

# Facts & Figures



All images are from the pages of *Midwest Living*.

**Midwest Living**  
Life's Richer Here

# Life is Richer in the MIDWEST



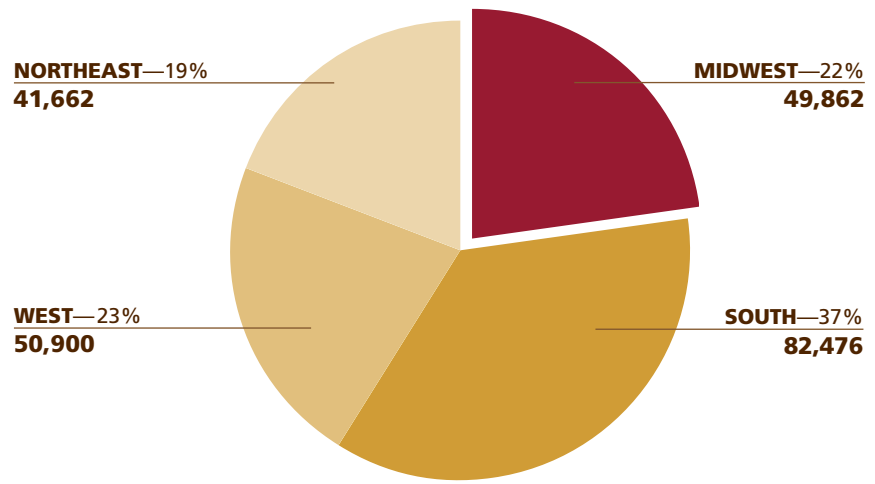
One of the reasons that life's richer in the Midwest is that its residents have the means to live life richly. Midwest consumers have among the highest discretionary incomes of any region in the country. Along with this ability to spend comes the passionate pursuit of the good life, centered on a unique quality of life. Beautiful homes full of style and family comfort. Frequent travel to destinations near and far. Delicious meals shared with family and friends.

**Midwest Living** is the exclusive guide to living life richly in the Midwest and is the essential advertising buy to reach this rich and vibrant market.

**Life's Richer Here.**

## With 50 Million Residents, the Midwest is a region of opportunity.

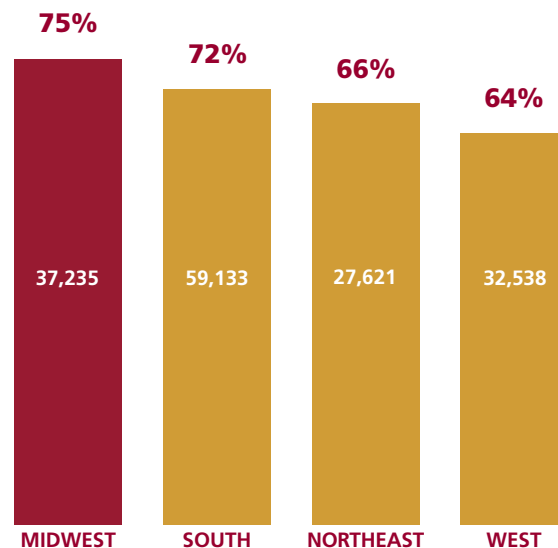
PERCENT OF TOTAL U.S. HOUSEHOLDS/POPULATION (000)\*



## The Midwest Leads The Country In Home Ownership

OWN HOME\*

Percent Comp / Population (000)



\* 2009 MRI Spring. Base: Total Adults.



# Midwest Living Circulation Basics\*\*\*

## ADVERTISING RATE BASE

950,000

## SUBSCRIPTION

96%

## NEWSSTAND

4%

## FREQUENCY

6 times per year

## COVER PRICE

\$4.95

## SUBSCRIPTION PRICE

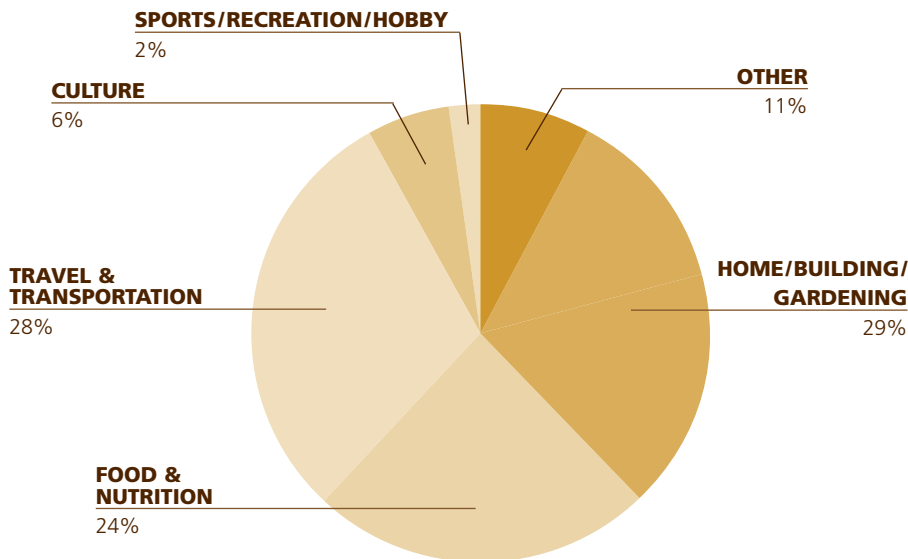
\$19.97

## Midwest Homeowners Have More Discretionary Dollars\*

	MEDIAN HHI	% DIFFERENCE vs. MIDWEST	MEDIAN HOME VALUE	% DIFFERENCE vs. MIDWEST
<b>MIDWEST</b>	<b>\$55,614</b>	—	<b>\$166,614</b>	—
West	\$65,286	+15%	\$336,832	+202%
Northeast	\$65,415	+15%	\$269,310	+62%
South	\$55,025	-1%	\$163,003	-2%

## Midwest Living: Exclusive Midwest Lifestyle Guide

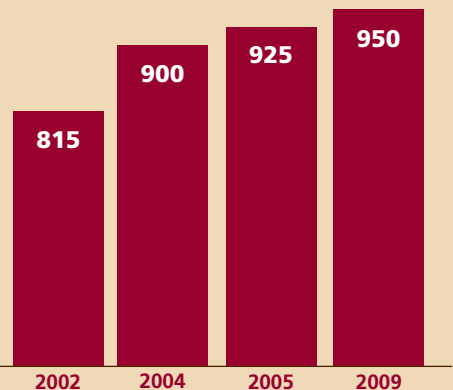
PERCENTAGE OF TOTAL EDIT\*\*



## Circulation Vitality

Ratebase (000)

**+17% GROWTH  
VERSUS 2002**



## The Midwest Living Reader Is The Best Of The Midwest\*

	MIDWEST LIVING	MIDWEST
Median HHI	<b>\$69,904</b>	\$55,614
Own a home	<b>85%</b>	75%
Attended/graduated college+	<b>67%</b>	55%

\* 2009 MRI Spring. Base: Total Adults

\*\* January–June 2009 Hall's Editorial Reports

\*\*\* ABC Publisher's Statement, June 30, 2009



## Midwest Living Readers Are Your Best Customers\*

ADULTS	(000)	PERCENT COMP
Adults	3,913	100%
Men	993	25
Women	2,920	75
<b>Median age</b>	<b>53 yrs.</b>	–
Married	2,567	66
Own a home	3,317	85
<b>Median home value</b>	<b>\$193,034</b>	–
Attended/graduated college +	2,619	67
HHI \$50,000+	2,528	65
HHI \$60,000+	2,256	58
HHI \$75,000+	1,802	46
<b>Median HHI</b>	<b>\$69,904</b>	–
<b>WOMEN</b>	<b>(000)</b>	<b>PERCENT COMP</b>
Women	2,920	100%
<b>Median age</b>	<b>53 yrs.</b>	–
Married	1,913	66
Own a home	2,459	84
<b>Median home value</b>	<b>\$189,179</b>	–
Attended/graduated college +	1,965	67
HHI \$50,000+	1,811	62
HHI \$60,000+	1,636	56
HHI \$75,000+	1,308	45
<b>Median HHI</b>	<b>\$68,042</b>	–

\* 2009 MRI Spring. Base: Adults/Women.



## Midwest Living: A Meredith Brand

**MIDWEST LIVING** • American Baby • Better Homes and Gardens  
 Family Circle • Fitness • Ladies' Home Journal • More  
 Parents • ReadyMade • Renovation Style • ¡Siempre Mujer!  
 Successful Farming • Traditional Home • Wood

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