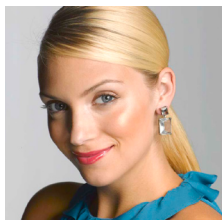




rates



magazine info

State Editions 2010

State	Circulation
630 Alabama	75,600
910 Alaska	6,300
850 Arizona	61,000
710 Arkansas	37,300
940 California	288,200
830 Colorado	52,500
160 Connecticut	45,500
240 Delaware	13,300
260 District of Columbia	48,200
560 Florida	211,600
550 Georgia	112,100
950 Hawaii	10,500
820 Idaho	16,100
330 Illinois	151,300
320 Indiana	76,400
420 Iowa	61,800
460 Kansas	68,700
610 Kentucky	68,100
720 Louisiana	52,400
110 Maine	20,100
250 Maryland	44,700
140 Massachusetts	82,100
340 Michigan	139,300
410 Minnesota	88,800
640 Mississippi	36,300
430 Missouri	79,800
810 Montana & Wyoming	22,200
450 Nebraska	33,500
870 Nevada	24,600
120 New Hampshire	19,100
220 New Jersey	107,500
840 New Mexico	19,500
210 New York	202,900
530 North Carolina	135,100
440 North & South Dakota	29,300

State	Circulation
310 Ohio	192,600
730 Oklahoma	52,000
930 Oregon	49,200
230 Pennsylvania	202,700
150 Rhode Island	13,100
540 South Carolina	56,600
620 Tennessee	121,800
740 Texas	229,400
860 Utah	25,200
130 Vermont	8,500
510 Virginia/West Virginia	107,900
920 Washington	71,000
350 Wisconsin	96,300

Behavior-Scan Editions	Circulation
351 Eau Claire	2,400
831 Grand Junction	1,700
745 Midland	1,600
143 Pittsfield	1,300
422 Cedar Rapids	4,600

* 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 LHM runs in subscription copies only in the market purchased.