

THE WOMEN'S NETWORK

Wichita/Topeka

| postal sectional centers | Good Housekeeping subscribers | REDBOOK subscribers | Woman's Day subscribers | monthly total |
|--------------------------|-------------------------------|---------------------|-------------------------|---------------|
| 664                      | 1,242                         | 687                 | 1,064                   | 2,993         |
| 665                      | 2,002                         | 980                 | 1,623                   | 4,605         |
| 666                      | 2,662                         | 1,272               | 2,006                   | 5,940         |
| 668                      | 1,093                         | 518                 | 887                     | 2,498         |
| 670                      | 3,306                         | 1,555               | 2,416                   | 7,277         |
| 671                      | 2,024                         | 884                 | 1,472                   | 4,380         |
| 672                      | 5,418                         | 2,580               | 3,648                   | 11,646        |
| 673                      | 1,064                         | 521                 | 986                     | 2,571         |
| 674                      | 2,720                         | 1,276               | 2,112                   | 6,108         |
| 675                      | 2,550                         | 1,084               | 930                     | 4,564         |
| <b>2012 Totals</b>       | <b>24,081</b>                 | <b>11,357</b>       | <b>17,144</b>           | <b>52,582</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*