

2006 MAGAZINE OF THE YEAR

1 MORE

Parent: Meredith Corp.

VP-publisher:
Brenda Saget Darling

Editor in chief:
Peggy Northrop

Ad pages:	750.9	▲ 12.9%
Total circulation:	1,155,627	▲ 9.9%
Subscriptions:	1,006,027	▲ 8%
Single-copy sales:	149,600	▲ 25.1%

More is breaking through advertisers' irrational obsession with 20-somethings by reaching out not just to women living happily after their 30s, but also to marketers that ought to want to reach them.

Then again, smart marketers don't have much choice: As its subscriptions rise, *More* is also defying newsstand trends.

