

WOMEN'S NETWORK

2012 RATES RATE CARD 21A

Good Housekeeping, Redbook, Woman's Day
(Rates include 4-color full page bleed advertising in all three (3) magazines)

	**	2012 Circ.	Readers	1X Gross*	3X Gross*	6X Gross*	12x Gross*
ALABAMA							
Birmingham	1	94,446	387,229	10,815	8,980	7,635	7,175
Montgomery/Mobile	1	54,608	223,893	7,130	5,920	5,030	4,730
ARIZONA							
Phoenix	2	86,931	356,417	10,010	8,305	7,060	6,635
Tucson	2	28,249	115,821	5,695	4,725	4,020	3,775
ARKANSAS							
Little Rock	2	60,450	247,845	7,555	6,270	5,330	5,005
CALIFORNIA							
Fresno	1	21,501	88,154	4,490	3,730	3,170	2,980
Inland Empire	2	51,419	210,818	6,800	5,645	4,800	4,510
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
Palm Springs/Riverside	2	38,562	158,104	5,665	4,700	3,995	3,755
Sacramento	2	49,273	202,019	6,540	5,430	4,615	4,335
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
San Francisco City/Marin/Sonoma		25,055	102,726	5,195	4,310	3,665	3,445
East Bay		50,962	208,944	6,740	5,595	4,760	4,470
South Bay		52,370	214,717	6,910	5,735	4,880	4,585
San Mateo/Silicon Valley		17,632	72,291	3,830	3,180	2,705	2,540
San Jose		34,738	142,426	5,665	4,700	4,000	3,755
Santa Barbara, CA	1	29,818	122,254	5,600	4,645	3,950	3,715
Stockton/Modesto		29,161	119,560	5,565	4,615	3,925	3,690
COLORADO							
Denver		84,450	346,245	9,740	8,085	6,870	6,460
CONNECTICUT							
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
Hartford	2	33,264	136,382	5,560	4,595	3,920	3,685
New Haven		36,844	151,060	5,550	4,605	3,915	3,680
DELAWARE							
Wilmington	2	31,331	128,457	5,605	4,650	3,955	3,715
DISTRICT OF COLUMBIA							
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
FLORIDA							
Daytona/Palm Coast	1	23,070	94,587	4,870	4,040	3,435	3,230
Ft. Myers/Naples	1	36,853	151,097	5,825	4,810	4,110	3,860
Jacksonville		48,386	198,383	6,520	5,410	4,600	4,325
MIAMI/FT. LAUDERDALE/PALM BEACH		105,768	433,649	12,010	9,965	8,475	7,965
Ft. Lauderdale/Palm Beach		86,745	355,655	9,930	8,240	7,005	6,585
Ft. Lauderdale		37,321	153,016	5,650	4,685	3,985	3,745
Palm Beach		49,424	202,638	6,630	5,505	4,680	4,400
Miami		19,023	77,994	4,035	3,350	2,845	2,675
Orlando		58,731	240,797	7,415	6,155	5,230	4,920
Sarasota/Bradenton		28,526	116,957	5,765	4,785	4,065	3,820
Tallahassee - 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
GEORGIA							
Atlanta		119,218	488,794	12,805	10,630	9,035	8,490
Savannah, GA	2	41,269	169,203	6,060	5,030	4,275	4,020
IDAHO							
Boise	2	32,348	132,627	5,440	4,495	3,835	3,605



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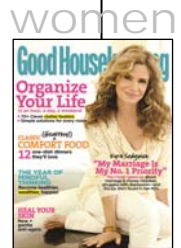
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**WOMEN'S NETWORK
2012 RATES
RATE CARD 21A**

Good Housekeeping, Redbook, Woman's Day
(Rates include 4-color full page bleed advertising in all three (3) magazines)

	**	2012 Circ.	Readers	1X Gross*	3X Gross*	6X Gross*	12x Gross*
ILLINOIS							
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
Peoria/Springfield	2	47,072	192,995	6,485	5,380	4,575	4,300
Quad Cities, IA-IL	2	50,677	207,776	6,700	5,565	4,725	4,445
St. Louis, IL		31,313	128,383	5,535	4,590	3,905	3,670
INDIANA							
Indianapolis	2	60,233	246,955	7,520	6,240	5,305	4,985
IOWA							
Des Moines	2	40,732	167,001	5,850	4,855	4,125	3,880
Quad Cities, IA-IL	2	50,677	207,776	6,700	5,565	4,725	4,445
KANSAS							
Kansas City Metro	1	66,958	274,528	8,315	6,900	5,860	5,510
Wichita/Topeka		52,582	215,586	6,965	5,780	4,915	4,620
KENTUCKY							
LOUISVILLE/LEXINGTON	1	65,049	266,701	8,195	6,800	5,780	5,435
Lexington	1	28,260	115,866	5,515	4,555	3,890	3,655
Louisville	1	36,789	150,835	5,515	4,560	3,890	3,655
LOUISIANA							
New Orleans/Baton Rouge	2	63,600	260,760	7,860	6,525	5,545	5,210
MAINE							
Portland, ME		43,958	180,228	6,160	5,115	4,350	4,090
MARYLAND							
Baltimore		66,546	272,839	8,255	6,850	5,820	5,475
DC/Maryland Suburbs		41,715	171,032	5,990	4,970	4,225	3,970
MASSACHUSETTS							
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
MICHIGAN							
DETROIT METRO		142,504	584,266	15,080	12,515	10,635	10,000
Detroit Northwest		88,377	362,346	10,150	8,420	7,160	6,730
Detroit Southwest		54,127	221,921	7,080	5,875	4,995	4,695
Grand Rapids	2	50,184	205,754	6,680	5,545	4,715	4,430
MINNESOTA							
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
MISSISSIPPI							
Jackson, MS	1	69,007	282,929	8,520	7,070	6,010	5,650
MISSOURI							
Kansas City Metro	1	66,958	274,528	8,315	6,900	5,860	5,510
St. LOUIS METRO		100,197	410,808	11,435	9,490	8,065	7,585
St. Louis, MO		68,884	282,424	8,470	7,030	5,980	5,620
NEBRASKA							
Omaha	2	45,013	184,553	6,325	5,250	4,465	4,195
NEVADA							
Las Vegas	2	34,952	143,303	5,680	4,695	4,010	3,765
NEW HAMPSHIRE							
Manchester/Concord, NH (statewide)		49,037	201,052	6,625	5,500	4,675	4,395
NEW JERSEY							
Central New Jersey (Monmouth-Ocean)		57,554	235,971	7,245	6,015	5,115	4,805
Northern New Jersey		102,850	421,685	11,660	9,675	8,225	7,735
Bergen/Passaic/Rockland		49,355	202,356	6,590	5,470	4,650	4,370
North Central New Jersey (Essex-Morris)		53,495	219,330	7,040	5,845	4,970	4,670
South New Jersey (Camden-Cherry Hill)		47,045	192,885	6,375	5,290	4,495	4,230



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WOMEN'S NETWORK
2012 RATES
RATE CARD 21A

Good Housekeeping, Redbook, Woman's Day
(Rates include 4-color full page bleed advertising in all three (3) magazines)

	**	2012 Circ.	Readers	1X Gross*	3X Gross*	6X Gross*	12x Gross*
NEW MEXICO							
Albuquerque	2	42,717	175,140	6,125	5,085	4,320	4,060
NEW YORK							
Albany	1	46,748	191,667	6,430	5,340	4,535	4,265
Buffalo	1	60,249	247,021	7,525	6,250	5,310	4,990
NEW YORK METRO							
Bergen/Passaic/Rockland		49,355	202,356	6,590	5,470	4,650	4,370
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
New York City (5 boroughs)		87,018	356,774	10,025	8,320	7,070	6,645
North Central New Jersey (Essex-Morris)		53,495	219,330	7,040	5,845	4,970	4,670
Westchester/Fairfield		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
Rochester	1	42,878	175,800	6,065	5,035	4,285	4,025
Syracuse	1	30,001	123,004	5,515	4,575	3,890	3,655
NORTH CAROLINA							
Asheville/Hickory	1	48,632	199,391	6,515	5,410	4,600	4,320
Charlotte		69,323	284,224	8,545	7,090	6,030	5,670
Greensboro/Winston-Salem	2	57,233	234,655	7,215	5,985	5,090	4,785
Raleigh/Durham		69,356	284,360	8,545	7,090	6,030	5,670
OHIO							
Akron/Canton		57,959	237,632	7,300	6,060	5,150	4,840
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
Columbus	1	63,585	260,699	7,940	6,590	5,600	5,265
Dayton	2	41,713	171,023	5,980	4,965	4,220	3,965
Toledo	2	31,137	127,662	5,495	4,560	3,875	3,640
OKLAHOMA							
Oklahoma City	1	51,850	212,585	6,880	5,710	4,850	4,560
Tulsa	2	41,342	169,502	5,935	4,925	4,185	3,935
OREGON							
Portland, OR	2	59,700	244,770	7,455	6,190	5,260	4,945
PENNSYLVANIA							
Allentown/Bethlehem/Easton	1	41,556	170,380	5,950	4,940	4,200	3,950
Harrisburg/Lancaster/York	1	78,595	322,240	9,280	7,700	6,545	6,150
PHILADELPHIA METRO							
Camden-Cherry Hill		47,045	192,885	6,375	5,290	4,495	4,230
Philadelphia City		113,650	465,965	12,605	10,465	8,895	8,360
Pittsburgh	1	109,320	448,212	12,135	10,075	8,565	8,050
Scranton/Wilkes-Barre	1	56,362	231,084	7,115	5,905	5,020	4,720
RHODE ISLAND							
Providence (statewide)	1	31,083	127,440	5,505	4,570	3,885	3,650
SOUTH CAROLINA							
Columbia, SC	2	75,766	310,641	9,200	7,635	6,485	6,095
Greenville/Spartanburg	2	42,479	174,164	6,085	5,050	4,295	4,035
TENNESSEE							
Chattanooga	1	35,989	147,555	5,605	4,630	3,955	3,715
Knoxville	1	61,556	252,380	7,510	6,235	5,295	4,980
Memphis	1	55,730	228,493	7,140	5,925	5,040	4,740
Nashville	1	90,858	372,518	10,410	8,645	7,345	6,905
TEXAS							
Austin/Round Rock		36,876	151,192	5,710	4,715	4,030	3,785
DALLAS/FT. WORTH							
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
Houston		109,103	447,322	12,055	10,005	8,505	7,990
San Antonio	2	48,453	198,657	6,470	5,370	4,565	4,290



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WOMEN'S NETWORK
2012 RATES
RATE CARD 21A

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	**	2012 Circ.	Readers	1X Gross*	3X Gross*	6X Gross*	12x Gross*
UTAH							
Salt Lake City	1	58,969	241,773	7,430	6,165	5,240	4,925
VERMONT							
Burlington, VT (statewide)		23,137	94,862	4,920	4,080	3,470	3,200
VIRGINIA							
Northern Virginia		52,737	216,222	6,945	5,765	4,900	4,610
Norfolk/Hampton Roads		42,667	174,935	6,115	5,075	4,310	4,055
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
WASHINGTON							
Seattle		75,249	308,521	9,180	7,620	6,475	6,085
Spokane, WA		34,673	142,159	5,600	4,645	3,950	3,710
WASHINGTON - DISTRICT OF COLUMBIA							
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
WEST VIRGINIA							
Charleston, WV		69,590	285,319	8,490	7,050	5,995	5,635
WISCONSIN							
Green Bay	1	49,039	201,060	6,550	5,440	4,625	4,345
Madison, WI	1	42,755	175,296	6,125	5,085	4,320	4,065
Milwaukee	1	81,304	333,346	9,415	7,815	6,645	6,245

women



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