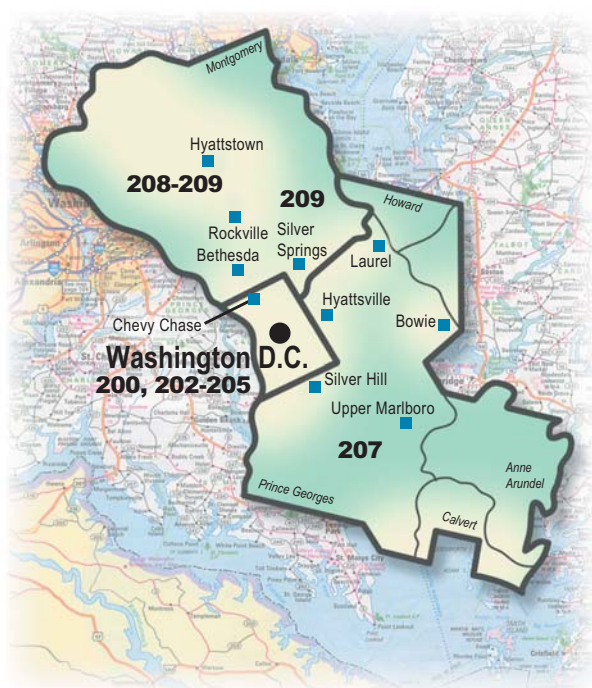
DC/Maryland Suburbs

| postal sectional centers | Good Housekeeping subscribers | REDBOOK subscribers | Woman's Day subscribers | monthly total |
|--------------------------|-------------------------------|---------------------|-------------------------|---------------|
| 200 | 2,237 | 2,090 | 2,667 | 6,994 |
| 202 | 2 | 2 | 2 | 6 |
| 203 | 1 | 5 | 2 | 8 |
| 204 | 6 | 3 | 2 | 11 |
| 205 | 71 | 10 | 16 | 97 |
| 207 | 5,828 | 3,786 | 5,853 | 15,467 |
| 208 | 6,159 | 3,454 | 4,185 | 13,798 |
| 209 | 2,390 | 1,195 | 1,749 | 5,334 |
| 2012 Totals | 16,694 | 10,545 | 14,476 | 41,715 |

2012



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