

we are More



MORE SUBSCRIBERS ARE AFFLUENT, FINANCIALLY SAVVY AND INVOLVED WITH INVESTMENT DECISIONS.



FINANCIAL PROFILE

INVESTING

Currently Own

| | |
|---------------------------------|-----|
| 92% Checking account | 180 |
| 81% Savings account | 241 |
| 57% Other IRA/KEOGH/401K | 295 |
| 46% Stocks | 714 |
| 46% Mutual Funds | 284 |
| 35% Money Market Account | 636 |
| 24% Own CD (certif. of deposit) | 507 |

INDEX TO ALL WOMEN

MARKET VALUE

- One quarter of **More** subscribers have a current market value for personal investments & securities of \$250,000+
- 56% of **More** subscribers have a current market home value of \$200,000

INTELLIGENT

49% Interested in learning 'more' about financial planning

*Average Value
Source: MORE 2005 Subscriber Study, MRI Spring 2005 (base: Women)
Base: Total Respondents

More Subscribers

| | | |
|-------|--------------------------------------|-------|
| \$694 | Average monthly credit card spending | \$464 |
| 4.7 | Average # of credit cards | 3.2 |

Total Women

BUYING POWER*

| | | |
|-------------------------|---|--------------------|
| More Subscribers | | Total Women |
| \$173,800 | In Personal investments & Securities | \$57,787 |
| \$358,000 | Current Market home value (primary residence) | \$223,938 |

Smart Talk for Smart Women