

ADVERTISING RATE BASE

950,000

SUBSCRIPTION

93%

NEWSSTAND

7%

FREQUENCY

6 times per year

COVER PRICE

\$4.95

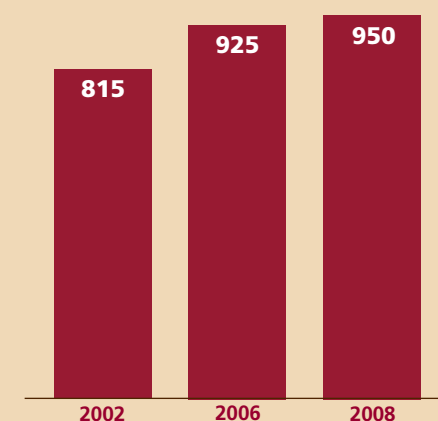
SUBSCRIPTION PRICE

\$19.97

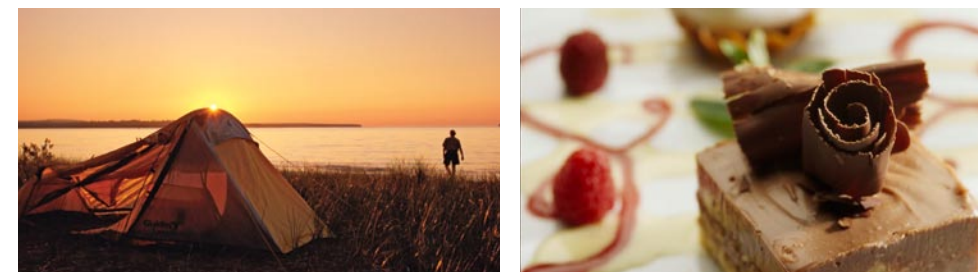
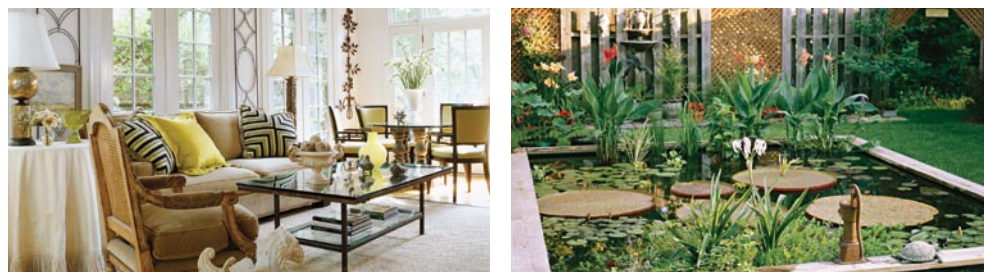
Circulation Vitality

Ratebase (000)

+17% GROWTH
VERSUS 2002



*** ABC Publisher's Statement, December 31, 2007



Life is Richer in the MIDWEST

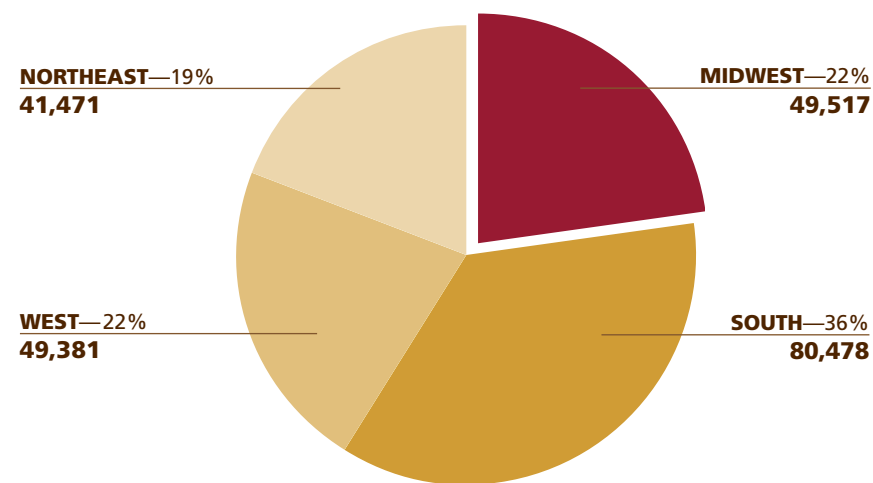
One of the reasons that life's richer in the Midwest is that its residents have the means to live life richly. Midwest consumers have among the highest discretionary incomes of any region in the country. Along with this ability to spend comes the passionate pursuit of the good life, centered on a unique 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.

The Midwest Is The Nation's Second Largest Region

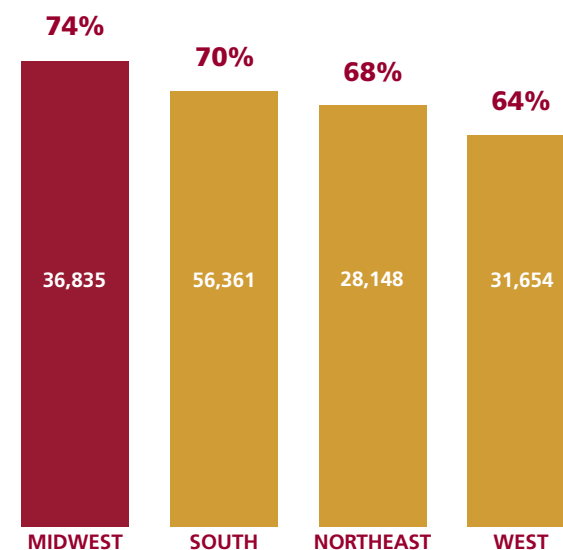
PERCENT OF TOTAL U.S. HOUSEHOLDS/POPULATION (000)*



The Midwest Leads The Country In Home Ownership

OWN HOME*

Percent Comp/Population (000)



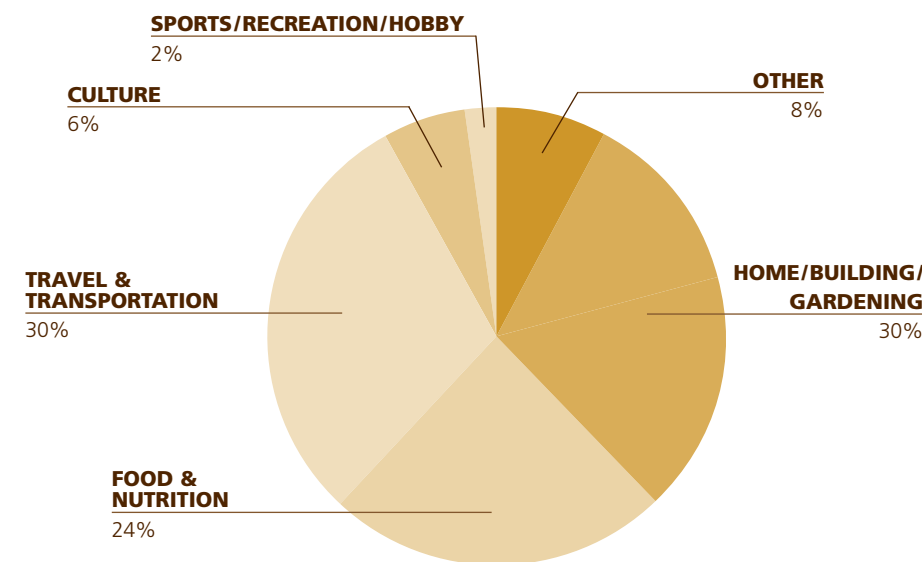
* 2007 MRI Fall. Base: Total Adults.

Midwest Homeowners Have More Discretionary Dollars*

	MEDIAN HHI	% DIFFERENCE vs. MIDWEST	MEDIAN HOME VALUE	% DIFFERENCE vs. MIDWEST
MIDWEST	\$53,200	—	\$164,092	—
West	\$61,708	+16%	\$373,350	+128%
Northeast	\$63,487	+19%	\$297,642	+81%
South	\$49,022	-9%	\$159,153	-3%

Midwest Living: Exclusive Midwest Lifestyle Guide

PERCENTAGE OF TOTAL EDIT**



The Midwest Living Reader Is The Best Of The Midwest*

	MIDWEST LIVING	MIDWEST
Median HHI	\$68,269	\$53,200
Own a home	85%	74%
Attended/graduated college+	67%	54%

* 2007 MRI Fall. Base: Total Adults
** January–December 2007 Hall's Editorial Reports