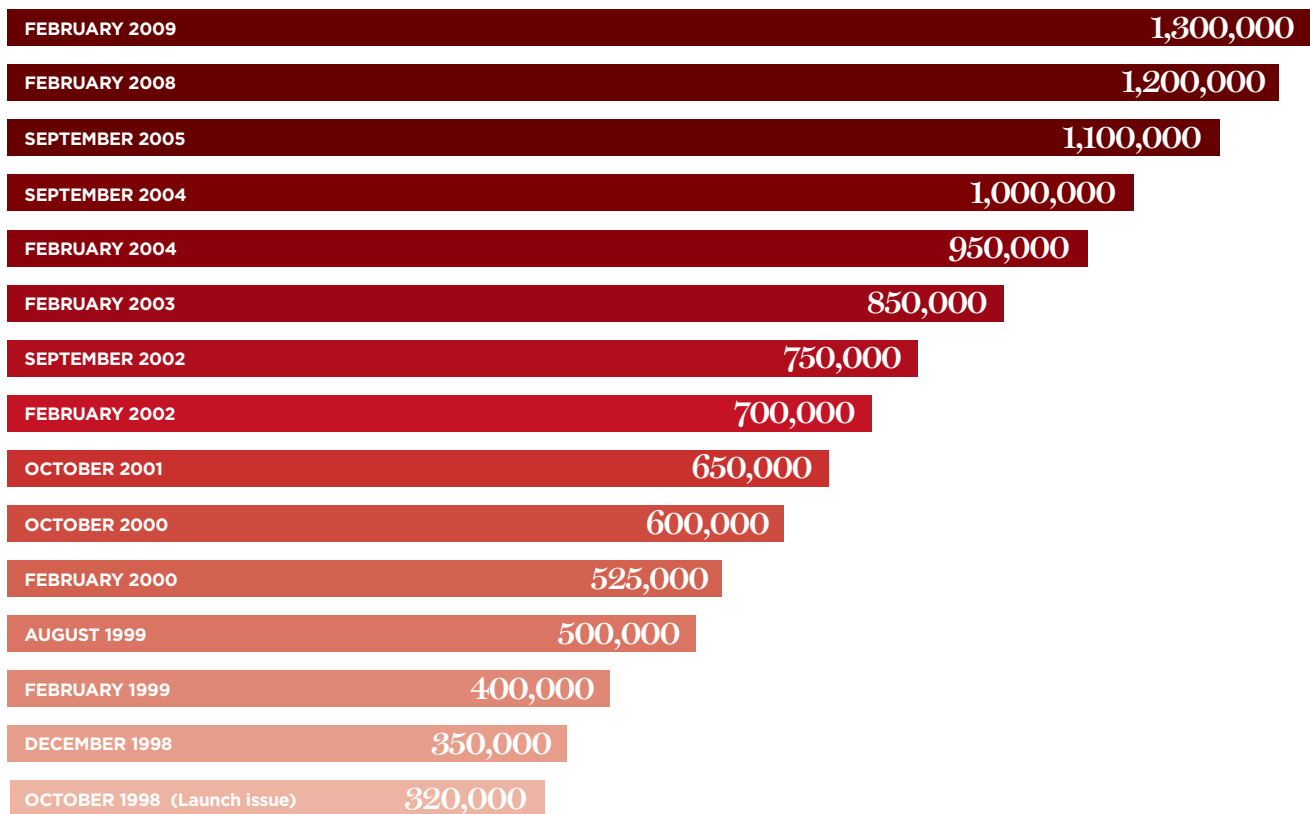


huge consumer momentum

RATE BASE: 1,300,000

➔ *14 increases in 11 years*



+3.0% GAIN IN TOTAL CIRCULATION
Average Total 1,303,566

+4.0% GAIN IN TOTAL SUBSCRIPTIONS

8.6% BONUS DELIVERY
2nd half, 2008

MAGAZINE
More