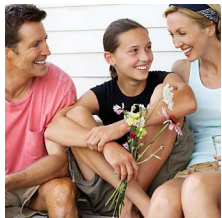




rates



magazine info

State Editions 2009

State	Circulation
630 Alabama	73,400
910 Alaska	6,100
850 Arizona	64,500
710 Arkansas	35,000
940 California	304,300
830 Colorado	55,000
160 Connecticut	47,000
240 Delaware	13,200
260 District of Columbia	50,200
560 Florida	214,600
550 Georgia	114,000
950 Hawaii	10,900
820 Idaho	15,700
330 Illinois	152,900
320 Indiana	75,500
420 Iowa	62,400
460 Kansas	66,200
610 Kentucky	66,000
720 Louisiana	48,100
110 Maine	19,700
250 Maryland	42,300
140 Massachusetts	82,700
340 Michigan	145,400
410 Minnesota	92,100
640 Mississippi	34,500
430 Missouri	78,100
810 Montana & Wyoming	22,700
450 Nebraska	32,600
870 Nevada	23,500
120 New Hampshire	19,100
220 New Jersey	111,200
840 New Mexico	19,000
210 New York	209,400
530 North Carolina	128,800
440 North & South Dakota	29,000

310 Ohio	189,900
730 Oklahoma	49,000
930 Oregon	48,900
230 Pennsylvania	190,800
150 Rhode Island	12,600
540 South Carolina	51,500
620 Tennessee	114,900
740 Texas	233,700
860 Utah	25,600
130 Vermont	8,800
510 Virginia/West Virginia	101,400
920 Washington	73,900
350 Wisconsin	94,400

Behavior-scan Editions*	Circulation
351 Eau Claire	2,500
831 Grand Junction	1,700
744 Midland	1,600
143 Pittsfield	1,300
422 Cedar Rapids	4,700

* BehaviorScan® is an industry recognized in-market-testing service provided by Information Resources, Inc. The markets selected are not only representative, but are small enough to control and afford. In the last 25 years IRI has tested over a 1,000 new products with an accuracy rate of 92%.

Participating manufacturers, hired by IRI, have their Food, Drug & Mass purchases tracked. The collected data is analyzed by IRI to see how advertising that runs in the market impacts the consumer's purchasing habits.

The BehaviorScan® testing service is available based on sectional center definitions in the following cities: Pittsfield, MA, Eau Claire, WI, Midland, TX, Grand Junction, CO and Cedar Rapids, IA. The Bscan edition of LHJ runs in subscription copies only in the market purchased.