

WOMEN'S NETWORK

2012 RATES

RATE CARD 21

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*
Akron/Canton		60,032	246,131	\$ 7,560	\$ 6,275	\$ 5,335	\$ 5,015
Albany	1	48,375	198,338	\$ 6,655	\$ 5,525	\$ 4,695	\$ 4,415
Albuquerque	2	44,130	180,933	\$ 6,330	\$ 5,255	\$ 4,465	\$ 4,195
Allentown/Bethlehem/Easton	1	43,160	176,956	\$ 6,180	\$ 5,130	\$ 4,360	\$ 4,100
Asheville/Hickory	1	50,070	205,287	\$ 6,710	\$ 5,570	\$ 4,735	\$ 4,450
Atlanta		121,925	499,893	\$ 13,095	\$ 10,870	\$ 9,240	\$ 8,685
Austin/Round Rock		37,171	152,401	\$ 5,755	\$ 4,755	\$ 4,060	\$ 3,815
Baltimore		68,923	282,584	\$ 8,550	\$ 7,095	\$ 6,030	\$ 5,670
Bergen/Passaic		51,845	212,565	\$ 6,920	\$ 5,745	\$ 4,885	\$ 4,590
Birmingham	1	96,878	397,200	\$ 11,095	\$ 9,210	\$ 7,830	\$ 7,360
Boise	2	34,233	140,355	\$ 5,755	\$ 4,755	\$ 4,060	\$ 3,815
Boston Metro		145,195	595,300	\$ 15,500	\$ 12,865	\$ 10,935	\$ 10,280
Boston City/West		60,673	248,759	\$ 7,635	\$ 6,335	\$ 5,385	\$ 5,060
Boston North		39,549	162,151	\$ 5,755	\$ 4,755	\$ 4,060	\$ 3,815
Boston South		44,973	184,389	\$ 6,360	\$ 5,280	\$ 4,490	\$ 4,220
Buffalo	1	62,245	255,205	\$ 7,775	\$ 6,455	\$ 5,485	\$ 5,155
Burlington, VT		23,814	97,637	\$ 5,065	\$ 4,200	\$ 3,570	\$ 3,295
Central New Jersey		60,101	246,414	\$ 7,565	\$ 6,280	\$ 5,340	\$ 5,020
Charlotte		71,126	291,617	\$ 8,765	\$ 7,275	\$ 6,185	\$ 5,815
Charleston, WV		71,878	294,700	\$ 8,770	\$ 7,280	\$ 6,190	\$ 5,820
Chattanooga	1	36,947	151,483	\$ 5,755	\$ 4,755	\$ 4,060	\$ 3,815
Cherry Hill		49,118	201,384	\$ 6,655	\$ 5,525	\$ 4,695	\$ 4,415
Chicago Metro		223,958	918,228	\$ 23,325	\$ 19,360	\$ 16,455	\$ 15,470
Chicago City		39,310	161,171	\$ 5,755	\$ 4,755	\$ 4,060	\$ 3,815
Chicago North		54,570	223,737	\$ 7,270	\$ 6,035	\$ 5,130	\$ 4,820
Chicago South		49,193	201,691	\$ 6,655	\$ 5,525	\$ 4,695	\$ 4,415
Chicago West		80,885	331,629	\$ 9,615	\$ 7,980	\$ 6,785	\$ 6,380
Cincinnati	1	82,338	337,586	\$ 9,675	\$ 8,030	\$ 6,825	\$ 6,415
Cleveland		76,300	312,830	\$ 9,315	\$ 7,730	\$ 6,570	\$ 6,175
Columbia, SC	2	77,669	318,443	\$ 9,430	\$ 7,825	\$ 6,650	\$ 6,250
Columbus	1	65,902	270,198	\$ 8,230	\$ 6,830	\$ 5,805	\$ 5,455
Dallas		81,177	332,826	\$ 9,615	\$ 7,980	\$ 6,785	\$ 6,380
Dallas/Ft Worth		139,766	573,041	\$ 14,795	\$ 12,280	\$ 10,440	\$ 9,815
Dayton	2	43,066	176,571	\$ 6,175	\$ 5,125	\$ 4,355	\$ 4,095
Daytona/Palm Coast	1	23,119	94,788	\$ 4,878	\$ 4,049	\$ 3,441	\$ 3,235
Denver		86,459	354,482	\$ 9,970	\$ 8,275	\$ 7,035	\$ 6,615
Des Moines	2	42,145	172,795	\$ 6,055	\$ 5,025	\$ 4,270	\$ 4,015
Detroit Metro		146,875	602,188	\$ 15,500	\$ 12,865	\$ 10,935	\$ 10,280
Detroit Northwest		90,923	372,784	\$ 10,440	\$ 8,665	\$ 7,365	\$ 6,925
Detroit Southwest		55,952	229,403	\$ 7,320	\$ 6,075	\$ 5,165	\$ 4,855
East Bay		52,312	214,479	\$ 6,920	\$ 5,745	\$ 4,885	\$ 4,590
Fairfield		23,542	96,522	\$ 5,065	\$ 4,200	\$ 3,570	\$ 3,295
Fairfield/Westchester		50,411	206,685	\$ 6,710	\$ 5,570	\$ 4,735	\$ 4,450
Fresno	1	22,113	90,663	\$ 4,620	\$ 3,835	\$ 3,260	\$ 3,065
Ft. Lauderdale		38,027	155,911	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
Ft. Lauderdale/Palm Beach		87,811	360,025	\$ 10,050	\$ 8,340	\$ 7,090	\$ 6,665
Ft. Myers/Naples	1	36,422	149,330	\$ 5,755	\$ 4,755	\$ 4,060	\$ 3,815
Ft. Worth		58,589	240,215	\$ 7,380	\$ 6,125	\$ 5,205	\$ 4,895
Grand Rapids	2	51,981	213,122	\$ 6,920	\$ 5,745	\$ 4,885	\$ 4,590
Green Bay	1	50,231	205,947	\$ 6,710	\$ 5,570	\$ 4,735	\$ 4,450
Greensboro/Winston-Salem	2	59,269	243,003	\$ 7,470	\$ 6,200	\$ 5,270	\$ 4,955
Greenville/Spartanburg	2	44,184	181,154	\$ 6,330	\$ 5,255	\$ 4,465	\$ 4,195
Harrisburg/Lancaster/York	1	81,950	335,995	\$ 9,675	\$ 8,030	\$ 6,825	\$ 6,415
Hartford	2	34,438	141,196	\$ 5,755	\$ 4,755	\$ 4,060	\$ 3,815
Houston		110,924	454,788	\$ 12,255	\$ 10,170	\$ 8,645	\$ 8,125
Indianapolis	2	62,047	254,393	\$ 7,745	\$ 6,430	\$ 5,465	\$ 5,135



Effective 2/2012 Issues

**1. Available in Even Months Feb-Apr-June-Aug-Oct-Dec Issues

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

* Gross Rates subject to 15% agency commission

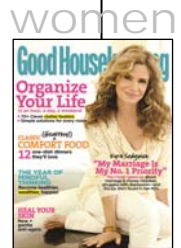
09/06/11

Page 1 of 3

WOMEN'S NETWORK 2012 RATES RATE CARD 21

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*
Inland Empire	2	52,775	216,378	\$ 6,980	\$ 5,795	\$ 4,925	\$ 4,630
Jackson, MS	1	71,007	291,129	\$ 8,765	\$ 7,275	\$ 6,185	\$ 5,815
Jacksonville		49,404	202,556	\$ 6,655	\$ 5,525	\$ 4,695	\$ 4,415
Kansas City Metro	1	69,108	283,343	\$ 8,580	\$ 7,120	\$ 6,050	\$ 5,685
Knoxville	1	63,743	261,346	\$ 7,775	\$ 6,455	\$ 5,485	\$ 5,155
Las Vegas	2	35,408	145,173	\$ 5,755	\$ 4,755	\$ 4,060	\$ 3,815
Lexington	1	29,499	120,946	\$ 5,755	\$ 4,755	\$ 4,060	\$ 3,815
Little Rock	2	62,058	254,438	\$ 7,755	\$ 6,435	\$ 5,470	\$ 5,140
Long Beach		30,815	126,342	\$ 5,755	\$ 4,755	\$ 4,060	\$ 3,815
Long Island		98,015	401,862	\$ 11,230	\$ 9,320	\$ 7,920	\$ 7,445
Long Island East		67,881	278,312	\$ 8,475	\$ 7,035	\$ 5,980	\$ 5,620
Long Island West		29,896	122,574	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
Los Angeles Metro		174,274	714,523	\$ 18,165	\$ 15,075	\$ 12,815	\$ 12,045
Los Angeles West		69,200	283,720	\$ 8,555	\$ 7,100	\$ 6,035	\$ 5,675
Los Angeles West Beverly Hills		38,385	157,379	\$ 5,755	\$ 4,755	\$ 4,060	\$ 3,815
Louisville	1	38,383	157,370	\$ 5,755	\$ 4,755	\$ 4,060	\$ 3,815
Louisville/Lexington	1	67,882	278,316	\$ 8,550	\$ 7,095	\$ 6,030	\$ 5,670
Madison, WI	1	43,937	180,142	\$ 6,295	\$ 5,225	\$ 4,440	\$ 4,175
Manchester/Concord		51,102	209,518	\$ 6,905	\$ 5,730	\$ 4,870	\$ 4,580
Memphis	1	57,167	234,385	\$ 7,325	\$ 6,080	\$ 5,170	\$ 4,860
Miami		19,157	78,544	\$ 4,065	\$ 3,375	\$ 2,865	\$ 2,695
Miami/Ft. Lauderdale/Palm Beach		106,968	438,569	\$ 12,145	\$ 10,080	\$ 8,570	\$ 8,055
Milwaukee	1	83,879	343,904	\$ 9,715	\$ 8,065	\$ 6,855	\$ 6,445
Minneapolis/St. Paul		118,639	486,420	\$ 13,095	\$ 10,870	\$ 9,240	\$ 8,685
Minneapolis		67,524	276,848	\$ 8,350	\$ 6,930	\$ 5,890	\$ 5,515
Montgomery/Mobile	1	56,061	229,850	\$ 7,320	\$ 6,075	\$ 5,165	\$ 4,855
Nashville	1	93,761	384,420	\$ 10,745	\$ 8,920	\$ 7,580	\$ 7,125
New Haven		38,194	156,595	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
New Orleans/Baton Rouge	2	70,102	287,418	\$ 8,665	\$ 7,190	\$ 6,110	\$ 5,745
New York City		90,264	370,082	\$ 10,400	\$ 8,630	\$ 7,335	\$ 6,895
New York Metro		346,143	1,419,186	\$ 33,240	\$ 27,590	\$ 23,450	\$ 22,045
Norfolk/Hampton Roads		43,884	179,924	\$ 6,290	\$ 5,220	\$ 4,435	\$ 4,170
North Central New Jersey		55,608	227,993	\$ 7,320	\$ 6,075	\$ 5,165	\$ 4,855
Northern New Jersey		107,453	440,557	\$ 12,180	\$ 10,110	\$ 8,595	\$ 8,080
Northern Virginia		52,993	217,271	\$ 6,980	\$ 5,795	\$ 4,925	\$ 4,630
Oklahoma City	1	53,214	218,177	\$ 7,060	\$ 5,860	\$ 4,980	\$ 4,680
Omaha	2	45,265	185,587	\$ 6,360	\$ 5,280	\$ 4,490	\$ 4,220
Orange County		60,909	249,727	\$ 7,510	\$ 6,235	\$ 5,300	\$ 4,980
Orlando		59,882	245,516	\$ 7,560	\$ 6,275	\$ 5,335	\$ 5,015
Palm Beach		49,784	204,114	\$ 6,680	\$ 5,545	\$ 4,715	\$ 4,430
Palm Springs/Riverside	2	39,175	160,618	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
Peoria-Springfield, IL	2	48,324	198,128	\$ 6,655	\$ 5,525	\$ 4,695	\$ 4,415
Philadelphia		117,234	480,659	\$ 13,005	\$ 10,795	\$ 9,175	\$ 8,625
Philadelphia Metro		166,352	682,043	\$ 17,430	\$ 14,465	\$ 12,295	\$ 11,555
Phoenix	2	87,293	357,901	\$ 10,050	\$ 8,340	\$ 7,090	\$ 6,665
Pittsburgh	1	113,361	464,780	\$ 12,585	\$ 10,445	\$ 8,880	\$ 8,345
Portland Me		45,367	186,005	\$ 6,360	\$ 5,280	\$ 4,490	\$ 4,220
Portland Or	2	61,290	251,289	\$ 7,655	\$ 6,355	\$ 5,400	\$ 5,075
Providence	1	32,490	133,209	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
Quad Cities, IL-IA	2	52,795	216,460	\$ 6,980	\$ 5,795	\$ 4,925	\$ 4,630
Raleigh Durham		71,143	291,686	\$ 8,765	\$ 7,275	\$ 6,185	\$ 5,815
Richmond	1	45,622	187,050	\$ 6,360	\$ 5,280	\$ 4,490	\$ 4,220
Roanoke, VA		36,387	149,187	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
Rochester	1	44,955	184,316	\$ 6,360	\$ 5,280	\$ 4,490	\$ 4,220
Sacramento	2	50,560	207,296	\$ 6,710	\$ 5,570	\$ 4,735	\$ 4,450
Salt Lake City	1	60,256	247,050	\$ 7,590	\$ 6,300	\$ 5,355	\$ 5,035



Effective 2/2012 Issues

**1. Available in Even Months Feb-Apr-June-Aug-Oct-Dec Issues

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

* Gross Rates subject to 15% agency commission

09/06/11

Page 2 of 3

WOMEN'S NETWORK

2012 RATES

RATE CARD 21

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*
San Antonio	2	50,248	206,017	\$ 6,710	\$ 5,570	\$ 4,735	\$ 4,450
San Diego		59,620	244,442	\$ 7,510	\$ 6,235	\$ 5,300	\$ 4,980
San Francisco City/Marin-Sonoma		25,452	104,353	\$ 5,275	\$ 4,380	\$ 3,725	\$ 3,500
San Francisco Metro		131,247	538,113	\$ 14,065	\$ 11,675	\$ 9,925	\$ 9,330
San Fernando		44,165	181,077	\$ 6,350	\$ 5,270	\$ 4,480	\$ 4,210
San Jose		35,275	144,628	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
San Mateo/Silicon Valley		17,765	72,837	\$ 3,860	\$ 3,205	\$ 2,725	\$ 2,560
Santa Barbara, CA	1	30,640	125,624	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
Sarasota/Bradenton		28,479	116,764	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
Savannah, GA	2	41,924	171,888	\$ 6,155	\$ 5,110	\$ 4,345	\$ 4,085
Scranton/Wilkes-Barre	1	57,975	237,698	\$ 7,320	\$ 6,075	\$ 5,165	\$ 4,855
Seattle		76,401	313,244	\$ 9,320	\$ 7,735	\$ 6,575	\$ 6,180
South Bay		53,040	217,464	\$ 7,000	\$ 5,810	\$ 4,940	\$ 4,645
Spokane, WA		35,643	146,136	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
St. Louis Metro		103,838	425,736	\$ 11,850	\$ 9,835	\$ 8,360	\$ 7,860
St. Louis, IL		32,572	133,545	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
St. Louis, MO		71,266	292,191	\$ 8,765	\$ 7,275	\$ 6,185	\$ 5,815
St. Paul		51,115	209,572	\$ 6,905	\$ 5,730	\$ 4,870	\$ 4,580
Stockton/Modesto		30,164	123,672	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
Syracuse	1	31,319	128,408	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
Tallahassee-Pensacola		43,054	176,521	\$ 6,175	\$ 5,125	\$ 4,355	\$ 4,095
Tampa/St. Petersburg		81,567	334,425	\$ 9,670	\$ 8,025	\$ 6,820	\$ 6,410
Toledo	2	32,613	133,713	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
Tucson	2	28,535	116,994	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815
Tulsa	2	42,170	172,897	\$ 6,055	\$ 5,025	\$ 4,270	\$ 4,015
Washington DC/Maryland		42,172	172,905	\$ 6,055	\$ 5,025	\$ 4,270	\$ 4,015
Washington DC Metro		95,165	390,177	\$ 10,900	\$ 9,045	\$ 7,690	\$ 7,230
Westchester		26,869	110,163	\$ 5,435	\$ 4,510	\$ 3,835	\$ 3,605
Wichita/Topeka		55,256	226,550	\$ 7,320	\$ 6,075	\$ 5,165	\$ 4,855
Wilmington	2	32,163	131,868	\$ 5,755	\$ 4,775	\$ 4,060	\$ 3,815



Effective 2/2012 Issues

**1. Available in Even Months Feb-Apr-June-Aug-Oct-Dec Issues

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

* Gross Rates subject to 15% agency commission

09/06/11

Page 3 of 3