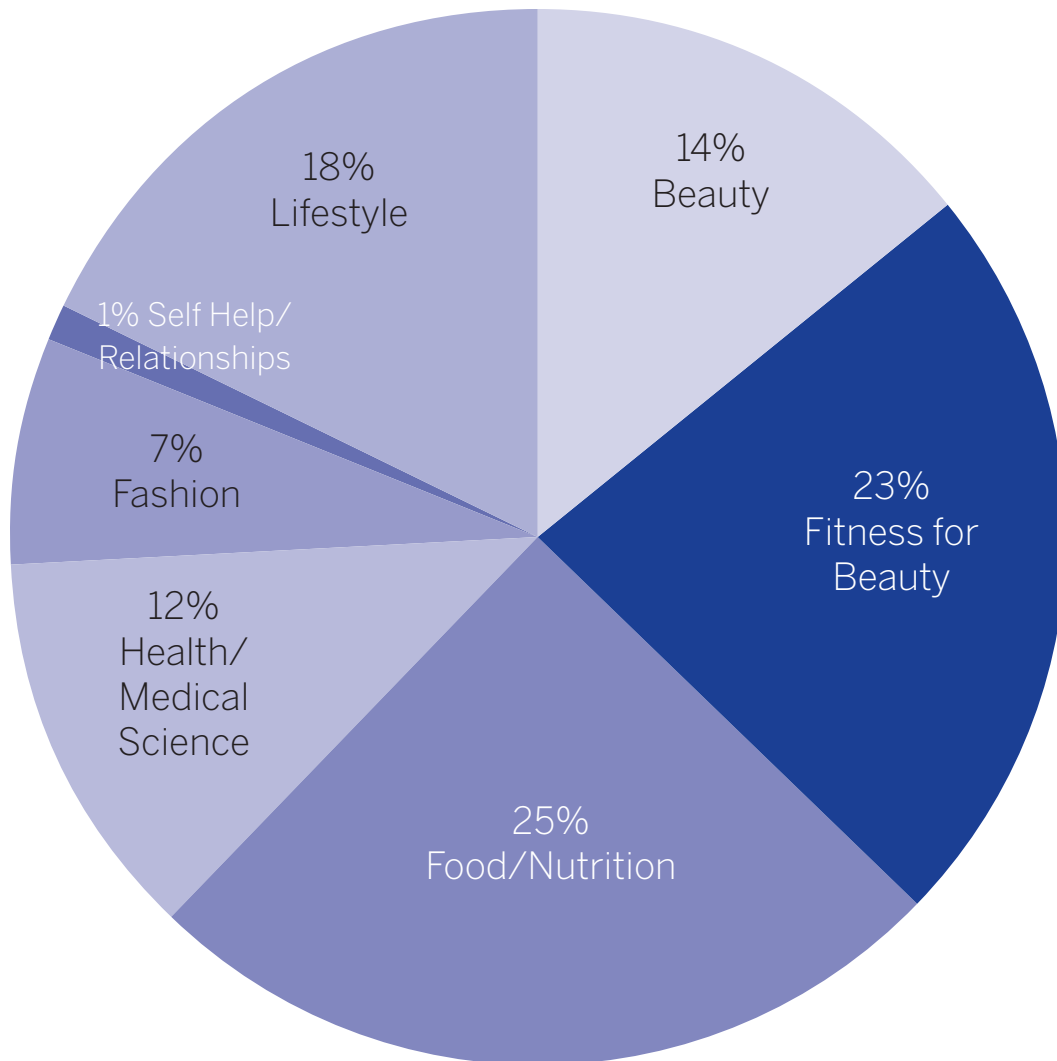


EDITORIAL BREAKDOWN



60% Health + Wellness Edit

fitness

Source: Hall's Reports, FY 2010; Lifestyle includes: Business & Industry, Consumer Electronics, Culture, Entertainment/Celebrity, Gardening, General Interest, Homes Furnishings, Misc, Personal Finance, Self Help/Relationships, Hobby, Travel/Transportation