

WOMEN'S GENERAL DEMOGRAPHICS

women



ranking

Women

Universe: Women		Population: 63,372,000		% of Universe: 100	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	18,114	28.6	100.0	
2	Good Housekeeping	11,286	17.8	100.0	
3	Woman's Day	11,017	17.4	100.0	
4	Redbook	4,058	6.4	100.0	

women



ranking

Age 21 - 49

Universe: Women		Population: 30,931,000		% of Universe: 49	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,480	24.2	41.3	
2	Woman's Day	4,572	14.8	41.5	
3	Good Housekeeping	4,188	13.5	37.1	
4	Redbook	1,975	6.4	48.7	

women



ranking

Age 25 - 54

women

Universe: Women		Population: 32,918,000		% of Universe: 52	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	9,164	27.8	50.6	
2	Woman's Day	5,615	17.1	51.0	
3	Good Housekeeping	5,391	16.4	47.8	
4	Redbook	2,359	7.2	58.1	



ranking

Age 25 - 64

Universe: Women		Population: 42,906,000		% of Universe: 68	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	12,567	29.3	69.4	
2	Woman's Day	7,807	18.2	70.9	
3	Good Housekeeping	7,733	18.0	68.5	
4	Redbook	3,086	7.2	76.0	



ranking

Age 25 or More

Universe: Women		Population: 57,401,000		% of Universe: 91	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	17,441	30.4	96.3	
2	Good Housekeeping	10,935	19.1	96.9	
3	Woman's Day	10,713	18.7	97.2	
4	Redbook	3,870	6.7	95.4	

women



ranking

Age 35 - 54

Universe: Women		Population: 22,359,000		% of Universe: 35	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,109	31.8	39.2	
2	Woman's Day	4,466	20.0	40.5	
3	Good Housekeeping	4,249	19.0	37.6	
4	Redbook	1,892	8.5	46.6	

women



ranking

Age 35 - 64

women

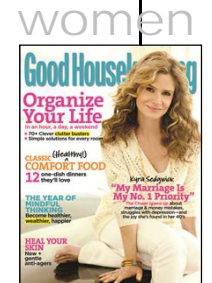
Universe: Women		Population: 32,347,000		% of Universe: 51	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	10,512	32.5	58.0	
2	Woman's Day	6,659	20.6	60.4	
3	Good Housekeeping	6,592	20.4	58.4	
4	Redbook	2,619	8.1	64.5	



ranking

Age 70 or More

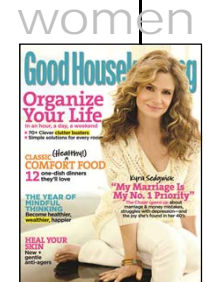
Universe: Women		Population: 10,833,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,538	32.7	19.5	
2	Good Housekeeping	2,296	21.2	20.3	
3	Woman's Day	2,102	19.4	19.1	
4	Redbook	631	5.8	15.5	



ranking

Now Married

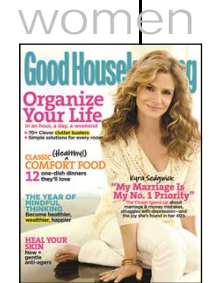
Universe: Women		Population: 28,116,000		% of Universe: 44	
		Aud. (000)	Cover (%)	Comp.(%)	
1	Women's Network	8,802	31.3	48.6	
2	Good Housekeeping	5,738	20.4	50.8	
3	Woman's Day	5,195	18.5	47.2	
4	Redbook	2,073	7.4	51.1	



ranking

Age 25-54 and Now Married

Universe: Women		Population: 17,553,000		% of Universe: 28	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,024	28.6	27.7	
2	Good Housekeeping	3,038	17.3	26.9	
3	Woman's Day	2,986	17.0	27.1	
4	Redbook	1,331	7.6	32.8	



ranking

White

women



Universe: Women		Population: 49,070,000		% of Universe: 77	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	14,782	30.1	81.6	
2	Good Housekeeping	9,305	19.0	82.4	
3	Woman's Day	8,968	18.3	81.4	
4	Redbook	3,378	6.9	83.2	

ranking

Black/African American

Universe: Women		Population: 8,364,000		% of Universe: 13	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,328	27.8	12.9	
2	Woman's Day	1,440	17.2	13.1	
3	Good Housekeeping	1,440	17.2	12.8	
4	Redbook	460	5.5	11.3	

women



ranking

Spanish/Hispanic Origin

women



Universe: Women		Population: 7,153,000		% of Universe: 11	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,339	18.7	7.4	
2	Woman's Day	847	11.8	7.7	
3	Good Housekeeping	709	9.9	6.3	
4	Redbook	270	3.8	6.7	

ranking

Asian

women



Universe: Women		Population: 1,596,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	219	13.7	1.2	
2	Good Housekeeping	148	9.3	1.3	
3	Woman's Day	99*	6.2	0.9	
4	Redbook	58*	3.6	1.4	

* Small sample size

ranking

Home Owned

Universe: Women		Population: 41,968,000		% of Universe: 66	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	12,957	30.9	71.5	
2	Good Housekeeping	8,258	19.7	73.2	
3	Woman's Day	7,818	18.6	71.0	
4	Redbook	2,803	6.7	69.1	



ranking

Age 35-54 and Any College

Universe: Women		Population: 14,674,000		% of Universe: 23	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,484	30.6	24.8	
2	Good Housekeeping	2,709	18.5	24.0	
3	Woman's Day	2,679	18.3	24.3	
4	Redbook	1,286	8.8	31.7	



ranking

Household Income \$60,000 or More

Universe: Women		Population: 25,698,000		% of Universe: 41	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,465	29.0	41.2	
2	Good Housekeeping	4,702	18.3	41.7	
3	Woman's Day	4,384	17.1	39.8	
4	Redbook	1,883	7.3	46.4	



ranking

Household Income \$100,000 or More

Universe: Women		Population: 12,402,000		% of Universe: 20	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,302	26.6	18.2	
2	Good Housekeeping	2,102	16.9	18.6	
3	Woman's Day	1,872	15.1	17.0	
4	Redbook	949	7.7	23.4	



ranking

Age 35-54 and Household Income \$150,000 or More

Universe: Women		Population: 2,861,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	682	23.8	3.8	
2	Good Housekeeping	430	15.0	3.8	
3	Woman's Day	341	11.9	3.1	
4	Redbook	240	8.4	5.9	



ranking

Age 35-64 and Household Income \$250,000 or More

Universe: Women		Population: 747,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	208	27.8	1.1	
2	Woman's Day	105*	14.1	1.0	
3	Good Housekeeping	102*	13.7	0.9	
4	Redbook	83*	11.1	2.0	

* Small sample size

women



ranking

Age 25-54 and Household Income \$60,000 or More

Universe: Women		Population: 16,815,000		% of Universe: 27	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,743	28.2	26.2	
2	Good Housekeeping	2,826	16.8	25.0	
3	Woman's Day	2,749	16.3	25.0	
4	Redbook	1,295	7.7	31.9	

women



ranking

Age 25-54 and Household Income \$100,000 or More

women



Universe: Women		Population: 8,575,000		% of Universe: 14	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,207	25.7	12.2	
2	Good Housekeeping	1,380	16.1	12.2	
3	Woman's Day	1,187	13.8	10.8	
4	Redbook	663	7.7	16.3	

ranking

Age 25-64 and Household Size 2-3

Universe: Women		Population: 21,230,000		% of Universe: 34	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,437	30.3	35.5	
2	Woman's Day	4,063	19.1	36.9	
3	Good Housekeeping	3,890	18.3	34.5	
4	Redbook	1,514	7.1	37.3	

women



ranking

Age 25-64 and Household Income \$50,000 or More

women



Universe: Women		Population: 24,674,000		% of Universe: 39	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,430	30.1	41.0	
2	Good Housekeeping	4,574	18.5	40.5	
3	Woman's Day	4,460	18.1	40.5	
4	Redbook	1,949	7.9	48.0	

ranking

Age 21-49 Household Income \$75,000 or More

Universe: Women		Population: 11,777,000		% of Universe: 19	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,917	24.8	16.1	
2	Good Housekeeping	1,665	14.1	14.8	
3	Woman's Day	1,654	14.0	15.0	
4	Redbook	871	7.4	21.5	



ranking

Age 35-54 and Household Income \$75,000 or More

Universe: Women		Population: 9,872,000		% of Universe: 16	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,048	30.9	16.8	
2	Good Housekeeping	1,825	18.5	16.2	
3	Woman's Day	1,709	17.3	15.5	
4	Redbook	885	9.0	21.8	

women



ranking

Age 45 or More Household Income \$100,000 or More

women



Universe: Women		Population: 6,252,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,107	33.7	11.6	
2	Good Housekeeping	1,412	22.6	12.5	
3	Woman's Day	1,212	19.4	11.0	
4	Redbook	611	9.8	15.1	

ranking

Age 45-64 and Household Income \$100,000 or More

women



Universe: Women		Population: 5,329,000		% of Universe: 8	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,790	33.6	9.9	
2	Good Housekeeping	1,203	22.6	10.7	
3	Woman's Day	1,031	19.3	9.4	
4	Redbook	537	10.1	13.2	

ranking

Age 60 or More and Household Income \$100,000 or More

women



Universe: Women		Population: 1,890,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	639	33.8	3.5	
2	Good Housekeeping	420	22.2	3.7	
3	Woman's Day	401	21.2	3.6	
4	Redbook	157*	8.3	3.9	

* Small sample size

ranking

Age 35-54 and Professional/Managerial

women

Universe: Women		Population: 7,215,000		% of Universe: 11	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,055	28.5	11.3	
2	Good Housekeeping	1,200	16.6	10.6	
3	Woman's Day	1,195	16.6	10.8	
4	Redbook	504	7.0	12.4	



ranking

Age 35-54 and Employed

women



Universe: Women		Population: 15,466,000		% of Universe: 24	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,809	31.1	26.5	
2	Woman's Day	3,066	19.8	27.8	
3	Good Housekeeping	2,768	17.9	24.5	
4	Redbook	1,260	8.1	31.0	

ranking

Age 35-54 Top Management

Universe: Women		Population: 2,061,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	523	25.4	2.9	
2	Woman's Day	329	16.0	3.0	
3	Good Housekeeping	299	14.5	2.6	
4	Redbook	79*	3.8	1.9	

* Small sample size

women



ranking

Age 35-54 and Self Employed

Universe: Women		Population: 1,830,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	509	27.8	2.8	
2	Woman's Day	307	16.8	2.8	
3	Good Housekeeping	304	16.6	2.7	
4	Redbook	89*	4.9	2.2	

* Small sample size



ranking

AD • INK

AUTOMOTIVE

women



ranking

Automobiles and Other Vehicles: Van/Minivan Most Recent Purchase/Lease

Universe: Women		Population: 4,318,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,337	31.0	7.4	
2	Woman's Day	860	19.9	7.8	
3	Good Housekeeping	772	17.9	6.8	
4	Redbook	300	6.9	7.4	



ranking

Automobiles and Other Vehicles: Luxury Car; Most Recent Purchase/Lease

women



Universe: Women		Population: 2,848,000		% of Universe: 5
		Aud. (000)	Cover.(%)	Comp.(%)
1	Women's Network	733	25.7	4.0
2	Good Housekeeping	495	17.4	4.4
3	Woman's Day	431	15.1	3.9
4	Redbook	186	6.5	4.6

ranking

Automobiles and Other Vehicles: Any Imported Vehicle; Most Recent Purchase/Lease

Universe: Women		Population: 22,344,000		% of Universe: 35	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,072	27.2	33.5	
2	Good Housekeeping	3,706	16.6	32.8	
3	Woman's Day	3,585	16.0	32.5	
4	Redbook	1,468	6.6	36.2	



ranking

Automobiles and Other Vehicles: Any Luxury Import Vehicle; Most Recent Purchase/Lease

Universe: Women		Population: 1,650,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	403	24.4	2.2	
2	Good Housekeeping	271	16.4	2.4	
3	Woman's Day	222	13.5	2.0	
4	Redbook	118*	7.2	2.9	

*small sample size



ranking

Automobiles and Other Vehicles: Chrysler or Ford or Chevrolet; Most Recent Purchase/Lease

Universe: Women		Population: 15,840,000		% of Universe: 25	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4.764	30.1	26.3	
2	Woman's Day	3,137	19.8	28.5	
3	Good Housekeeping	3,008	19.0	26.7	
4	Redbook	1,113	7.0	27.4	



ranking

Automobiles and Other Vehicles: Any Type Truck; Most Recent Purchase/Lease

Universe: Women		Population: 6,276,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,939	30.9	10.7	
2	Good Housekeeping	1,325	21.1	11.7	
3	Woman's Day	1,201	19.1	10.9	
4	Redbook	415	6.6	10.2	



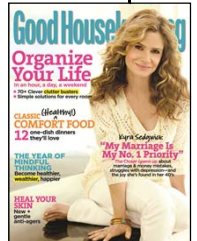
ranking

Automobiles and Other Vehicles: Cadillac; Most Recent Purchase/Lease

Universe: Women		Population: 480,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	96*	20.0	0.5	
2	Woman's Day	56*	11.7	0.5	
3	Good Housekeeping	55*	11.5	0.5	
4	Redbook	21*	4.4	0.5	

* small sample size

women



ranking

Automobiles and Other Vehicles: Chrysler; Most Recent Purchase/Lease

Universe: Women		Population: 1,511,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	509	33.7	2.8	
2	Good Housekeeping	311	20.6	2.8	
3	Woman's Day	309	20.5	2.8	
4	Redbook	122*	8.1	3.0	

*small sample size



ranking

Automobiles and Other Vehicles: Toyota; Most Recent Purchase/Lease

Universe: Women		Population: 5,544,000		% of Universe: 9	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,534	27.7	8.5	
2	Woman's Day	989	17.8	9.0	
3	Good Housekeeping	954	17.2	8.5	
4	Redbook	397	7.2	9.8	



ranking

Recreation Items/Vehicles: Motor Home; Household Owns

Universe: Women		Population: 618,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	179*	29.0	1.0	
2	Woman's Day	121*	19.6	1.1	
3	Good Housekeeping	92*	14.9	.08	
4	Redbook	51*	8.3	1.3	

*small sample size



ranking

AD • INK

BANKING – FINANCIAL

women



ranking

Acquired in Last 12 Months: 2nd Mortgage (Equity Loan) or Home Equity Line of Credit or Intend to Take Out a 2nd Mortgage or Equity Loan



Universe: Women		Population: 5,593,000		% of Universe: 9	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,920	34.3	10.6	
2	Good Housekeeping	1,268	22.7	11.2	
3	Woman's Day	1,155	20.7	10.5	
4	Redbook	457	8.2	11.3	

ranking

Money Market Funds; Personally own Current Market Value \$10,000+

Universe: Women		Population: 1,579,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	465	29.4	2.6	
2	Good Housekeeping	323	20.5	2.9	
3	Woman's Day	288	18.2	2.6	
4	Redbook	104*	6.6	2.6	



*small sample size

ranking

Checking Account; Acquired in Last 12 Months

Universe: Women		Population: 3,358,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	731	21.8	4.0	
2	Good Housekeeping	457	13.6	4.0	
3	Woman's Day	383	11.4	3.5	
4	Redbook	171*	5.1	4.2	

*small sample size



ranking

Used in Last 12 Months: Financial Planning or Money Management Counsel

women



Universe: Women		Population: 12,471,000		% of Universe: 20	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,848	30.9	21.2	
2	Good Housekeeping	2,590	20.8	22.9	
3	Woman's Day	2,164	17.4	19.6	
4	Redbook	900	7.2	22.2	

ranking

Any Stock; Acquired or Added to in the Last 12 Months

Universe: Women		Population: 428,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	98*	22.9	0.5	
2	Woman's Day	62*	14.5	0.6	
3	Good Housekeeping	52*	12.1	0.5	
4	Redbook	23*	5.4	0.6	

*small sample size



ranking

Money Market Account; Banking and Financial Services Acquired in Last 12 Months

Universe: Women		Population: 568,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	183*	32.2	1.0	
2	Good Housekeeping	163*	28.7	1.4	
3	Woman's Day	91*	16.0	0.8	
4	Redbook	37*	6.5	0.9	

*small sample size

women



ranking

Credit/Debit Cards; Bank That Issued Credit/Debit Card(s); Chase/Washington Mutual (WaMu) Personally Have in Own Name

Universe: Women		Population: 9,536,000		% of Universe: 15	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,857	30.0	15.8	
2	Good Housekeeping	1,780	18.7	15.8	
3	Woman's Day	1,735	18.2	15.7	
4	Redbook	657	6.9	16.2	

women



ranking

Credit/Debit Cards; Bank That Issued Credit/Debit Card(s); Wells Fargo/Wachovia Personally Have in Own Name

Universe: Women		Population: 4,593,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,203	26.2	6.6	
2	Good Housekeeping	707	15.4	6.3	
3	Woman's Day	705	15.3	6.4	
4	Redbook	330	7.2	8.1	



ranking

Investment Activity; Used for financial Services or Advice in Last 12 Months. Financial Planner/Certified Financial Planner

Universe: Women		Population: 4,164,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,226	29.4	6.8	
2	Good Housekeeping	804	19.3	7.1	
3	Woman's Day	740	17.8	6.7	
4	Redbook	284	6.8	7.0	



ranking

AD • INK

BUSINESS

women



ranking

Number of People Firm Employs 100 or More

Universe: Women		Population: 10,694,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,777	26.0	15.3	
2	Woman's Day	1,720	16.1	15.6	
3	Good Housekeeping	1,648	15.4	14.6	
4	Redbook	754	7.1	18.6	



ranking

Age 25-64 and Business Purchases-Products or Services; In Your Present Position, What Products or Services Have You Been Directly Involved in Purchasing for Your Firm During the Past 12 Months; Travel Arrangements

Universe: Women		Population: 2,225,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	570	25.6	3.1	
2	Woman's Day	377	16.9	3.4	
3	Good Housekeeping	362	16.3	3.2	
4	Redbook	182*	8.2	4.5	

*Small sample size

women



ranking

Business Purchases-Products or Services; In Your Present Position What Products or Services Have You Been Directly Involved in Purchasing For Your Firm During the Past 12 Months

Universe: Women		Population: 9,140,000		% of Universe: 14	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,782	30.4	15.4	
2	Woman's Day	1,719	18.8	15.6	
3	Good Housekeeping	1,668	18.2	14.8	
4	Redbook	653	7.1	16.1	

*small sample size



ranking

Number of People Firm Employs 5-99

Universe: Women		Population: 4,679,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,253	26.8	6.9	
2	Woman's Day	746	15.9	6.8	
3	Good Housekeeping	684	14.6	6.1	
4	Redbook	265	5.7	6.5	



AD • INK

CHILDREN

women



ranking

Any Kids

Universe: Women		Population: 24,299,000		% of Universe: 38	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,438	26.5	35.5	
2	Woman's Day	3,879	16.0	35.2	
3	Good Housekeeping	3,669	15.1	32.5	
4	Redbook	1,646	6.8	40.6	

women



ranking

Age 35-64 & Now Married & Any Kids

Universe: Women		Population: 8,988,000		% of Universe: 14	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,716	30.2	15.0	
2	Good Housekeeping	1,671	18.6	14.8	
3	Woman's Day	1,630	18.1	14.8	
4	Redbook	737	8.2	18.2	

women



ranking

Age 25-64 & Now Married Presence of Children 2 or More

women



Universe: Women		Population: 8,414,000		% of Universe: 13	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,380	28.3	13.1	
2	Good Housekeeping	1,488	17.7	13.2	
3	Woman's Day	1,294	15.4	11.7	
4	Redbook	682	8.1	16.8	

ranking

Age 35-54 Presence of Children 2 or More

women



Universe: Women		Population: 7,579,000		% of Universe: 12	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,333	30.8	12.9	
2	Good Housekeeping	1,439	19.0	12.8	
3	Woman's Day	1,375	18.1	12.5	
4	Redbook	651	8.6	16.0	

ranking

Age 25-64 & Now Married Presence of Children by Age Less than 6

Universe: Women		Population: 5,974,000		% of Universe: 9	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,396	23.4	7.7	
2	Good Housekeeping	827	13.8	7.3	
3	Woman's Day	709	11.9	6.4	
4	Redbook	402	6.7	9.9	



ranking

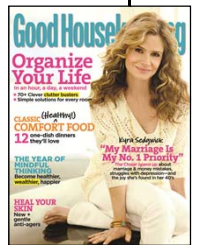
Age 25-64 & Now Married & Presence of Children by Age 6-12



Universe: Women		Population: 7,363,000		% of Universe: 12	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,039	27.7	11.3	
2	Good Housekeeping	1,227	16.7	10.9	
3	Woman's Day	1,204	16.4	10.9	
4	Redbook	591	8.0	14.6	

ranking

Age 25-64 & Now Married & Presence of Children by Age 12-17



Universe: Women		Population: 6,314,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2.039	32.3	11.3	
2	Good Housekeeping	1,275	20.2	11.3	
3	Woman's Day	1,236	19.6	11.2	
4	Redbook	527	8.3	13.0	

ranking

Age 35-64 & Never Married or Widowed or Divorced or Separated & Any Kids

Universe: Women		Population: 4,575,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,634	35.7	9.0	
2	Woman's Day	1,113	24.3	10.1	
3	Good Housekeeping	868	19.0	7.7	
4	Redbook	441	9.6	10.9	



ranking

Age 25-54 and Household Income \$100,000 or More and Any Kids

Universe: Women		Population: 5,532,000		% of Universe: 9	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,448	26.2	8.0	
2	Good Housekeeping	928	16.8	8.2	
3	Woman's Day	753	13.6	6.8	
4	Redbook	453	8.2	11.2	



ranking

Presence of Children by Age 2-6

Universe: Women		Population: 10,537,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,525	24.0	13.9	
2	Woman's Day	1,435	13.6	13.0	
3	Good Housekeeping	1,373	13.0	12.2	
4	Redbook	742	7.0	18.3	



ranking

Age 21-44 and Presence of Children by Age 2-6

Universe: Women		Population: 9,094,000		% of Universe: 14	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,132	23.4	11.8	
2	Woman's Day	1,209	13.3	11.0	
3	Good Housekeeping	1,160	12.8	10.3	
4	Redbook	593	6.5	14.6	



ranking

AD • INK

DRUGS - COSMETICS

women



ranking

Cosmetics Where Bought in the Last 6 Months; Drug Store

Universe: Women		Population: 10,615,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,174	29.9	17.5	
2	Good Housekeeping	1,992	18.8	17.7	
3	Woman's Day	1,927	18.2	17.5	
4	Redbook	812	7.6	20.0	



ranking

Cosmetics; Where Bought in the Last 6 Months; Department Store

Universe: Women		Population: 14,957,000		% of Universe: 24	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,418	29.5	24.4	
2	Good Housekeeping	2,695	18.0	23.9	
3	Woman's Day	2,626	17.6	23.8	
4	Redbook	1,105	7.4	27.2	



ranking

Cosmetics; Where Bought in the Last 6 Months; Discount Store

Universe: Women		Population 9,784,000	% of Universe: 15		
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,354	34.3	18.5	
2	Woman's Day	2,149	22.0	19.5	
3	Good Housekeeping	1,905	19.5	16.9	
4	Redbook	881	9.0	21.7	



ranking

Cosmetics; Where Bought in the Last 6 Months; Grocery Store

Universe: Women		Population: 4,566,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,429	31.3	7.9	
2	Good Housekeeping	884	19.4	7.8	
3	Woman's Day	789	17.3	7.2	
4	Redbook	410	9.0	10.1	



ranking

Prescription Drugs; Any Prescriptions Filled for Yourself in Last 30 Days

women



Universe: Women		Population: 32,484,000		% of Universe: 51	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	10,525	32.4	58.1	
2	Good Housekeeping	6,775	20.9	60.0	
3	Woman's Day	6,523	20.1	59.2	
4	Redbook	2,248	6.9	55.4	

ranking

Ailments/Remedies; Menopause/Hormone Replacement (Women Only); Personally in Last 12 Months Have/Had

women



Universe: Women		Population: 1,895,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	565	29.8	3.1	
2	Good Housekeeping	395	20.8	3.5	
3	Woman's Day	339	17.9	3.1	
4	Redbook	162*	8.5	4.0	

ranking

Used in Last 6 Months Any; Sudafed

women



Universe: Women		Population: 4,048,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,232	30.4	6.8	
2	Woman's Day	780	19.3	7.1	
3	Good Housekeeping	735	18.2	6.5	
4	Redbook	358	8.8	8.8	

ranking

Indigestion Aids & Upset Stomach Remedies; Used in Last 6 Months Zantac 75 or Zantac 150

Universe: Women		Population: 2,393,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	875	36.6	4.8	
2	Woman's Day	571	23.9	5.2	
3	Good Housekeeping	528	22.1	4.7	
4	Redbook	221*	9.2	5.4	

* small sample size



ranking

Age 25-54 and Prescription Drugs: Any Prescriptions Filled for Yourself in Last 30 Days

Universe: Women		Population: 14,733,000		% of Universe: 23	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,657	31.6	25.7	
2	Woman's Day	2,941	20.0	26.7	
3	Good Housekeeping	2,794	19.0	24.8	
4	Redbook	1,203	8.2	29.6	



ranking

Vitamin And Dietary Supplements; Used in Last 6 Months

Universe: Women		Population: 38,766,000		% of Universe: 61	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	11,815	30.5	65.2	
2	Good Housekeeping	7,586	19.6	67.2	
3	Woman's Day	7,090	18.3	64.4	
4	Redbook	2,538	6.5	62.5	



ranking

DIET CONTROL

women



ranking

Diet Control/Eating Habits; Buy Food Labeled as Natural or Organic

Universe: Women		Population: 7,587,000		% of Universe: 12	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,953	25.7	10.8	
2	Good Housekeeping	1,309	17.3	11.6	
3	Woman's Day	1,124	14.8	10.2	
4	Redbook	426	5.6	10.5	



ranking

Diet Control/Eating Habits; Presently I Control My Diet

Universe: Women		Population: 27,616,000		% of Universe: 44	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	8,582	31.1	47.4	
2	Good Housekeeping	5,504	19.9	48.8	
3	Woman's Day	5,189	18.8	47.1	
4	Redbook	1,843	6.7	45.4	



ranking

Diet Control/Eating Habits; Methods used; Jenny Craig

women



Universe: Women		Population: 143,000		% of Universe:	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	32*	22.4	0.2	
2	Woman's Day	21*	14.7	0.2	
3	Good Housekeeping	12*	8.4	0.1	
4	Redbook	3*	2.1	0.1	

* small sample size

ranking

Diet Control/Eating Habits Methods used; Weight Watchers

Universe: Women		Population: 2,227,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	810	36.4	4.5	
2	Good Housekeeping	566	25.4	5.0	
3	Woman's Day	500	22.5	4.5	
4	Redbook	264	11.9	6.5	



ranking

AD • INK

EVENTING

women



ranking

Attend Country Music Performances or Attend Rock Music Performances or Attend Classical Music/Opera Performances or Attend Other Music Performances – Participated in Last 12 Months



women

Universe: Women		Population: 14,657,000		% of Universe: 23	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,207	28.7	23.2	
2	Good Housekeeping	2,714	18.5	24.0	
3	Woman's Day	2,462	16.8	22.3	
4	Redbook	998	6.8	24.6	

ranking

Go to Live Theater; Participated in Last 12 Months

Universe: Women		Population: 9,747,000		% of Universe: 15	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,838	29.1	15.7	
2	Good Housekeeping	1,922	19.7	17.0	
3	Woman's Day	1,679	17.2	15.2	
4	Redbook	669	6.9	16.5	



ranking

Go to Museums; Participated in Last 12 Months

Universe: Women		Population: 10,210,000		% of Universe: 16	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,884	28.2	15.9	
2	Good Housekeeping	1,821	17.8	16.1	
3	Woman's Day	1,719	16.8	15.6	
4	Redbook	773	7.6	19.0	



ranking

Attended Any Sports Event in Past Year

Universe: Women		Population: 12,762,000		% of Universe: 20	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,651	28.6	20.2	
2	Good Housekeeping	2,371	18.6	21.0	
3	Woman's Day	2,050	16.1	18.6	
4	Redbook	938	7.3	23.1	



ranking

Theme Parks; Number of Different Days Visited in Last 12 Months 5+

women



Universe: Women		Population: 2,590,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	747	28.8	4.1	
2	Good Housekeeping	472	18.2	4.2	
3	Woman's Day	461	17.8	4.2	
4	Redbook	241	9.3	5.9	

ranking

Theme Parks; Visited in Last 12 Months; Any Disney Park

women

Universe: Women		Population: 3,947,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,119	28.4	6.2	
2	Good Housekeeping	732	18.5	6.5	
3	Woman's Day	601	15.2	5.5	
4	Redbook	362	9.2	8.9	



ranking

Theme Parks; Visited in Last 12 Months Any Six Flags

Universe: Women		Population: 646,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	204*	31.6	1.1	
2	Good Housekeeping	154*	23.8	1.4	
3	Woman's Day	119*	18.4	1.1	
4	Redbook	28*	4.3	0.7	

* small sample size

women



ranking

Theme Parks; Visited in Last 12 Months Walt Disney World (Florida)

Universe: Women		Population: 2,382,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	759	31.9	4.2	
2	Good Housekeeping	518	21.7	4.6	
3	Woman's Day	421	17.7	3.8	
4	Redbook	254	10.7	6.3	



ranking

Theme Parks; Visited in Last 12 Months Any Sea World

Universe: Women		Population: 1,497,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	380	25.4	2.1	
2	Woman's Day	215*	14.4	2.0	
3	Good Housekeeping	198	13.2	1.8	
4	Redbook	105*	7.0	2.6	

* small sample size



ranking

Theme Parks; Visited in Last 12 Months; Any Universal Studios



Universe: Women		Population: 1,540,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	352	22.9	1.9	
2	Woman's Day	203*	13.2	1.8	
3	Good Housekeeping	202*	13.1	1.8	
4	Redbook	108*	7.0	2.7	

* small sample size

ranking

Any Casino Gambling in Last 12 Months

women



Universe: Women		Population: 9,487,000		% of Universe: 15	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,939	31.0	16.2	
2	Good Housekeeping	2,035	21.5	18.0	
3	Woman's Day	1,883	19.8	17.1	
4	Redbook	695	7.3	17.1	

ranking

Las Vegas; Gambled in Last 12 Months; Any

women



Universe: Women		Population: 2,320,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	647	27.9	3.6	
2	Good Housekeeping	445	19.2	3.9	
3	Woman's Day	442	19.1	4.0	
4	Redbook	144*	6.2	3.5	

* small sample size

ranking

Atlantic City; Gambled in Last 12 Months; Any

women



Universe: Women		Population: 1,223,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	371	30.3	2.0	
2	Woman's Day	245	20.0	2.2	
3	Good Housekeeping	228	18.6	2.0	
4	Redbook	101*	8.3	2.5	

* small sample size

ranking

Sports Events – Attend; Soccer

women



Universe: Women		Population: 643,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	127*	19.8	0.7	
2	Good Housekeeping	88*	13.7	0.8	
3	Woman's Day	71*	11.0	0.6	
4	Redbook	16*	2.5	0.4	

* small sample size

** shown for consistency only

ranking

Sports Events – Attend; Baseball

women



Universe: Women		Population: 5,060,000		% of Universe: 8	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,461	28.9	8.1	
2	Good Housekeeping	945	18.7	8.4	
3	Woman's Day	782	15.5	7.1	
4	Redbook	395	7.8	9.7	

ranking

Leisure Activities - Go to Live Theater; Participated in Last 12 Months

women



Universe: Women		Population: 9,747,000		% of Universe: 15	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,838	29.1	15.7	
2	Good Housekeeping	1,922	19.7	17.0	
3	Woman's Day	1,679	17.2	15.2	
4	Redbook	669	6.9	16.5	

ranking

Leisure Activities -Attend Classical Music/Opera Performances; Participated in Last 12 months

women



Universe: Women		Population: 2,941,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	747	25.4	4.1	
2	Good Housekeeping	492	16.7	4.4	
3	Woman's Day	399	13.6	3.6	
4	Redbook	165*	5.6	4.1	

* small sample size

ranking

FOOD

women



ranking

Food/Warehouse/Club Stores; Amount Spent by Household in Average Week; \$150+



Universe: Women		Population: 20,708,000		% of Universe: 33	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,750	27.8	31.7	
2	Woman's Day	3,575	17.3	32.4	
3	Good Housekeeping	3,536	17.1	31.3	
4	Redbook	1,456	7.0	35.9	

ranking

Age 35-54 and Food/Warehouse/Club Stores; Amount Spent Personally in Average Week \$150+

women



Universe: Women		Population: 9,307,000		% of Universe: 15	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,896	31.1	16.0	
2	Good Housekeeping	1,834	19.7	16.3	
3	Woman's Day	1,782	19.1	16.2	
4	Redbook	819	8.8	20.2	

ranking

Age 25-64 and Food/Warehouse/Club Stores; Amount Spent by Household in Average Week \$150+

women



Universe: Women		Population: 10,467,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,107	29.7	17.2	
2	Good Housekeeping	1,886	18.0	16.7	
3	Woman's Day	1,849	17.7	16.8	
4	Redbook	799	7.6	19.7	

ranking

Age 25-64 and Food Stores; Grocery Stores; Food Lion; Shopped Last 30 Days

women



Universe: Women		Population: 2,782,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,021	36.7	5.6	
2	Woman's Day	768	27.6	7.0	
3	Good Housekeeping	603	21.7	5.3	
4	Redbook	278*	10.0	6.9	

* Small sample size

ranking

Age 25-64 and Food Stores; Grocery Stores; Kroger; Shopped in Last 30 Days

women



Universe: Women		Population: 5,817,000		% of Universe: 9	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,943	33.4	10.7	
2	Good Housekeeping	1,241	21.3	11.0	
3	Woman's Day	1,112	19.1	10.1	
4	Redbook	539	9.3	13.3	

ranking

Age 25-64 and Food Stores; Grocery Stores; Stop 'N Shop; Shopped in Last 30 Days

women



Universe: Women		Population: 2,104,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	653	31.0	3.6	
2	Woman's Day	466	22.1	4.2	
3	Good Housekeeping	382	18.2	3.4	
4	Redbook	143	6.8	3.5	

ranking

Age 25-64 and Warehouse/Club Stores; Costco Wholesale; Shopped in Last 30 Days

women



Universe: Women		Population: 7,833,000		% of Universe: 12	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,171	27.7	12.0	
2	Good Housekeeping	1,337	17.1	11.8	
3	Woman's Day	1,223	15.6	11.1	
4	Redbook	570	7.3	14.0	

ranking

Age 25-64 and Food Stores; Grocery Stores; A&P Shopped Last 30 Days

women



Universe: Women		Population: 865,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	251	29.0	1.4	
2	Woman's Day	179*	20.7	1.6	
3	Good Housekeeping	159*	18.4	1.4	
4	Redbook	52*	6.0	1.3	

* Small sample size

ranking

Food/Warehouse/Club Stores; Grocery Stores; Safeway; Times Shopped in Last 6 Months, Any

women



Universe: Women		Population: 5,952,000		% of Universe: 9	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,531	25.7	8.5	
2	Good Housekeeping	1,013	17.0	9.0	
3	Woman's Day	787	13.2	7.1	
4	Redbook	346	5.8	8.5	

ranking

Food/Warehouse/Club Stores; Grocery Stores; Publix; Times Shopped; In Last 6 Months: Any

Universe: Women		Population: 5,905,000		% of Universe: 9	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,684	28.5	9.3	
2	Good Housekeeping	1,118	18.9	9.9	
3	Woman's Day	985	16.7	8.9	
4	Redbook	457	7.7	11.3	



ranking

Food/Warehouse/Club Stores; Amount Spent Personally in Average Week; \$100+

women



Universe: Women		Population: 23,461,000		% of Universe: 37	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,848	29.2	37.8	
2	Good Housekeeping	4,165	17.8	36.9	
3	Woman's Day	4,163	17.7	37.8	
4	Redbook	1,636	7.0	40.3	

ranking

Age 25-54 and Food/Warehouse/Club Stores; Amount Spent Personally in Average Week; \$100+

women



Universe: Women		Population: 14,360,000		% of Universe: 23	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,977	27.7	22.0	
2	Good Housekeeping	2,323	16.2	20.6	
3	Woman's Day	2,318	16.1	21.0	
4	Redbook	1,068	7.4	26.3	

ranking

Food/Warehouse/Club Stores; Amount Spent Personally in Average Week; \$150+

women



Universe: Women		Population: 13,403,000		% of Universe: 21	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,976	29.7	21.9	
2	Woman's Day	2,400	17.9	21.8	
3	Good Housekeeping	2,349	17.5	20.8	
4	Redbook	949	7.1	23.4	

ranking

Age 25-54 and Food/Warehouse/Club Stores; Amount Spent Personally in Average Week; \$150+

women



Universe: Women		Population: 8,419,000		% of Universe: 13	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,451	29.1	13.5	
2	Good Housekeeping	1,459	17.3	12.9	
3	Woman's Day	1,405	16.7	12.8	
4	Redbook	656	7.8	16.2	

ranking

Age 25 or More and Food/Warehouse/Club Stores; Amount Spent Personally in Average Week; \$100+

women



Universe: Women		Population: 21,820,000		% of Universe: 34	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,660	30.5	36.8	
2	Good Housekeeping	4,113	18.8	36.4	
3	Woman's Day	4,035	18.5	36.6	
4	Redbook	1,571	7.2	38.7	

ranking

Age 25 or More and Food/Warehouse/Club Stores; Amount Spent Personally in Average Week; \$150+

women

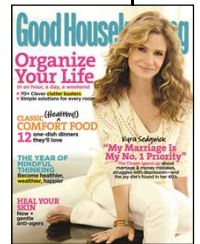


Universe: Women		Population: 12,518,000		% of Universe: 20	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,859	30.8	21.3	
2	Good Housekeeping	2,330	18.6	20.6	
3	Woman's Day	2,324	18.6	21.1	
4	Redbook	911	7.3	22.4	

ranking

Age 25 or More and Any grocery shopping in past week

women



Universe: Women		Population: 40,530,000		% of Universe: 64	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	12,804	31.6	70.7	
2	Good Housekeeping	7,989	19.7	70.8	
3	Woman's Day	7,789	19.2	70.7	
4	Redbook	2,948	7.3	72.6	

ranking

Any Grocery Shopping In Past Week



women

Universe: Women		Population: 44,521,000		% of Universe: 70	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	13,247	29.8	73.1	
2	Good Housekeeping	8,196	18.4	72.6	
3	Woman's Day	7,998	18.0	72.6	
4	Redbook	3,083	6.9	76.0	

ranking

Age 25-64 and Household Size 2-3 Any Grocery Shopping in Past Week

women



Universe: Women		Population: 15,689,000		% of Universe: 25	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,945	31.5	27.3	
2	Woman's Day	3,107	19.8	28.2	
3	Good Housekeeping	2,912	18.6	25.8	
4	Redbook	1,228	7.8	30.3	

ranking

Bottled Water & Seltzer; Total Users

women

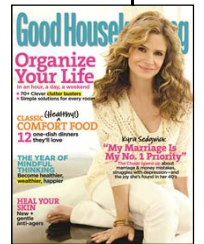


Universe: Women		Population: 40,807,000		% of Universe: 64	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	11,416	28.0	63.0	
2	Good Housekeeping	7,276	17.8	64.5	
3	Woman's Day	6,891	16.9	62.5	
4	Redbook	2,716	6.7	66.9	

ranking

Bottled Water & Seltzer; Poland Springs

women



Universe: Women		Population: 4,196,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,076	25.6	5.9	
2	Woman's Day	727	17.3	6.6	
3	Good Housekeeping	653	15.6	5.8	
4	Redbook	271	6.5	6.7	

ranking

Bottled Water & Seltzer; Perrier

women



Universe: Women		Population: 1,164,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	270	23.2	1.5	
2	Woman's Day	211*	18.1	1.9	
3	Good Housekeeping	154*	13.2	1.4	
4	Redbook	82*	7.0	2.0	

*small sample size

ranking

Age 25-64 and Fine Dining Restaurants -Number Of Times Visited in Last 30 Days; Any Visit

women



Universe: Women		Population: 6,131,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,623	26.5	9.0	
2	Good Housekeeping	1,147	18.7	10.2	
3	Woman's Day	1,056	17.2	9.6	
4	Redbook	369	6.0	9.1	

ranking

Age 25-54 and Fast Food & Drive-in Restaurants; Total Users

women



Universe: Women		Population: 30,402,000		% of Universe: 48	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	8,433	27.7	46.6	
2	Woman's Day	5,171	17.0	46.9	
3	Good Housekeeping	4,968	16.3	44.0	
4	Redbook	2,227	7.3	54.9	

ranking

Age 25-54 and Fast Food & Drive-in Restaurants; McDonald's

women



Universe: Women		Population: 20,575,000		% of Universe: 33	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,893	28.6	32.5	
2	Woman's Day	3,682	17.9	33.4	
3	Good Housekeeping	3,424	16.6	30.3	
4	Redbook	1,569	7.6	38.7	

ranking

Family Restaurants & Steak Houses; Applebee's in Last 6 Months

Universe: Women		Population: 16,769,000		% of Universe: 27	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,470	32.6	30.2	
2	Good Housekeeping	3,295	19.6	29.2	
3	Woman's Day	3,259	19.4	29.6	
4	Redbook	1,438	8.6	35.4	

women



ranking

Age 25-54 and Family Restaurants & Steak Houses; Applebee's in Last 6 Months

Universe: Women		Population: 8,990,000		% of Universe: 14	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,859	31.8	15.8	
2	Woman's Day	1,736	19.3	15.8	
3	Good Housekeeping	1,582	17.6	14.0	
4	Redbook	775	8.6	19.1	



ranking

Age 25-54 and Family Restaurants & Steak Houses; Bob Evans Farms

Universe: Women		Population: 1,100,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	342	31.1	1.9	
2	Good Housekeeping	225*	20.5	2.0	
3	Woman's Day	188*	17.1	1.7	
4	Redbook	100*	9.1	2.5	

* small sample size



ranking

Age 25-54 and Family Restaurants & Steak Houses; Olive Garden

women



Universe: Women		Population: 6,356,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,878	29.5	10.4	
2	Woman's Day	1,182	18.6	10.7	
3	Good Housekeeping	1,137	17.9	10.1	
4	Redbook	577	9.1	14.2	

ranking

Age 25-54 and Family Restaurants & Steak Houses; Outback Steakhouse



Universe: Women		Population: 3,522,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	976	27.7	5.4	
2	Good Housekeeping	668	19.0	5.9	
3	Woman's Day	614	17.4	5.6	
4	Redbook	305	8.7	7.5	

ranking

Ketchup/Catsup; Heinz in Last 6 Months

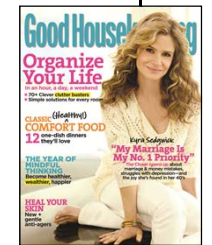
Universe: Women		Population: 33,441,000		% of Universe: 53	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	9,715	29.1	53.6	
2	Good Housekeeping	6,072	18.2	53.8	
3	Woman's Day	5,852	17.5	53.1	
4	Redbook	2,217	6.6	54.6	



ranking

Canned or Jarred Soup/Broth; Campbell's in Last 6 Months

women

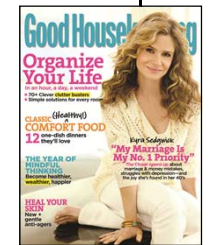


Universe: Women		Population: 31,790,000		% of Universe: 50	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	9,904	31.2	54.7	
2	Good Housekeeping	6,313	19.9	55.9	
3	Woman's Day	6,134	19.3	55.7	
4	Redbook	2,256	7.1	55.6	

ranking

Frostings; Betty Crocker in Last 6 Months

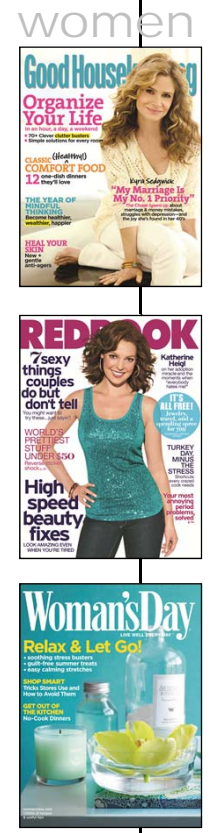
women



Universe: Women		Population: 12,694,000		% of Universe: 20	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,111	32.4	22.7	
2	Good Housekeeping	2,685	21.2	23.8	
3	Woman's Day	2,619	20.6	23.8	
4	Redbook	1,111	8.8	27.4	

ranking

Food Attitudes – I Regularly Eat Organic Foods Agree Somewhat/Completely

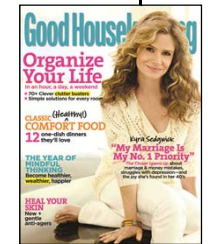


Universe: Women		Population: 38,260,000		% of Universe: 33	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	9,510	24.9	27.9	
2	Woman's Day	6,016	15.7	30.2	
3	Good Housekeeping	5,569	14.6	25.9	
4	Redbook	2,111	5.5	27.6	

ranking

Food Attitude – Agree Completely/Somewhat; During A Given Week, I Cook Meals Frequently

women



Universe: Women		Population: 48,745,000		% of Universe: 77	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	14,359	29.5	79.3	
2	Good Housekeeping	8,981	18.4	79.6	
3	Woman's Day	8,759	18.0	79.5	
4	Redbook	3,219	6.6	79.3	

ranking

Food Attitude – Agree Completely/Somewhat; People Often Ask My Advice When It Comes To Food

Universe: Women		Population: 26,600,000		% of Universe: 42	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,707	29.0	42.5	
2	Good Housekeeping	4,938	18.6	43.8	
3	Woman's Day	4,693	17.6	42.6	
4	Redbook	1,848	6.9	45.5	



ranking

Food Attitude – Agree Completely/Somewhat; Dinners in My Home are Usually Planned Ahead of Time.

Universe: Women		Population: 40,625,000		% of Universe: 64	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	11,850	29.2	65.4	
2	Good Housekeeping	7,544	18.6	66.8	
3	Woman's Day	7,050	17.4	64.0	
4	Redbook	2,750	6.8	67.8	



ranking

Food Attitude – Agree Completely/Somewhat; I Enjoy Trying Different Types of Food

Universe: Women		Population: 49,259,000		% of Universe: 78	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	14,019	28.5	77.4	
2	Good Housekeeping	8,803	17.9	78.0	
3	Woman's Day	8,535	17.3	77.5	
4	Redbook	3,166	6.4	78.0	



ranking

Age 25-54 and Food Attitude – Agree Completely/Somewhat; During A Given Week, I Cook Meals Frequently



Universe: Women		Population: 25,813,000		% of Universe: 41	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,333	28.4	40.5	
2	Woman's Day	4,523	17.5	41.1	
3	Good Housekeeping	4,297	16.6	38.1	
4	Redbook	1,919	7.4	47.3	

ranking

Age 25-54 And Food Attitude – Agree Completely/Somewhat; People Often Ask My Advice When It Comes To Food

women



Universe: Women		Population: 14,442,000		% of Universe: 23	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,049	28.0	22.4	
2	Good Housekeeping	2,535	17.6	23.0	
3	Woman's Day	2,383	16.5	21.1	
4	Redbook	1,102	7.6	27.2	

ranking

Age 25-54 And Food Attitude – Agree Completely/Somewhat; Dinners in My Home are Usually Planned Ahead of Time

women

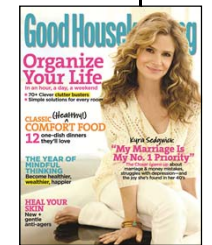


Universe: Women		Population: 20,809,000		% of Universe: 33	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,913	28.4	32.6	
2	Woman's Day	3,616	17.4	32.8	
3	Good Housekeeping	3,562	17.1	31.6	
4	Redbook	1,549	7.4	38.2	

ranking

Age 25-54 and Food Attitude – Agree Completely/Somewhat; I Enjoy Trying Different Types of Food

women



Universe: Women		Population: 25,983,000		% of Universe: 41	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,199	27.7	39.7	
2	Woman's Day	4,410	17.0	40.0	
3	Good Housekeeping	4,297	16.5	38.1	
4	Redbook	1,852	7.1	45.6	

ranking

Age 25 or More and Food Attitude – Agree Completely/Somewhat; During a Given Week, I Cook Meals Frequently

women



Universe: Women		Population: 44,451,000		% of Universe: 70	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	13,828	31.1	76.3	
2	Good Housekeeping	8,702	19.6	77.1	
3	Woman's Day	8,516	19.2	77.3	
4	Redbook	3,089	6.9	76.1	

ranking

Age 25 or More and Food Attitude – Agree Completely/Somewhat; People Often Ask My Advice When It Comes To Food

women



Universe: Women		Population: 23,910,000		% of Universe: 38	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,355	30.8	40.6	
2	Good Housekeeping	4,713	19.7	41.8	
3	Woman's Day	4,575	19.1	41.5	
4	Redbook	1,767	7.4	43.5	

ranking

Age 25 or More and Food Attitude – Agree Completely/Somewhat; Dinners in My Home are Usually Planned Ahead of Time

women



Universe: Women		Population: 36,884,000		% of Universe: 58	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	11,387	30.9	62.9	
2	Good Housekeeping	7,295	19.8	64.6	
3	Woman's Day	6,901	18.7	62.6	
4	Redbook	2,609	7.1	64.3	

ranking

Age 25 or More and Food Attitudes – Agree Completely/Somewhat; I Enjoy Trying Different Types of Food



Universe: Women		Population: 44,430,000		% of Universe: 70	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	13,476	30.3	74.4	
2	Good Housekeeping	8,511	19.2	75.4	
3	Woman's Day	8,274	18.6	75.1	
4	Redbook	3,010	6.8	74.2	

ranking

Food Prepared From Scratch; Total Users

women

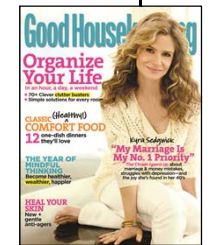


Universe: Women		Population: 38,229,000		% of Universe: 60	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	11,588	30.3	64.0	
2	Good Housekeeping	7,271	19.0	64.4	
3	Woman's Day	6,945	18.2	63.0	
4	Redbook	2,634	6.9	64.9	

ranking

Food Prepared From Scratch Heavy Users (8+) in Last 30 Days

women



Universe: Women		Population: 14,633,000		% of Universe: 23	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,902	33.5	27.1	
2	Good Housekeeping	3,215	22.0	28.5	
3	Woman's Day	3,006	20.5	27.3	
4	Redbook	1,016	6.9	25.0	

ranking

Food Prepared From Scratch Heavy/Medium Users (3+) in Last 30 Days

women



Universe: Women		Population: 25,998,000		% of Universe: 41	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	8,251	31.7	45.6	
2	Good Housekeeping	5,253	20.2	46.5	
3	Woman's Day	4,998	19.2	45.4	
4	Redbook	1,942	7.5	47.9	

ranking

Age 25-54 and Food Prepared From Scratch; Total Users in Last 6 Months

women



Universe: Women		Population: 19,219,000		% of Universe: 30	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,503	28.6	30.4	
2	Woman's Day	3,284	17.1	29.8	
3	Good Housekeeping	3,257	16.9	28.9	
4	Redbook	1,468	7.6	36.2	

ranking

Age 25-54 and Food Prepared From Scratch; Heavy Users (8+) In Last 30 Days

women



Universe: Women		Population: 7,339,000		% of Universe: 12	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,375	32.4	13.1	
2	Woman's Day	1,494	20.4	13.6	
3	Good Housekeeping	1,413	19.3	12.5	
4	Redbook	564	7.7	13.9	

ranking

Age 25-54 and Food Prepared From Scratch Heavy/Medium Users (3+) in Last 30 Days

women



Universe: Women		Population: 12,734,000		% of Universe: 20	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,891	30.6	21.5	
2	Woman's Day	2,368	18.6	21.5	
3	Good Housekeeping	2,318	18.2	20.5	
4	Redbook	1,067	8.4	26.3	

ranking

Age 25 or More and Food Prepared From Scratch; Total Users in Last 6 Months

women



Universe: Women		Population: 34,815,000		% of Universe: 55	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	11,097	31.9	61.3	
2	Good Housekeeping	7,027	20.2	62.3	
3	Woman's Day	6,718	19.3	61.0	
4	Redbook	2,491	7.2	61.4	

ranking

Age 25 or More and Food Prepared From Scratch; Heavy Users (8+) in Last 30 Days

women



Universe: Women		Population: 13,530,000		% of Universe: 21	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,756	35.2	26.3	
2	Good Housekeeping	3,144	23.2	27.9	
3	Woman's Day	2,925	21.6	26.5	
4	Redbook	978	7.2	24.1	

ranking

Age 25 or More and Food Prepared From Scratch; Heavy/Medium Users (3+) in Last 30 Days

women



Universe: Women		Population: 23,751,000		% of Universe: 38	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,928	33.4	43.8	
2	Good Housekeeping	5,111	21.5	45.3	
3	Woman's Day	4,838	20.4	43.9	
4	Redbook	1,856	7.8	45.7	

ranking

Butter; Total Users in Last 6 Months

women



Universe: Women		Population: 38,641,000		% of Universe: 61	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	11,325	29.3	62.5	
2	Good Housekeeping	7,183	18.6	63.6	
3	Woman's Day	6,829	17.7	62.0	
4	Redbook	2,640	6.8	65.1	

ranking

Butter; Heavy Users (4+) in Last 30 Days

women



Universe: Women		Population: 6,080,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,965	32.3	10.8	
2	Good Housekeeping	1,304	21.4	11.6	
3	Woman's Day	1,176	19.3	10.7	
4	Redbook	358	5.9	8.8	

ranking

Butter; Heavy/Medium Users (2+) in Last 30 Days

women



Universe: Women		Population: 16,489,000		% of Universe: 26	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,383	32.6	29.7	
2	Woman's Day	3,462	21.0	31.4	
3	Good Housekeeping	3,374	20.5	29.9	
4	Redbook	1,310	7.9	32.3	

ranking

Age 25-54 and Butter; Total Users in Last 6 Months

women



Universe: Women		Population: 19,827,000		% of Universe: 31	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,688	28.7	31.4	
2	Woman's Day	3,458	17.4	31.4	
3	Good Housekeeping	3,400	17.1	30.1	
4	Redbook	1,493	7.5	36.8	

ranking

Age 25-54 and Butter; Heavy Users (4+) in Last 30 Days

women



Universe: Women		Population: 3,547,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,148	32.4	6.3	
2	Woman's Day	718	20.2	6.5	
3	Good Housekeeping	697	19.7	6.2	
4	Redbook	236*	6.7	5.8	

* small sample size

ranking

Age 25-54 and Butter; Heavy/Medium Users (2+) in Last 30 Days

women

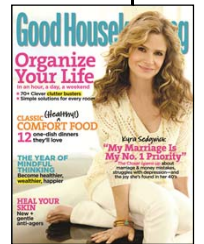


Universe: Women		Population: 8,878,000		% of Universe: 14	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,019	34.0	16.7	
2	Woman's Day	1,948	21.9	17.7	
3	Good Housekeeping	1,770	19.9	15.7	
4	Redbook	818	9.2	20.2	

ranking

Age 25 or More and Butter; Total Users in Last 6 Months

women



Universe: Women		Population: 34,966,000		% of Universe: 55	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	10,944	31.3	60.4	
2	Good Housekeeping	6,981	20.0	61.9	
3	Woman's Day	6,656	19.0	60.4	
4	Redbook	2,554	7.3	62.9	

ranking

Age 25 or More and Butter; Heavy Users (4+) in Last 30 Days

women



Universe: Women		Population: 5,514,000		% of Universe: 9	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,920	34.8	10.6	
2	Good Housekeeping	1,266	23.0	11.2	
3	Woman's Day	1,171	21.2	10.6	
4	Redbook	347	6.3	8.6	

ranking

Age 25 or More and Butter; Heavy/Medium Users (2+) in Last 30 Days

women



Universe: Women		Population: 14,939,000		% of Universe: 24	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,231	35.0	28.9	
2	Woman's Day	3,387	22.7	30.7	
3	Good Housekeeping	3,309	22.2	29.3	
4	Redbook	1,265	8.5	31.2	

ranking

Ice Cream, Ice Milk & Sherbet; Used in Last 6 Months



Universe: Women		Population: 45,314,000		% of Universe: 72	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	13,412	29.6	74.0	
2	Good Housekeeping	8,489	18.7	75.2	
3	Woman's Day	7,898	17.4	71.7	
4	Redbook	3,025	6.7	74.5	

ranking

Ice Cream, Ice Milk & Sherbet; Heavy or Medium in Last 7 Days



Universe: Women		Population: 19,767,000		% of Universe: 31	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,200	31.4	34.2	
2	Good Housekeeping	4,012	20.3	35.5	
3	Woman's Day	3,614	18.3	32.8	
4	Redbook	1,442	7.3	35.5	

ranking

Fresh Milk; Used in Last 6 Months

Universe: Women		Population: 56,999,000		% of Universe: 90	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	16,615	29.1	91.7	
2	Good Housekeeping	10,328	18.1	91.5	
3	Woman's Day	10,063	17.7	91.3	
4	Redbook	3,766	6.6	92.8	



ranking

Fresh Milk; Heavy or Medium Users in Last 7 Days

Universe: Women		Population: 24,816,000		% of Universe: 39	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,297	2.4	40.3	
2	Good Housekeeping	4,525	18.2	40.1	
3	Woman's Day	4,441	17.9	40.3	
4	Redbook	1,749	7.0	43.1	



ranking

Fresh Milk or Sour Cream; Total Users

Universe: Women		Population: 58,958,000		% of Universe: 93	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	17,099	29.0	94.4	
2	Good Housekeeping	10.649	18.1	94.4	
3	Woman's Day	10.362	17.6	94.1	
4	Redbook	3,900	6.6	96.1	



ranking

Fresh Milk or Sour Cream; Heavy Users

Universe: Women		Population: 14,566,000		% of Universe: 23	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,562	31.3	25.2	
2	Good Housekeeping	2,783	19.1	24.7	
3	Woman's Day	2,781	19.1	25.2	
4	Redbook	1,099	7.5	27.1	



ranking

Age 25-54 and Fresh Milk or Sour Cream; Total Users

women



Universe: Women		Population: 30,829,000		% of Universe: 49	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	8,629	28.0	47.6	
2	Woman's Day	5,262	17.1	47.8	
3	Good Housekeeping	5,055	16.4	44.8	
4	Redbook	2,257	7.3	55.6	

ranking

Age 25-54 and Fresh Milk or Sour Cream; Heavy Users

women



Universe: Women		Population: 9,203,000		% of Universe: 15	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,787	30.3	15.4	
2	Woman's Day	1,713	18.6	15.5	
3	Good Housekeeping	1,660	18.0	14.7	
4	Redbook	690	7.5	17.0	

ranking

Age 21-49 and Fresh Milk or Sour Cream; Total Users



Universe: Women		Population: 29,039,000		% of Universe: 46	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,062	24.3	39.0	
2	Woman's Day	4,312	14.8	39.1	
3	Good Housekeeping	3,949	13.6	35.0	
4	Redbook	1,888	6.5	46.5	

ranking

Age 21-49 and Fresh Milk or Sour Cream; Heavy Users



Universe: Women		Population: 8,629,000		% of Universe: 14	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,414	28.0	13.3	
2	Woman's Day	1,454	16.9	13.2	
3	Good Housekeeping	1,336	15.5	11.8	
4	Redbook	635	7.4	15.6	

ranking

Age 25-54 and Household Income \$100,000 or More and Any Kids and Fresh Milk or Sour Cream; Total Users

women



Universe: Women		Population: 5,273,000		% of Universe: 8	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,403	26.6	7.7	
2	Good Housekeeping	904	17.1	8.0	
3	Woman's Day	724	13.7	6.6	
4	Redbook	420	8.0	10.3	

ranking

Age 25-54 and Household Income \$100,000 or More and any Kids and Fresh Milk or Sour Cream; Heavy Users in Last 7 Days

women



Universe: Women		Population: 1,924,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	503	26.1	2.8	
2	Good Housekeeping	356	18.5	3.2	
3	Woman's Day	261	13.6	2.4	
4	Redbook	136*	7.1	3.4	

* small sample size

ranking

Age 35-64 and Butter/Fresh Milk/Natural or Imported Cheese; Used in Last 6 Months

Universe: Women		Population: 31,572,000		% of Universe: 50	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	10,338	32.7	57.1	
2	Woman's Day	6,518	20.6	59.2	
3	Good Housekeeping	6,509	20.6	57.7	
4	Redbook	2,587	8.2	63.8	

women



ranking

American Pasteurized Processed Cheese; Kraft Cheese Used in Last 6 Months

Universe: Women		Population: 25,321,000		% of Universe: 40	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,794	30.8	43.0	
2	Good Housekeeping	4,854	19.2	43.0	
3	Woman's Day	4,853	19.2	44.1	
4	Redbook	1,757	6.9	43.3	



ranking

Yogurt; Total Users in Last 6 Months

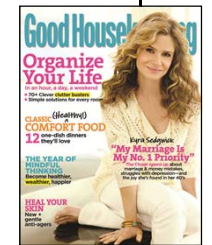
Universe: Women		Population: 39,983,000		% of Universe: 63	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	11,342	28.4	62.6	
2	Good Housekeeping	7,036	17.6	62.3	
3	Woman's Day	6,699	16.8	60.8	
4	Redbook	2,786	7.0	68.7	



ranking

Other Meat Fresh/Frozen Used in Last 6 Months

women



Universe: Women		Population: 25,215,000		% of Universe: 40	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,756	30.8	42.8	
2	Good Housekeeping	4,934	19.6	43.7	
3	Woman's Day	4,787	19.0	43.5	
4	Redbook	1,763	7.0	43.4	

ranking

Beef Fresh/Frozen; Heavy Users (11+) in Last 30 Days

Universe: Women		Population: 9,042,000		% of Universe: 14	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,121	34.5	17.2	
2	Good Housekeeping	1,984	21.9	17.6	
3	Woman's Day	1,829	20.2	16.6	
4	Redbook	735	8.1	18.1	



ranking

Cooked Hams; Heavy/Medium Users (2+) in Last 30 Days



Universe: Women		Population: 6,263,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,020	32.3	11.2	
2	Good Housekeeping	1,360	21.7	12.1	
3	Woman's Day	1,292	20.6	11.7	
4	Redbook	520	8.3	12.8	

ranking

Cold Cuts; Used in Last 6 Months Fresh Cut/Deli

Universe: Women		Population: 19,207,000		% of Universe: 30	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,877	30.6	32.4	
2	Good Housekeeping	3,719	19.4	33.0	
3	Woman's Day	3,603	18.8	32.7	
4	Redbook	1,425	7.4	35.1	



ranking

Beef Fresh/Frozen; Total Users in Last 6 Months

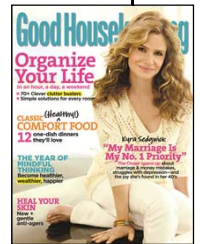
Universe: Women		Population: 45,601,000		% of Universe: 72	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	13,637	29.9	75.3	
2	Good Housekeeping	8,409	18.4	74.5	
3	Woman's Day	8,392	18.4	76.2	
4	Redbook	3,084	6.8	76.0	



ranking

Other Meat Fresh/Frozen; Veal in Last 6 Months

women



Universe: Women		Population: 2,279,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	744	32.6	4.1	
2	Woman's Day	514	22.6	4.7	
3	Good Housekeeping	487	21.4	4.3	
4	Redbook	203*	8.9	5.0	

* small sample size

ranking

Sausage; Total Users in Last 6 Months

Universe: Women		Population: 34,202,000		% of Universe: 54	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	10,377	30.3	57.3	
2	Good Housekeeping	6,528	19.1	57.8	
3	Woman's Day	6,449	18.9	58.5	
4	Redbook	2,335	6.8	57.5	



ranking

Sausage; Bob Evans in Last 6 Months

Universe: Women		Population: 4,591,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,530	33.3	8.4	
2	Good Housekeeping	955	20.8	8.5	
3	Woman's Day	930	20.3	8.4	
4	Redbook	426	9.3	10.5	



ranking

HEALTHCARE

women



ranking

Doctor Visits; Visited in Last 12 Months

Universe: Women		Population: 53,541,000		% of Universe: 85	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	15,850	29.6	87.5	
2	Good Housekeeping	9,903	18.5	87.7	
3	Woman's Day	9,687	18.1	87.9	
4	Redbook	3,690	6.9	90.9	



ranking

Doctor Visits; 6+ In Last 12 Months

Universe: Women		Population: 24,874,000		% of Universe: 39	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,535	30.3	41.6	
2	Good Housekeeping	4,760	19.1	42.2	
3	Woman's Day	4,610	18.5	41.8	
4	Redbook	1,773	7.1	43.7	



ranking

Age 25-54 and Doctor Visits; Visited in Last 12 Months

Universe: Women		Population: 27,203,000		% of Universe: 43	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,888	29.0	43.5	
2	Woman's Day	4,913	18.1	44.6	
3	Good Housekeeping	4,636	17.0	41.1	
4	Redbook	2,086	7.7	51.4	



ranking

Age 35-54 and Doctor Visits; Visited in Last 12 Months

Universe: Women		Population: 18,711,000		% of Universe: 30	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,198	33.1	34.2	
2	Woman's Day	3,920	21.0	35.6	
3	Good Housekeeping	3,729	19.9	33.0	
4	Redbook	1,663	8.9	41.0	

women



ranking

Doctor Visits; Plastic Surgeon in Last 12 Months

women



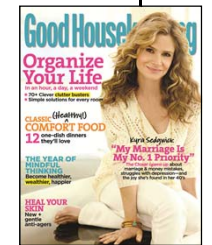
Universe: Women		Population: 565,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	176*	31.2	1.0	
2	Good Housekeeping	91*	16.1	0.8	
3	Woman's Day	89*	15.8	0.8	
4	Redbook	51*	9.0	1.3	

* small sample size

ranking

Doctor Visits; OB/GYN. in Last 12 Months

women



Universe: Women		Population: 18,372,000		% of Universe: 29	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,941	26.9	27.3	
2	Woman's Day	3,063	16.7	27.8	
3	Good Housekeeping	2,951	16.1	26.1	
4	Redbook	1,354	7.4	33.4	

ranking

Age 25-54 and Doctor Visited; Dentist in Last 12 Months

Universe: Women		Population: 13,223,000		% of Universe: 21	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,774	28.5	20.8	
2	Woman's Day	2,308	17.5	20.9	
3	Good Housekeeping	2,284	17.3	20.2	
4	Redbook	989	7.5	24.4	



ranking

Ailments/Remedies; Cancer; Personally in Last 12 Months Have/Had

Universe: Women		Population: 1,712,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	463	27.0	2.6	
2	Good Housekeeping	301	17.6	2.7	
3	Woman's Day	259*	15.1	2.4	
4	Redbook	96*	5.6	2.4	



ranking

Age 35-64 and Doctor Visits; Eye Doctor in Last 12 Months

women

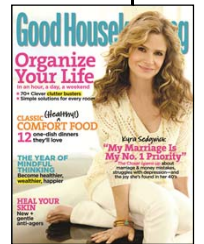


Universe: Women		Population: 7,818,000		% of Universe: 12	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,741	35.1	15.1	
2	Good Housekeeping	1,824	23.3	16.2	
3	Woman's Day	1,777	22.7	16.1	
4	Redbook	710	9.1	17.5	

ranking

Doctor Visits; Gastroenterologist in Last 12 Months

women



Universe: Women		Population: 3,111,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,220	39.2	6.7	
2	Good Housekeeping	849	27.3	7.5	
3	Woman's Day	724	23.3	6.6	
4	Redbook	273	8.8	6.7	

ranking

Medical Insurance; Personally Carry Medical/Hospital/Accident Insurance

Universe: Women		Population: 42,921,000		% of Universe: 68	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	12,761	29.7	70.4	
2	Good Housekeeping	8,066	18.8	71.5	
3	Woman's Day	7,844	18.3	71.2	
4	Redbook	2,939	6.8	72.4	



ranking

Insurance; Types Carried Dental Insurance

Universe: Women		Population: 20,661,000		% of Universe: 33	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,108	29.6	33.7	
2	Good Housekeeping	3,876	18.8	34.3	
3	Woman's Day	3,694	17.9	33.5	
4	Redbook	1,571	7.6	38.7	



ranking

Medical Insurance; Companies; Blue Cross/Blue Shield

Universe: Women		Population: 14,356,000		% of Universe: 23	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,581	31.9	25.3	
2	Good Housekeeping	2,824	19.7	25.0	
3	Woman's Day	2,791	19.4	25.3	
4	Redbook	1,155	8.0	28.5	

women



ranking

Medical Insurance; Companies; Kaiser Permanente

women



Universe: Women		Population: 1,448,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	322	22.2	1.8	
2	Good Housekeeping	184	12.7	1.6	
3	Woman's Day	178	12.3	1.6	
4	Redbook	63*	4.4	1.6	

* small sample size

ranking

Medical Insurance; Companies; Aetna US Healthcare

women



Universe: Women		Population: 3,315,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	959	28.9	5.3	
2	Good Housekeeping	630	19.0	5.6	
3	Woman's Day	503	15.2	4.6	
4	Redbook	238	7.2	5.9	

ranking

Ailments/Remedies; Diabetes (Insulin Dependent); Personally in Last 12 Months Have/Had



women

Universe: Women		Population: 1,897,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	599	31.6	3.3	
2	Good Housekeeping	421	22.2	3.7	
3	Woman's Day	411	21.7	3.7	
4	Redbook	96*	5.1	2.4	

* small sample size

ranking

Aliments/Remedies; Menopause/Hormone Replacement (Women Only); Personally in Last 12 Months

women



Universe: Women		Population: 1,895,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	565	29.8	3.1	
2	Good Housekeeping	395	20.8	3.5	
3	Woman's Day	339	17.9	3.1	
4	Redbook	162*	8.5	4.0	

* small sample size

ranking

Aliments/Remedies; Osteoporosis; Personally in Last 12 Months Have/Had

women



Universe: Women		Population: 3,333,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	937	28.1	5.2	
2	Woman's Day	638	19.1	5.8	
3	Good Housekeeping	542	16.3	4.8	
4	Redbook	177*	5.3	4.4	

* small sample size

ranking

HOME CATEGORIES

women



ranking

Home Remodeling; Summary in Last 12 Months

women



Universe: Women		Population: 13,025,000		% of Universe: 21	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,158	31.9	23.0	
2	Good Housekeeping	2,702	20.7	23.9	
3	Woman's Day	2,501	19.2	22.7	
4	Redbook	970	7.4	23.9	

ranking

Home Remodeling; Remodel Kitchen; Household Has Done Last 12 Months

Universe: Women		Population: 2,010,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	550	27.4	3.0	
2	Good Housekeeping	364	18.1	3.2	
3	Woman's Day	318	15.8	2.9	
4	Redbook	149*	7.4	3.7	

* small sample size



ranking

Home Improvements; Used a Home Decorating Service in the Last 12 Months

women



Universe: Women		Population: 372,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	157*	42.2	0.9	
2	Good Housekeeping	93*	25.0	0.8	
3	Woman's Day	89*	23.9	0.8	
4	Redbook	39*	10.5	1.0	

* small sample size

ranking

Home Remodeling; Swimming Pool – In Ground; Household Has Done Last 12 Months

women



Universe: Women		Population: 83,000		% of Universe:	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	33*	39.8	0.2	
2	Woman's Day	21*	25.3	0.2	
3	Good Housekeeping	13*	15.7	0.1	
4	Redbook	8*	9.6	0.2	

* small sample size

ranking

Home Remodeling; Remodel Bathroom; Household Has Done Last 12 Months

women



Universe: Women		Population: 3,513,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,024	29.1	5.7	
2	Good Housekeeping	711	20.2	6.3	
3	Woman's Day	603	17.2	5.5	
4	Redbook	230	6.5	5.7	

ranking

Bought Major Kitchen/Cooking Appliance or Washer/Dryer; Bought in Last 12 Months

women



Universe: Women		Population: 10,805,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,368	31.2	18.6	
2	Woman's Day	2,045	18.9	18.6	
3	Good Housekeeping	1,961	18.1	17.4	
4	Redbook	841	7.8	20.7	

ranking

Carpeting; Amount Spent in Last 12 Months; \$3,000+

women



Universe: Women		Population: 340,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	104*	30.6	0.6	
2	Good Housekeeping	71*	20.9	0.6	
3	Woman's Day	43*	12.6	0.4	
4	Redbook	40*	11.8	1.0	

* small sample size

ranking

Household Furnishings; Big Ticket Items; Sofa/Sectional or Recliner or Dining Room Furniture; Amount Spent in Last 12 Months; \$700+

women



Universe: Women		Population: 2,566,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	854	33.3	4.7	
2	Good Housekeeping	523	20.4	4.6	
3	Woman's Day	515	20.1	4.7	
4	Redbook	244*	9.5	6.0	

ranking

Household Furnishings; Big Ticket Items; Home Office Furniture; Bought in Last 12 Months

women



Universe: Women		Population: 1,177,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	300	25.5	1.7	
2	Good Housekeeping	194*	16.5	1.7	
3	Woman's Day	157*	13.3	1.4	
4	Redbook	69*	5.9	1.7	

* small sample size

ranking

Furniture Stores; Ethan Allen Galleries; Times Shopped in Last 12 Months

Universe: Women		Population: 706,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	206	29.2	1.1	
2	Good Housekeeping	114*	16.1	1.0	
3	Woman's Day	105*	14.9	1.0	
4	Redbook	49*	6.9	1.2	



* small sample size

ranking

Furniture Stores; Thomasville; Times Shopped; In Last 12 Months

Universe: Women		Population: 476,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	159*	33.4	0.9	
2	Good Housekeeping	112*	23.5	1.0	
3	Woman's Day	68*	14.3	0.6	
4	Redbook	38*	8.0	0.9	

* small sample size



ranking

Table Settings; Amount Spent in Total in Last 12 Months More than \$300

women



Universe: Women		Population: 324,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	101*	31.2	0.6	
2	Good Housekeeping	66*	20.4	0.6	
3	Woman's Day	55*	17.0	0.5	
4	Redbook	21*	6.5	0.5	

* small sample size

ranking

Household Furnishings; Big Ticket Items; Mattress; Bought in Last 12 Months



Universe: Women		Population: 4,117,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,083	26.3	6.0	
2	Good Housekeeping	731	17.8	6.5	
3	Woman's Day	645	15.7	5.9	
4	Redbook	224*	5.4	5.5	

ranking

Home Remodeling; Ceramic Tile Floors; Household Has Done Last 12 Months

women



Universe: Women		Population: 1,518,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	454	29.9	2.5	
2	Good Housekeeping	312	20.6	2.8	
3	Woman's Day	301	19.8	2.7	
4	Redbook	101*	6.7	2.5	

* small sample size

ranking

AD • INK

INFLUENTIAL'S COOKING / SHOPPING

women



ranking

Influential's; Cooking; I Have A Great Deal of Knowledge/Experience In This Topic

women



Universe: Women		Population: 28,769,000		% of Universe: 45	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	8,991	31.3	49.6	
2	Good Housekeeping	5,767	20.0	51.1	
3	Woman's Day	5,412	18.8	49.1	
4	Redbook	2,146	7.5	52.9	

ranking

Influential's; Cooking; My Family/Friends Often Ask For And Trust My Advice On This Topic

women



Universe: Women		Population: 20,652,000		% of Universe: 33	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,587	31.9	36.4	
2	Good Housekeeping	4,401	21.3	39.0	
3	Woman's Day	3,970	19.2	36.0	
4	Redbook	1,564	7.6	38.5	

ranking

Age 25-54 and Influential's; Cooking; I Have A Great Deal Of Knowledge/Experience in This Topic

women



Universe: Women		Population: 14,520,000		% of Universe: 23	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,382	30.2	24.2	
2	Good Housekeeping	2,708	18.7	24.0	
3	Woman's Day	2,544	17.5	23.1	
4	Redbook	1,255	8.6	30.9	

ranking

Age 25-54 and Influential's; Cooking; My Family/Friends Often Ask For and Trust My Advice on This Topic

women



Universe: Women		Population: 10,557,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,197	30.3	17.6	
2	Good Housekeeping	2,058	19.5	18.2	
3	Woman's Day	1,921	18.2	17.4	
4	Redbook	850	8.1	20.9	

ranking

Age 25+ and Influential's; Cooking; My Family/Friends Often Ask For and Trust My Advice on This Topic

women



Universe: Women		Population: 18,987,000		% of Universe: 30	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,367	33.5	35.1	
2	Good Housekeeping	4,284	22.6	38.0	
3	Woman's Day	3,901	20.5	35.4	
4	Redbook	1,473	7.8	36.3	

ranking

Age 25 or More and Influential's; Cooking; I Have a Great Deal of Knowledge/Experience in This Topic

women



Universe: Women		Population: 25,975,000		% of Universe: 41	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	8,601	33.1	47.5	
2	Good Housekeeping	5,555	21.4	49.2	
3	Woman's Day	5,247	20.2	47.6	
4	Redbook	2,023	7.8	49.9	

ranking

Influential's; Grocery Shopping; I Have a Great Deal Of Knowledge/Experience in This Topic

women



Universe: Women		Population: 24,868,000		% of Universe: 39	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	8,035	32.3	44.4	
2	Good Housekeeping	5,225	21.0	46.3	
3	Woman's Day	4,787	19.2	43.5	
4	Redbook	1,987	8.0	49.0	

ranking

Influential's; Grocery Shopping; My Family/Friends Often Ask For And Trust My Advice on This Topic

women

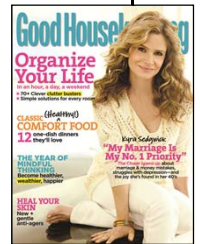


Universe: Women		Population: 11,581,000		% of Universe: 18	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,837	33.1	21.2	
2	Good Housekeeping	2,658	23.0	23.6	
3	Woman's Day	2,378	20.5	21.6	
4	Redbook	859	7.4	21.2	

ranking

Age 25-54 and Influential's; Grocery Shopping; I Have a Great Deal of Knowledge/Experience in This Topic

women



Universe: Women		Population: 13,045,000		% of Universe: 21	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,187	32.1	23.1	
2	Good Housekeeping	2,682	20.6	23.8	
3	Woman's Day	2,415	18.5	21.9	
4	Redbook	1,248	9.6	30.8	

ranking

Age 25-54 or More and Influentials; Grocery Shopping; My Family/Friends Often Ask For And Trust My Advice on This Topic

women



Universe: Women		Population: 6,351,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,984	31.2	11.0	
2	Good Housekeeping	1,394	21.9	12.4	
3	Woman's Day	1,175	18.5	10.7	
4	Redbook	535	8.4	13.2	

ranking

Age 25 or More and Influential's; Grocery Shopping; I Have a Great Deal of Knowledge/Experience in This Topic

women



Universe: Women		Population: 22,299,000		% of Universe: 35	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,684	34.5	42.4	
2	Good Housekeeping	5,065	22.7	44.9	
3	Woman's Day	4,616	20.7	41.9	
4	Redbook	1,871	8.4	46.1	

ranking

Age 25+ and Influentials; Grocery Shopping; My Family/Friends Often Ask For and Trust My Advice on This Topic

women



Universe: Women		Population: 10,536,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,709	35.2	20.5	
2	Good Housekeeping	2,588	24.6	22.9	
3	Woman's Day	2,319	22.0	21.0	
4	Redbook	833	7.9	20.5	

ranking

AD • INK

INTERNET - COMPUTERS

women



ranking

Internet Activity Past 30 Days; Made a Purchase for Business Use Online

Universe: Women		Population: 5,357,000		% of Universe: 9	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,344	25.1	7.4	
2	Woman's Day	843	15.7	7.7	
3	Good Housekeeping	821	15.3	7.3	
4	Redbook	324	6.0	8.0	

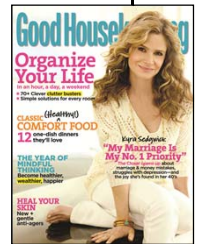
women



ranking

Internet Activity Past 30 Days; Made Personal or Business Travel Plans Online

women



Universe: Women		Population: 10,830,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,896	26.7	16.0	
2	Woman's Day	1,784	16.5	16.2	
3	Good Housekeeping	1,716	15.8	15.2	
4	Redbook	712	6.6	17.5	

ranking

Internet Activity Past 30 Days; Obtained Medical Information Online

women

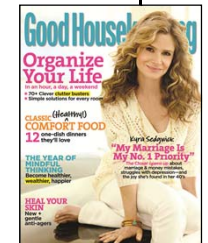


Universe: Women		Population: 13,218,000		% of Universe: 21	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,587	34.7	25.3	
2	Good Housekeeping	3,011	22.8	26.7	
3	Woman's Day	2,807	21.2	25.5	
4	Redbook	1,220	9.2	30.1	

ranking

Internet Activity Past 30 Days; Obtained Financial Information Online

women



Universe: Women		Population: 16,663,000		% of Universe: 26	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,850	29.1	26.8	
2	Woman's Day	2,897	17.4	26.3	
3	Good Housekeeping	2,876	17.3	25.5	
4	Redbook	1,216	7.3	30.0	

ranking

Internet Activity Past 30 Days; Tracked Investments/Traded Stocks, Bonds or Mutual Funds Online

women



Universe: Women		Population: 4,622,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,335	28.9	7.4	
2	Woman's Day	815	17.6	7.4	
3	Good Housekeeping	791	17.1	7.0	
4	Redbook	350	7.6	8.6	

ranking

Internet Activity Past 30 Days; Paid Bills On-Line

women



Universe: Women		Population: 24,839,000		% of Universe: 39	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	7,209	29.0	39.8	
2	Good Housekeeping	4,319	17.4	38.3	
3	Woman's Day	4,257	17.1	38.6	
4	Redbook	1,857	7.5	45.8	

ranking

Internet Activity Past 30 Days; Obtained Information For New or Used Car Purchase Online

women



Universe: Women		Population: 4,074,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,349	33.1	7.4	
2	Good Housekeeping	877	21.5	7.8	
3	Woman's Day	819	20.1	7.4	
4	Redbook	257	6.3	6.3	

ranking

Internet Activity Past 30 Days; Obtained Information About Real Estate Online

women



Universe: Women		Population: 6,113,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,976	32.3	10.9	
2	Good Housekeeping	1,197	19.6	10.6	
3	Woman's Day	1,161	19.0	10.5	
4	Redbook	455	7.4	11.2	

ranking

Internet Activities; Past 30 Days; Participated in Online Dating

women



Universe: Women		Population: 1,017,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	325	32.0	1.8	
2	Woman's Day	231	22.7	2.1	
3	Good Housekeeping	149*	14.7	1.3	
4	Redbook	91*	8.9	2.2	

* Small sample size

ranking

Internet Activities; Past 30 Days; Made a Purchase For Personal Use Online

women

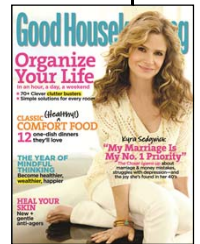


Universe: Women		Population: 22,595,000		% of Universe: 36	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,761	29.9	37.3	
2	Good Housekeeping	4,173	18.5	37.0	
3	Woman's Day	4,003	17.7	36.3	
4	Redbook	1,661	7.4	40.9	

ranking

Internet Activities; Past 30 Days; Made Purchase For Business Use Online

women



Universe: Women		Population: 5,357,000		% of Universe: 9	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,344	25.1	7.4	
2	Woman's Day	843	15.7	7.7	
3	Good Housekeeping	821	15.3	7.3	
4	Redbook	324	6.0	8.0	

ranking

Internet Activities; Past 30 Days; Made Personal Or Business Travel Plans Online

women



Universe: Women		Population: 10.830,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,896	26.7	16.0	
2	Woman's Day	1,784	16.5	16.2	
3	Good Housekeeping	1,716	15.8	15.2	
4	Redbook	712	6.6	17.5	

ranking

Internet Order; Amount Spent in Last 12 Months \$100+



Universe: Women		Population: 22,452,000		% of Universe: 35	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,066	27.0	33.5	
2	Good Housekeeping	3,814	17.0	33.8	
3	Woman's Day	3,574	15.9	32.4	
4	Redbook	1,390	6.2	34.3	

ranking

Internet Order; Items in Last 12 Months; Shoes: By Internet

women



Universe: Women		Population: 6,471,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,560	24.1	8.6	
2	Good Housekeeping	1,010	15.6	8.9	
3	Woman's Day	858	13.3	7.8	
4	Redbook	375	5.8	9.2	

ranking

Internet Order; Items in Last 12 Months Clothing/Apparel; By Internet

women



Universe: Women		Population: 13,272,000		% of Universe: 21	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,378	25.5	18.6	
2	Good Housekeeping	2,099	15.8	18.6	
3	Woman's Day	1,951	14.7	17.7	
4	Redbook	716	5.4	17.6	

ranking

Internet Order; Items In Last 12 Months; Tickets - Concerts, Shows, Other Entertainment; By Internet



Universe: Women		Population: 6,384,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,524	23.9	8.4	
2	Good Housekeeping	957	15.0	8.5	
3	Woman's Day	911	14.3	8.3	
4	Redbook	395	6.2	9.7	

ranking

AD • INK

JEWELRY - WATCHES

women



ranking

Fine Jewelry; Bought Any in Last 12 Months



Universe: Women		Population: 15,502,000		% of Universe: 25	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,530	29.2	25.0	
2	Good Housekeeping	2,836	18.3	25.1	
3	Woman's Day	2,759	17.8	25.0	
4	Redbook	1,129	7.3	27.8	

ranking

Fine Jewelry; Amount Spent in Total in Last 12 Months \$1500+

Universe: Women		Population: 976,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	228	23.4	1.3	
2	Good Housekeeping	154*	15.8	1.4	
3	Woman's Day	147*	15.1	1.3	
4	Redbook	83*	8.5	2.0	

* Small sample size



ranking

LEISURE ACTIVITIES

women



ranking

Leisure Activities; Baking; Participated in Last 12 Months

Universe: Women		Population: 21,758,000		% of Universe: 34	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,867	31.6	37.9	
2	Good Housekeeping	4,442	20.4	39.4	
3	Woman's Day	4,145	19.1	37.6	
4	Redbook	1,769	8.1	43.6	



ranking

Leisure Activities; Baking; Once a Month

Universe: Women		Population: 15,882,000		% of Universe: 25	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,121	32.2	28.3	
2	Good Housekeeping	3,380	21.3	29.9	
3	Woman's Day	3,202	20.2	29.1	
4	Redbook	1,327	8.4	32.7	



women

ranking

Age 25-54 and Leisure Activities; Baking Participated in Last 12 Months

Universe: Women		Population: 12,488,000		% of Universe: 20	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,772	30.2	20.8	
2	Good Housekeeping	2,370	19.0	21.0	
3	Woman's Day	2,252	18.0	20.4	
4	Redbook	1,146	9.2	28.2	



ranking

Age 25-54 and Leisure Activities; Baking Once a Month or More

Universe: Women		Population: 9,158,000		% of Universe: 15	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,763	30.2	15.3	
2	Good Housekeeping	1,744	19.0	15.5	
3	Woman's Day	1,743	19.0	15.8	
4	Redbook	816	8.9	20.1	



ranking

Age 25 or More Leisure Activities; Baking Participated in last 12 months

Universe: Women		Population: 19,863,000		% of Universe: 31	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,563	33.0	36.2	
2	Good Housekeeping	4,260	21.4	37.7	
3	Woman's Day	4,008	20.2	36.4	
4	Redbook	1,688	8.5	41.6	



ranking

Age 25 or More and Leisure Activities; Baking; Once a Month or More

Universe: Women		Population: 14,560,000		% of Universe: 23	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,905	33.7	27.1	
2	Good Housekeeping	3,246	22.3	28.8	
3	Woman's Day	3,106	21.3	28.2	
4	Redbook	1,268	8.7	31.2	



ranking

LIQUOR

women



ranking

Wines; Drank in Last 6 Months

Universe: Women		Population: 21,717,000		% of Universe: 34	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,047	27.8	33.4	
2	Good Housekeeping	3,864	17.8	34.2	
3	Woman's Day	3,516	16.2	31.9	
4	Redbook	1,381	6.4	34.0	



ranking

Total Beer/Ale; Drank in Last 6 Months

Universe: Women		Population: 19,209,000		% of Universe: 30	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,994	26.0	27.6	
2	Good Housekeeping	3,010	15.7	26.7	
3	Woman's Day	2,957	15.4	26.8	
4	Redbook	1,095	5.7	27.0	



ranking

Domestic Dinner/Table Wines; Drank in Last 6 Months

women



Universe: Women		Population: 18,990,000		% of Universe: 30	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,558	29.3	30.7	
2	Good Housekeeping	3,526	18.6	31.2	
3	Woman's Day	3,233	17.0	29.3	
4	Redbook	1,288	6.8	31.7	

ranking

Vodka; Drank in Last 6 Months

women



Universe: Women		Population: 10,472,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,734	26.1	15.1	
2	Woman's Day	1,728	16.5	15.7	
3	Good Housekeeping	1,569	15.0	13.9	
4	Redbook	777	7.4	19.1	

ranking

Cordials & Liqueurs; Drank in Last 6 Months; Kahlua

women



Universe: Women		Population: 2,358,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	680	28.8	3.8	
2	Good Housekeeping	411	17.4	3.6	
3	Woman's Day	404	17.1	3.7	
4	Redbook	152*	6.4	3.7	

* Small sample size

ranking

PET OWNERSHIP

women



ranking

Age 35-54 and Own a Pet

Universe: Women		Population: 14,451,000		% of Universe: 23	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,490	34.2	27.3	
2	Woman's Day	3,129	21.7	28.4	
3	Good Housekeeping	2,390	20.3	26.0	
4	Redbook	1,302	9.0	32.1	

women



ranking

Age 35-54 and Own a Dog

Universe: Women		Population: 10,959,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,775	34.4	20.8	
2	Woman's Day	2,400	21.9	21.8	
3	Good Housekeeping	2,297	21.0	20.4	
4	Redbook	1,021	9.3	25.2	

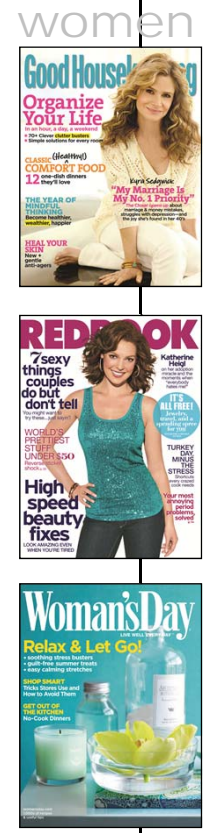
women



ranking

Age 35-54 and Own a Cat

Universe: Women		Population: 6,447,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,128	33.0	11.7	
2	Woman's Day	1,271	19.7	11.5	
3	Good Housekeeping	1,244	19.3	11.0	
4	Redbook	539	8.4	13.3	



women

ranking

PHONE - ELECTRONICS

women



ranking

Age 25-54 and Cellular Phone Service on Phone Respondent Uses Most Often; AT&T

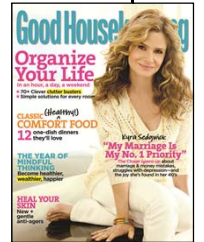
Universe: Women		Population: 7,970,000		% of Universe: 13	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,183	27.4	12.1	
2	Good Housekeeping	1,289	16.2	11.4	
3	Woman's Day	1,207	15.1	11.0	
4	Redbook	671	8.4	16.5	



ranking

Age 25-54 and Cellular Phone Service on Phone Respondent Uses Most Often; T-Mobile

women



Universe: Women		Population: 3,674,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	942	25.6	5.2	
2	Woman's Day	573	15.6	5.2	
3	Good Housekeeping	554	15.1	4.9	
4	Redbook	138*	3.8	3.4	

ranking

Age 25-54 and Cellular Phone Service on Phone Respondent Uses Most Often; Sprint/Nextel

Universe: Women		Population: 3,541,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	904	25.5	5.0	
2	Woman's Day	572	16.2	5.2	
3	Good Housekeeping	512	14.5	4.5	
4	Redbook	232	6.6	5.7	



ranking

Age 25-54 and Cellular Phone Service on Phone Respondent Uses Most Often; Verizon Wireless

Universe: Women		Population: 9,823,000		% of Universe: 16	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,951	30.0	16.3	
2	Woman's Day	1,880	19.1	17.1	
3	Good Housekeeping	1,650	16.8	14.6	
4	Redbook	768	7.8	18.9	

women



ranking

Age 35-64 and Cellular/Mobile Phones/ PDAs Handset Brands; BlackBerry

women



Universe: Women		Population: 3,204,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	986	30.8	5.4	
2	Woman's Day	644	20.1	5.8	
3	Good Housekeeping	551	17.2	4.9	
4	Redbook	303	9.5	7.5	

ranking

Age 25-64 and PDA/Handheld Computers (Not a Cell Phone); Have a Handheld Computer or PDA (No Phone Service)

women



Universe: Women		Population: 1,415,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	484	34.2	2.7	
2	Good Housekeeping	312	22.0	2.8	
3	Woman's Day	255	18.0	2.3	
4	Redbook	91*	6.4	2.2	

* small sample size

ranking

Electronics Stores; Best Buy; Shopped; in Last 12 Months; Any

Universe: Women		Population: 16,176,000		% of Universe: 26	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,537	28.0	25.0	
2	Good Housekeeping	2,803	17.3	24.8	
3	Woman's Day	2,683	16.6	24.4	
4	Redbook	1,137	7.0	28.0	



ranking

Electronics Stores; Radio Shack; Times Shopped; in Last 12 Months Any

Universe: Women		Population: 6,612,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,173	32.9	12.0	
2	Woman's Day	1,365	20.6	12.4	
3	Good Housekeeping	1,213	18.3	10.7	
4	Redbook	460	7.0	11.3	



ranking

RETAIL – SHOPPING

women



ranking

Shopping; Clothing; Where Bought in Last 6 Months; Department Store

Universe: Women		Population: 33,240,000		% of Universe: 53	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	9,848	29.6	54.4	
2	Good Housekeeping	6,228	18.7	55.2	
3	Woman's Day	5,869	17.7	53.3	
4	Redbook	2,480	7.5	61.1	

women



ranking

Shopped Any Department Store in Last 30 Days (Belk, Bloomingdale's, Dillard's, J.C. Penney, Lord & Taylor, Macy's, Marshall's, Neiman Marcus, Nordstrom, Saks Fifth Avenue, Sears, Target)

women



Universe: Women		Population: 36,773,000		% of Universe: 58	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	10.978	29.9	60.6	
2	Good Housekeeping	7,093	19.3	62.8	
3	Woman's Day	6,617	18.0	60.1	
4	Redbook	2,723	7.4	67.1	

ranking

Shopped at Macy's; 1+ Times in the Last 30 Days

women



Universe: Women		Population: 10,644,000		% of Universe: 17	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	3,178	29.9	17.5	
2	Good Housekeeping	1,991	18.7	17.6	
3	Woman's Day	1,922	18.1	17.4	
4	Redbook	789	7.4	19.4	

ranking

Shopped Crate & Barrel in Last 30 Days

Universe: Women		Population: 1,240,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	349	28.1	1.9	
2	Woman's Day	224	18.1	2.0	
3	Good Housekeeping	209	16.9	1.9	
4	Redbook	93*	7.5	2.3	

* small sample size

women



ranking

Shopped at Home Depot in Last 30 Days

Universe: Women		Population: 19,315,000		% of Universe: 31	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	5,998	31.1	33.1	
2	Good Housekeeping	3,867	20.0	34.3	
3	Woman's Day	3,568	18.5	32.4	
4	Redbook	1,404	7.3	34.6	



ranking

Shopped at Pottery Barn in Last 30 Days

Universe: Women		Population: 1,018,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	283	27.8	1.6	
2	Good Housekeeping	199	19.5	1.8	
3	Woman's Day	130*	12.8	1.2	
4	Redbook	114*	11.2	2.8	



women

ranking

* small sample size

Shoes; Any; Number of Pairs Bought in Last 12 Months 3+

Universe: Women		Population: 22,422,000		% of Universe: 35	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	6,507	29.0	35.9	
2	Good Housekeeping	3,978	17.7	35.2	
3	Woman's Day	3,950	17.6	35.9	
4	Redbook	1,633	7.3	40.2	



ranking

Shoes; Number of Pairs Bought in Last 12 Months Any

women



Universe: Women		Population: 38,617,000		% of Universe: 61	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	11,086	28.7	61.2	
2	Good Housekeeping	6,932	18.0	61.4	
3	Woman's Day	6,647	17.2	60.3	
4	Redbook	2,673	6.9	65.9	

ranking

Children's Clothing; Amount Spent in Total in Last 6 Months \$400+

Universe: Women		Population: 3,430,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	809	23.6	4.5	
2	Good Housekeeping	480	14.0	4.3	
3	Woman's Day	478	13.9	4.3	
4	Redbook	325	9.5	8.0	



ranking

Cents Off Coupons; Used in Last 12 Months

Universe: Women		Population: 33,170,000		% of Universe: 52	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	10,333	31.2	57.0	
2	Good Housekeeping	6,605	19.9	58.5	
3	Woman's Day	6,287	19.0	57.1	
4	Redbook	2,593	7.8	63.9	



ranking

SENIOR LIVING

women



ranking

Age 45 or More and Household Income \$100,000 or More

women



Universe: Women		Population: 6,252,000		% of Universe: 10	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	2,107	33.7	11.6	
2	Good Housekeeping	1,412	22.6	12.5	
3	Woman's Day	1,212	19.4	11.0	
4	Redbook	611	9.8	15.1	

ranking

Age 45 or More and Household Income \$100,000 or More and Household owns: Retirement real estate or Retirement savings plans

women



Universe: Women		Population: 3,109,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,043	33.5	5.8	
2	Good Housekeeping	739	23.8	6.5	
3	Woman's Day	618	19.9	5.6	
4	Redbook	346	11.1	8.5	

ranking

Household Owns: Retirement Real Estate or Retirement Savings Plans

women



Universe: Women		Population: 16,015,000		% of Universe: 25	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,933	30.8	27.2	
2	Good Housekeeping	3,234	20.2	28.7	
3	Woman's Day	2,924	18.3	26.5	
4	Redbook	1,238	7.7	30.5	

ranking

TRAVEL

women



ranking

Age 25-64 and Any Domestic Vacation Last 12 Months

Universe: Women		Population: 14,662,000		% of Universe: 23	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	4,521	30.8	25.0	
2	Good Housekeeping	2,963	20.2	26.3	
3	Woman's Day	2,680	18.3	24.3	
4	Redbook	1,215	8.3	29.9	



ranking

Domestic Travel; Any Business Travel

Universe: Women		Population: 4,180,000		% of Universe: 7	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,064	25.5	5.9	
2	Good Housekeeping	642	15.4	5.7	
3	Woman's Day	633	15.1	5.7	
4	Redbook	246	5.9	6.1	



ranking

Domestic Travel; Travel Agent/Internet Travel Site; Used Travel Agent Any Trip

Universe: Women		Population: 2,344,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	641	27.3	3.5	
2	Good Housekeeping	462	19.7	4.1	
3	Woman's Day	391	16.7	3.5	
4	Redbook	133*	5.7	3.3	

* small sample size



Age 25-54 and Cruise Ships; Personally Taken a Cruise of More Than 1 Day in Last 3 Years

women



Universe: Women		Population: 2,795,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	800	28.6	4.4	
2	Woman's Day	487	17.4	4.4	
3	Good Housekeeping	429	15.3	3.8	
4	Redbook	227*	8.1	5.6	

* small sample size

ranking

Age 35-64 and Domestic Travel; States Visited; Florida; Any Trip

Universe: Women		Population: 3,861,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,196	31.0	6.6	
2	Good Housekeeping	776	20.1	6.9	
3	Woman's Day	730	18.9	6.6	
4	Redbook	295	7.6	7.3	



women

ranking

Age 35-64 and Domestic Travel; States Visited; Alabama, Georgia; Any Trip

Universe: Women		Population: 1,374,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	569	41.4	3.1	
2	Woman's Day	412	30.0	3.7	
3	Good Housekeeping	295	21.5	2.6	
4	Redbook	190*	13.8	4.7	

* small sample size



ranking

Age 35-64 and Domestic Travel; States Visited; North Carolina, South Carolina; Any Trip

Universe: Women		Population: 2,309,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	801	34.7	4.4	
2	Good Housekeeping	575	24.9	5.1	
3	Woman's Day	498	21.6	4.5	
4	Redbook	209*	9.1	5.2	

* small sample size



ranking

Age 35-64 and Domestic Travel; States Visited; California; Any Trip

Universe: Women		Population: 2,867,000		% of Universe: 5	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	702	24.5	3.9	
2	Woman's Day	414	14.4	3.8	
3	Good Housekeeping	390	13.6	3.5	
4	Redbook	209*	7.3	5.2	

* small sample size



ranking

Age 35-64 and Domestic Travel; States Visited; Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island; Any Trip

women



Universe: Women		Population: 1,540,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	543	35.3	3.0	
2	Good Housekeeping	383	24.9	3.4	
3	Woman's Day	323	21.0	2.9	
4	Redbook	153*	9.9	3.8	

* small sample size

ranking

Age 35-64 and Domestic Travel; States Visited; Virginia, West Virginia; Any Trip

Universe: Women		Population: 986,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	337	34.2	1.9	
2	Woman's Day	208	21.1	1.9	
3	Good Housekeeping	194	19.7	1.7	
4	Redbook	71*	7.2	1.7	



* small sample size

ranking

Age 35-64 and Domestic Travel; States Visited; Texas; Any Trip

Universe: Women		Population: 1,541,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	462	30.0	2.6	
2	Good Housekeeping	293	19.0	2.6	
3	Woman's Day	292	18.9	2.7	
4	Redbook	98*	6.4	2.4	

* small sample size

women



ranking

Age 35-64 and Domestic Travel; States Visited; New York, Pennsylvania, New Jersey; Any Trip

women



Universe: Women		Population: 2,642,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	900	34.1	5.0	
2	Good Housekeeping	554	21.0	4.9	
3	Woman's Day	546	20.7	5.0	
4	Redbook	181	6.9	4.5	

ranking

Age 35-64 and Domestic Travel; States Visited; Delaware, Maryland, District of Columbia; Any Trip

Universe: Women		Population: 1,123,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	366	32.6	2.0	
2	Good Housekeeping	226	20.1	2.0	
3	Woman's Day	207	18.4	1.9	
4	Redbook	82*	7.3	2.0	

* small sample size



ranking

Age 35-64 and Domestic Travel; States Visited; Ohio, Indiana, Illinois; Any Trip

Universe: Women		Population: 2,237,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	775	34.6	4.3	
2	Good Housekeeping	512	22.9	4.5	
3	Woman's Day	460	20.6	4.2	
4	Redbook	178*	8.0	4.4	



ranking

Age 35-64 and Domestic Travel; States Visited; Michigan, Wisconsin; Any Trip

women

Universe: Women		Population: 1,620,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	617	38.1	3.4	
2	Good Housekeeping	443	27.3	3.9	
3	Woman's Day	401	24.8	3.6	
4	Redbook	153*	9.4	3.8	



* small sample size

ranking

Age 35-64 and Domestic Travel; States Visited; North Dakota, South Dakota, Minnesota, Montana, Idaho, Wyoming; Any Trip

Universe: Women		Population: 1,205,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	390	32.4	2.2	
2	Good Housekeeping	269	22.3	2.4	
3	Woman's Day	227*	18.8	2.1	
4	Redbook	89*	7.4	2.2	

* small sample size



ranking

Age 35-64 and Domestic Travel; States Visited; Utah, Colorado, Arizona, New Mexico or Nevada; Any Trip

Universe: Women		Population: 3,463,000		% of Universe: 6	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	1,029	29.7	5.7	
2	Good Housekeeping	677	19.5	6.0	
3	Woman's Day	661	19.1	6.0	
4	Redbook	305	8.8	7.5	



ranking

Domestic Travel; Activities on Vacation/Honeymoon Trips; Visit a Health Spa/Retreat; Any trip

Universe: Women		Population: 932,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	238	25.5	1.3	
2	Woman's Day	159*	17.1	1.4	
3	Good Housekeeping	150*	16.1	1.3	
4	Redbook	69*	7.4	1.7	

* small sample size



ranking

Domestic Travel; Airline(s) Used; Continental; Any Trip

Universe: Women		Population: 1,747,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	429	24.6	2.4	
2	Woman's Day	255	14.6	2.3	
3	Good Housekeeping	255	14.6	2.3	
4	Redbook	88*	5.0	2.2	

* small sample size



Domestic Travel; Reason for Trip; Business (Paid for by Self); Any Trip

Universe: Women		Population: 726,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	198*	27.3	1.1	
2	Woman's Day	140*	19.3	1.3	
3	Good Housekeeping	106*	14.6	0.9	
4	Redbook	58*	8.0	1.4	

* small sample size



ranking

Foreign Travel; Countries or Destinations Visited; Canada; Any Trip

Universe: Women		Population: 2,052,000		% of Universe: 3	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	611	29.8	3.4	
2	Good Housekeeping	390	19.0	3.5	
3	Woman's Day	386	18.8	3.5	
4	Redbook	141*	6.9	3.5	

* small sample size



ranking

Foreign Travel; Countries or Destinations Visited; Hawaii; Any Trip

Universe: Women		Population: 2,401,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	655	27.3	3.6	
2	Good Housekeeping	439	18.3	3.9	
3	Woman's Day	422	17.6	3.8	
4	Redbook	163*	6.8	4.0	

* small sample size

women



ranking

Foreign Travel; Countries or Destinations Visited; Alaska; Any Trip

women



Universe: Women		Population: 1,212,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	383	31.6	2.1	
2	Good Housekeeping	267	22.0	2.4	
3	Woman's Day	238	19.6	2.2	
4	Redbook	98*	8.1	2.4	

* small sample size

ranking

Foreign Travel; Countries or Destinations Visited; Bermuda; Any Trip

Universe: Women		Population: 398,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	113*	28.4	0.6	
2	Woman's Day	94*	23.6	0.9	
3	Good Housekeeping	69*	17.3	0.6	
4	Redbook	33*	8.3	0.8	

* small sample size



ranking

Foreign Travel; Countries or Destinations Visited; Jamaica; Any Trip

Universe: Women		Population: 1,057,000		% of Universe: 2	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	262	24.8	1.4	
2	Good Housekeeping	186*	17.6	1.6	
3	Woman's Day	156*	14.8	1.4	
4	Redbook	56*	5.3	1.4	

* small sample size

women



ranking

Foreign Travel; Countries or Destinations Visited; Other Caribbean Islands; Any Trip

Universe: Women		Population: 2,335,000		% of Universe: 4	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	590	25.3	3.3	
2	Woman's Day	385	16.5	3.5	
3	Good Housekeeping	383	16.4	3.4	
4	Redbook	146*	6.3	3.6	

* small sample size



ranking

Foreign Travel; Airlines(s) Used; Air France; Any Trip

Universe: Women		Population: 351,000		% of Universe: 1	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	71*	20.2	0.4	
2	Woman's Day	47*	13.4	0.4	
3	Good Housekeeping	30*	8.5	0.3	
4	Redbook	5*	1.4	0.1	

* small sample size



ranking

Age 35-64 and Foreign Travel; Countries or Destinations Visited; Any Asian Countries; Any Trip

Universe: Women		Population: 210,000		% of Universe:	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	48*	22.9	0.3	
2	Woman's Day	40*	19.0	0.4	
3	Good Housekeeping	25*	11.9	0.2	
4	Redbook	12*	5.7	0.3	

* small sample size



Age 35-64 and Foreign Travel; Countries or Destinations Visited; Western European Countries; Any Trip

Universe: Women		Population: 184,000		% of Universe:	
		Aud. (000)	Cover.(%)	Comp.(%)	
1	Women's Network	45*	24.5	0.2	
2	Woman's Day	35*	19.0	0.3	
3	Good Housekeeping	34*	18.5	0.3	
4	Redbook	10*	5.4	0.2	

* small sample size

