

A YEAR OF More ACHIEVEMENTS

2005

February - *Media Magazine* names More **Women's Lifestyle Magazine of the Year.**

April - 3,600 women from 47 states and seven countries run the **2nd Annual More Marathon in New York's Central Park.**

41-year-old mother of three, Susan Loken, shatters the course record set 30 years ago by a 20-year-old woman.

July - MIN names More one of the **top launches of the past 20 years.**

July - 43-year-old corporate attorney, Thea Kelly, is named the 2005 More Model Search winner from **a field of over 19,000 entrants.**

August - *The New York Times* reports (per ABC) that More had a **9.3% gain in total circulation** with a **14.1% gain in newsstand sales.**

August - **More names Brenda Saget publisher.**

September - **More's rate base climbs to 1.1 million** — our 12th rate base increase since our launch in October 1998.

October - **Advertising Age names More to the "A List."**

November - **Folio awards More Redesign of the Year.**

2006

January - **Age of Mastery Study**

March - **Adweek names More to "The Hot List"**