

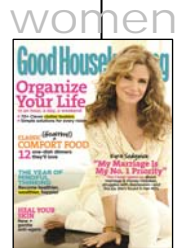
## WOMEN'S NETWORK

2012 RATES  
RATE CARD 21 A

*Good Housekeeping, Redbook, Woman's Day*

(Rates include 4-color full page bleed advertising in all three (3) magazines)

	**	Circ	Readers	1X	3X	6X	12X
AKRON/CANTON		57,959	237,632	7,300	6,060	5,150	4,840
ALBANY	1	46,748	191,667	6,430	5,340	4,535	4,265
ALBUQUERQUE	2	42,717	175,140	6,125	5,085	4,320	4,060
ALLENTOWN/BETHLEHEM/EASTON	1	41,556	170,380	5,950	4,940	4,200	3,950
ASHEVILLE/HICKORY	1	48,632	199,391	6,515	5,410	4,600	4,320
ATLANTA		119,218	488,794	12,805	10,630	9,035	8,490
AUSTIN		36,876	151,192	5,710	4,715	4,030	3,785
BALTIMORE		66,546	272,839	8,255	6,850	5,820	5,475
BIRMINGHAM	1	94,446	387,229	10,815	8,980	7,635	7,175
BOISE	2	32,348	132,627	5,440	4,495	3,835	3,605
BOSTON METRO		139,447	571,733	14,885	12,355	10,500	9,875
BOSTON CITY/WEST		58,560	240,096	7,370	6,115	5,195	4,885
BOSTON NORTH		37,697	154,558	5,485	4,530	3,870	3,635
BOSTON SOUTH		43,190	177,079	6,110	5,070	4,310	4,055
BUFFALO	1	60,249	247,021	7,525	6,250	5,310	4,990
BURLINGTON VT		23,137	94,862	4,920	4,080	3,470	3,200
CENTRAL NEW JERSEY		57,554	235,971	7,245	6,015	5,115	4,805
CHARLOTTE		69,323	284,224	8,545	7,090	6,030	5,670
CHARLESTON WV		69,590	285,319	8,490	7,050	5,995	5,635
CHATTANOOGA	1	35,989	147,555	5,605	4,630	3,955	3,715
CHERRY HILL		47,045	192,885	6,375	5,290	4,495	4,230
CHICAGO METRO		216,238	886,576	22,520	18,695	15,890	14,935
CHICAGO CITY		38,730	158,793	5,670	4,685	4,000	3,760
CHICAGO NORTH		52,375	214,738	6,980	5,790	4,925	4,625
CHICAGO SOUTH		47,297	193,918	6,400	5,310	4,515	4,245
CHICAGO WEST		77,836	319,128	9,255	7,680	6,530	6,140
CINCINNATI	1	79,179	324,634	9,305	7,720	6,565	6,170
CLEVELAND		73,602	301,768	8,985	7,455	6,340	5,955
COLUMBIA SC	2	75,766	310,641	9,200	7,635	6,485	6,095
COLUMBUS	1	63,585	260,699	7,940	6,590	5,600	5,265
DALLAS/FT WORTH		137,024	561,798	14,505	12,040	10,235	9,620
DALLAS		79,682	326,696	9,440	7,835	6,660	6,265
FT. WORTH		57,342	235,102	7,225	5,995	5,095	4,790
DAYTON	2	41,713	171,023	5,980	4,965	4,220	3,965
DAYTONA/PALM COAST	1	23,070	94,587	4,870	4,040	3,435	3,230
DENVER		84,450	346,245	9,740	8,085	6,870	6,460
DES MOINES	2	40,732	167,001	5,850	4,855	4,125	3,880
DETROIT METRO		142,504	584,266	15,080	12,515	10,635	10,000
DETROIT NW		88,377	362,346	10,150	8,420	7,160	6,730
DETROIT SW		54,127	221,921	7,080	5,875	4,995	4,695
EAST BAY		50,962	208,944	6,740	5,595	4,760	4,470
FAIRFIELD		22,605	92,681	4,865	4,035	3,430	3,165
FAIRFIELD/WESTCHESTER		48,609	199,297	6,470	5,370	4,565	4,290
FRESNO	1	21,501	88,154	4,490	3,730	3,170	2,980
FT. LAUDERDALE		37,321	153,016	5,650	4,685	3,985	3,745
FT. LAUDERDALE/PB		86,745	355,655	9,930	8,240	7,005	6,585
FT MYERS/NAPLES	1	36,853	151,097	5,825	4,810	4,110	3,860
FT. WORTH		57,342	235,102	7,225	5,995	5,095	4,790
GRAND RAPIDS	2	50,184	205,754	6,680	5,545	4,715	4,430
GREEN BAY	1	49,039	201,060	6,550	5,440	4,625	4,345
GREENSBORO/WINSTON-SALEM	2	57,233	234,655	7,215	5,985	5,090	4,785
GREENVILLE/SPARTANBURG	2	42,479	174,164	6,085	5,050	4,295	4,035



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\*\*2. Available in Odd months Jan-Mar-May-Jul-Sep-Nov Issues

\*Gross Rates, subject to 15% agency commission

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## WOMEN'S NETWORK

2012 RATES  
RATE CARD 21 A

*Good Housekeeping, Redbook, Woman's Day*

(Rates include 4-color full page bleed advertising in all three (3) magazines)

HARRISBURG/LANCASTER/YORK	1	78,595	322,240	9,280	7,700	6,545	6,150
HARTFORD	2	33,264	136,382	5,560	4,595	3,920	3,685
HOUSTON		109,103	447,322	12,055	10,005	8,505	7,990
INDIANAPOLIS	2	60,233	246,955	7,520	6,240	5,305	4,985
INLAND EMPIRE	2	51,419	210,818	6,800	5,645	4,800	4,510
JACKSON, MS	1	69,007	282,929	8,520	7,070	6,010	5,650
JACKSONVILLE		48,386	198,383	6,520	5,410	4,600	4,325
KANSAS CITY METRO	1	66,958	274,528	8,315	6,900	5,860	5,510
KNOXVILLE	1	61,556	252,380	7,510	6,235	5,295	4,980
LAS VEGAS	2	34,952	143,303	5,680	4,695	4,010	3,765
LEXINGTON	1	28,260	115,866	5,515	4,555	3,890	3,655
LITTLE ROCK	2	60,450	247,845	7,555	6,270	5,330	5,005
LONG BEACH		29,761	122,020	5,560	4,590	3,920	3,685
LONG ISLAND		92,301	378,434	10,575	8,775	7,460	7,010
LONG ISLAND EAST		63,960	262,236	7,985	6,630	5,635	5,295
LONG ISLAND WEST		28,103	115,222	5,410	4,490	3,815	3,585
LOS ANGELES METRO		170,591	699,423	17,780	14,755	12,545	11,790
LOS ANGELES WEST		67,738	277,726	8,375	6,950	5,905	5,555
LOS ANGELES WEST BEVERLY HILLS		37,977	155,706	5,695	4,705	4,015	3,775
LONG BEACH		29,761	122,020	5,560	4,590	3,920	3,685
ORANGE COUNTY		59,212	242,769	7,300	6,060	5,150	4,840
SAN FERNANDO		43,641	178,928	6,275	5,205	4,425	4,160
LOUISVILLE	1	36,789	150,835	5,515	4,560	3,890	3,655
LOUISVILLE/LEXINGTON	1	65,049	266,701	8,195	6,800	5,780	5,435
MADISON, WI	1	42,755	175,296	6,125	5,085	4,320	4,065
MANCHESTER/CONCORD		49,037	201,052	6,625	5,500	4,675	4,395
MEMPHIS	1	55,730	228,493	7,140	5,925	5,040	4,740
MIAMI/FT LAUDERDALE/PALM BEACH		105,768	433,649	12,010	9,965	8,475	7,965
FT. LAUDERDALE		37,321	153,016	5,650	4,685	3,985	3,745
FT. LAUDERDALE/PB		86,745	355,655	9,930	8,240	7,005	6,585
MIAMI		19,023	77,994	4,035	3,350	2,845	2,675
PALM BEACH		49,424	202,638	6,630	5,505	4,680	4,400
MILWAUKEE	1	81,304	333,346	9,415	7,815	6,645	6,245
MINNEAPOLIS/ST PAUL		114,784	470,614	12,670	10,515	8,940	8,405
MINNEAPOLIS		65,431	268,267	8,090	6,715	5,705	5,345
ST. PAUL		49,353	202,347	6,665	5,530	4,700	4,420
MONTGOMERY/MOBILE	1	54,608	223,893	7,130	5,920	5,030	4,730
NASHVILLE	1	90,858	372,518	10,410	8,645	7,345	6,905
NEW HAVEN		36,844	151,060	5,550	4,605	3,915	3,680
NEW ORLEANS/BATON ROUGE	2	63,600	260,760	7,860	6,525	5,545	5,210
NEW YORK METRO		330,778	1,356,190	31,765	26,365	22,410	21,065
FAIRFIELD/WESTCHESTER		48,609	199,297	6,470	5,370	4,565	4,290
FAIRFIELD		22,605	92,681	4,865	4,035	3,430	3,165
WESTCHESTER		26,004	106,616	5,260	4,365	3,710	3,490
LONG ISLAND		92,301	378,434	10,575	8,775	7,460	7,010
EASTERN LONG ISLAND		63,960	262,236	7,985	6,630	5,635	5,295
WESTERN LONG ISLAND		28,103	115,222	5,410	4,490	3,815	3,585
NEW YORK CITY		87,018	356,774	10,025	8,320	7,070	6,645
NORTHERN NEW JERSEY		102,850	421,685	11,660	9,675	8,225	7,735
BERGEN/PASSAIC		49,355	202,356	6,590	5,470	4,650	4,370
NORTH CENTRAL NEW JERSEY		53,495	219,330	7,040	5,845	4,970	4,670
NORFOLK/HAMPTON ROADS		42,667	174,935	6,115	5,075	4,310	4,055
NORTH CENTRAL NEW JERSEY		53,495	219,330	7,040	5,845	4,970	4,670
NORTHERN NEW JERSEY		102,850	421,685	11,660	9,675	8,225	7,735



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## WOMEN'S NETWORK

2012 RATES

RATE CARD 21 A

*Good Housekeeping, Redbook, Woman's Day*

(Rates include 4-color full page bleed advertising in all three (3) magazines)

NORTHERN VIRGINIA		52,737	216,222	6,945	5,765	4,900	4,610
OKLAHOMA CITY	1	51,850	212,585	6,880	5,710	4,850	4,560
OMAHA	2	45,013	184,553	6,325	5,250	4,465	4,195
ORANGE COUNTY		59,212	242,769	7,300	6,060	5,150	4,840
ORLANDO		58,731	240,797	7,415	6,155	5,230	4,920
PALM BEACH		49,424	202,638	6,630	5,505	4,680	4,400
PALM SPRINGS/RIVERSIDE	2	38,562	158,104	5,665	4,700	3,995	3,755
PEORIA-SPRINGFIELD IL	2	47,072	192,995	6,485	5,380	4,575	4,300
PHILADELPHIA METRO		160,695	658,850	16,835	13,975	11,875	11,160
CHERRY HILL		47,045	192,885	6,375	5,290	4,495	4,230
PHILADELPHIA		113,650	465,965	12,605	10,465	8,895	8,360
PHOENIX	2	86,931	356,417	10,010	8,305	7,060	6,635
PITTSBURGH	1	109,320	448,212	12,135	10,075	8,565	8,050
PORTLAND, ME		43,958	180,228	6,160	5,115	4,350	4,090
PORTLAND, OR	2	59,700	244,770	7,455	6,190	5,260	4,945
PROVIDENCE	1	31,083	127,440	5,505	4,570	3,885	3,650
QUAD CITIES, IL-AI	2	50,677	207,776	6,700	5,565	4,725	4,445
RALEIGH DURHAM		69,356	284,360	8,545	7,090	6,030	5,670
RICHMOND	1	44,414	182,097	6,190	5,140	4,370	4,110
ROANOKE VA		35,601	145,964	5,630	4,670	3,970	3,735
ROCHESTER	1	42,878	175,800	6,065	5,035	4,285	4,025
SACRAMENTO	2	49,273	202,019	6,540	5,430	4,615	4,335
SALT LAKE CITY	1	58,969	241,773	7,430	6,165	5,240	4,925
SAN ANTONIO	2	48,453	198,657	6,470	5,370	4,565	4,290
SAN DIEGO		59,301	243,134	7,470	6,200	5,270	4,955
SAN FRANCISCO METRO		128,830	528,203	13,805	11,460	9,740	9,160
EAST BAY		50,962	208,944	6,740	5,595	4,760	4,470
SF CITY/MARIN-SONOMA		25,055	102,726	5,195	4,310	3,665	3,445
SOUTH BAY		52,370	214,717	6,910	5,735	4,880	4,585
SAN JOSE		34,738	142,426	5,665	4,700	4,000	3,755
SAN MATEO/SILICON VALLEY		17,632	72,291	3,830	3,180	2,705	2,540
SANTA BARBARA, CA	1	29,818	122,254	5,600	4,645	3,950	3,715
SARASOTA/BRADENTON		28,526	116,957	5,765	4,785	4,065	3,820
SAVANNAH, GA	2	41,269	169,203	6,060	5,030	4,275	4,020
SCRANTON/WILKES-BARRE	1	56,362	231,084	7,115	5,905	5,020	4,720
SEATTLE		75,249	308,521	9,180	7,620	6,475	6,085
SOUTH BAY		52,370	214,717	6,910	5,735	4,880	4,585
SPOKANE WA		34,673	142,159	5,600	4,645	3,950	3,710
ST LOUIS METRO		100,197	410,808	11,435	9,490	8,065	7,585
ST LOUIS IL		31,313	128,383	5,535	4,590	3,905	3,670
ST LOUIS MO		68,884	282,424	8,470	7,030	5,980	5,620
ST. PAUL		49,353	202,347	6,665	5,530	4,700	4,420
STOCKTON/MODESTO		29,161	119,560	5,565	4,615	3,925	3,690
SYRACUSE	1	30,001	123,004	5,515	4,575	3,890	3,655
TALAHASSEE-PENSACOLA		42,190	172,979	6,050	5,020	4,270	4,015
TAMPA/ST PETERSBURG		80,306	329,255	9,520	7,900	6,715	6,310
TOLEDO	2	31,137	127,662	5,495	4,560	3,875	3,640
TUCSON	2	28,249	115,821	5,695	4,725	4,020	3,775
TULSA	2	41,342	169,502	5,935	4,925	4,185	3,935
WASHINGTON DC METRO		94,452	387,253	10,820	8,975	7,630	7,175
DC/MARYLAND		41,715	171,032	5,990	4,970	4,225	3,970
NORTHERN VIRGINIA		52,737	216,222	6,945	5,765	4,900	4,610
WESTCHESTER		26,004	106,616	5,260	4,365	3,710	3,490
WICHITA/TOPEKA		52,582	215,586	6,965	5,780	4,915	4,620
WILMINGTON	2	31,331	128,457	5,605	4,650	3,955	3,715



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