



OUR READERS...

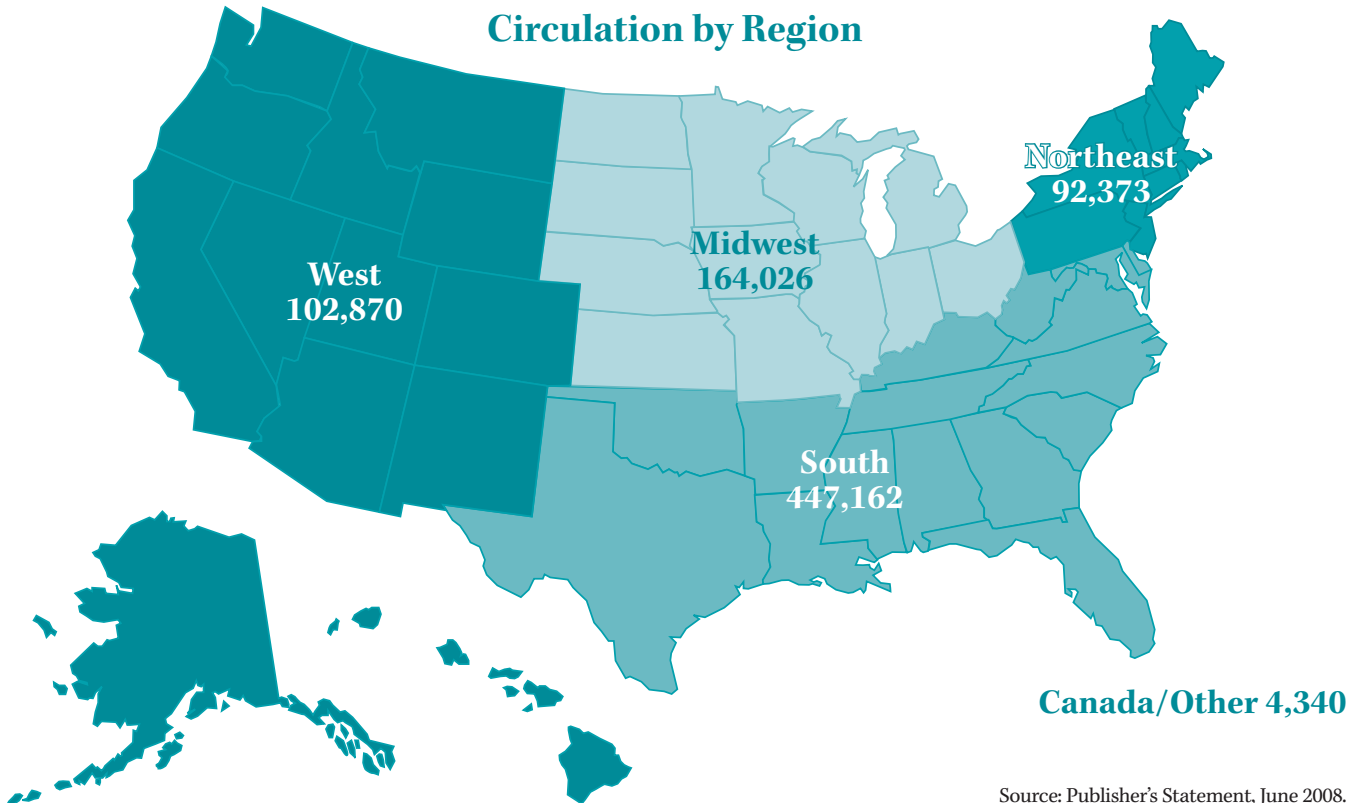
- **Male/Female Ratio:** 13%/87%
- **Median Age:** 47.5 years
- **Median HHI:** \$63,407
- **Attended College+:** 52%
- **Married:** 65%
- **Homeowners:** 74%
- **Median Home Value:** \$182,827

CIRCULATION

- **Frequency:** 6x/year
- **Rate base:** 775,000
- **Readers per copy:** 8.63
- **Total readership:** 7.5 million
- **Cover price:** \$4.99
- **Subscription price:** \$19.98

Source: 2008 Fall MRI.

Circulation by Region



Source: Publisher's Statement, June 2008.