

MAGAZINE MONITOR MASTER LIST Compiled By Will Levith

Bridal

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
Bridal Guide	Mar/Apr-08	421.33	Mar/Apr-07	509.35	-17.28%	729.27	828.23	-11.95%
Brides	Mar/Apr-08	499.76	Mar/Apr-07	474.89	5.24%	1,136.24	1,124.27	1.06%
Elegant Bride ⁴	Spring 2008	101.17	Spring 2007	115.51	-12.41%	258.10	293.44	-12.04%
Martha Stewart Weddings ⁴	Winter 07/08	317.34	Winter 06/07	323.04	-1.76%	317.34	323.04	-1.76%
Modern Bride	April/May-08	371.78	April/May-07	325.05	14.38%	809.75	838.26	-3.40%
CATEGORY TOTAL		1,711.38		1,747.84	-2.09%	3,250.70	3,407.24	-4.59%

FOOTNOTES: 4=PUBLISHES QUARTERLY

Business/Personal Finance

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
Business Week	31-Mar	48.23	2-Apr	32.72	47.40%	429.85	565.54	-23.99%
Condé Nast Portfolio ^A	April	53.24	NO ISSUE	N.A.	N.A.	222.86	N.A.	N.A.
Entrepreneur	April	87.66	April	84.66	3.54%	385.32	401.55	-4.04%
Fast Company	April	60.65	April	34.66	74.99%	157.67	109.88	43.49%
Forbes	24-Mar	121.18	26-Mar	158.34	-23.47%	506.35	581.88	-12.98%
Fortune	31-Mar	69.94	2-Apr	72.24	-3.18%	435.77	505.52	-13.80%
Fortune Small Business ¹⁰	April	36.25	April	55.31	-34.46%	112.46	147.45	-23.73%
Inc.	April	61.90	April	73.75	-16.07%	230.57	244.87	-5.84%
Kiplinger's Personal Finance	April	35.52	April	33.56	5.84%	152.59	179.73	-15.10%
Money	April	57.69	April	61.73	-6.54%	204.53	217.29	-5.87%
SmartMoney	April	47.90	April	55.91	-14.33%	174.13	214.40	-18.78%
CATEGORY TOTAL		539.05		511.68	5.35%	2,480.85	2,556.69	-2.97%

FOOTNOTES: A=NO COMPARABLE APRIL 2007 ISSUE; 10=PUBLISHES 10 TIMES PER YEAR

Entertainment/Celebrity

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
Blender ¹¹	April	31.22	April	56.95	-45.18%	141.85	193.06	-26.53%
Entertainment Weekly	28-Mar	25.57	30-Mar	25.83	-1.01%	282.14	356.73	-20.91%
In Touch ^A	31-Mar	15.33	26-Mar	16.33	-6.12%	296.05	251.49	17.72%
Life & Style ^A	31-Mar	9.67	26-Mar	14.17	-31.76%	173.95	146.62	18.64%
OK!	31-Mar	13.83	1-Apr	13.17	5.01%	168.66	134.49	25.41%
People ^A	31-Mar	49.39	2-Apr	NO ISSUE	N.A.	822.25	809.72	1.55%
People en Español ¹¹	April	88.62	April	66.65	32.96%	188.65	186.52	1.14%
Rolling Stone	20-Mar	34.50	22-Mar	72.40	-52.35%	194.84	289.22	-32.63%
Spin	April	48.99	April	43.49	12.65%	195.07	163.02	19.66%
Star ^A	31-Mar	19.83	2-Apr	23.60	-15.97%	315.58	300.19	5.13%
TV Guide ^D	31-Mar	32.06	2-Apr	19.50	64.41%	280.59	266.10	5.45%
Us Weekly ^A	31-Mar	17.00	26-Mar	33.99	-49.99%	401.90	481.92	-16.60%
Vibe ¹⁰	April	65.82	April	74.84	-12.05%	249.84	312.37	-20.02%
CATEGORY TOTAL		451.83		460.92	-1.97%	3,711.37	3,891.45	-4.63%

FOOTNOTES: A=ONE MORE ISSUE IN 2007 THAN IN 2008; D=DOUBLE ISSUE; 10=PUBLISHES 10 TIMES PER YEAR; 11=PUBLISHES 11 TIMES PER YEAR

Enthusiast/Sports

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
American Photo	Mar/Apr-08	34.33	Mar/Apr-07	38.00	-9.66%	92.17	126.50	-100.08%
Automobile	April	64.82	April	73.30	-11.57%	241.59	256.78	-5.92%
AutoWeek	31-Mar	19.92	2-Apr	20.68	-3.68%	259.94	283.59	-8.34%
Backpacker ⁹	April	51.69	April	51.25	0.86%	177.55	117.85	50.66%
Bicycling ¹¹	April	84.17	April	100.18	-15.98%	219.33	235.27	-6.78%
Boating	April	85.33	April	107.11	-20.33%	339.88	443.38	-23.34%
Car and Driver	April	82.67	April	81.96	0.87%	303.13	292.76	3.54%
Cruising World	April	115.37	April	119.04	-3.08%	397.46	421.71	-5.75%
Cycle World	April	81.42	April	101.81	-20.03%	245.05	315.90	-22.43%
ESPN The Magazine ^A	24-Mar	86.84	26-Mar	69.30	25.31%	285.34	335.58	-14.97%
Flying	April	62.00	April	60.99	1.66%	201.99	220.32	-8.32%
Golf Digest	April	143.53	April	156.18	-8.10%	441.73	459.22	-3.81%
Golf for Women	Mar/Apr-08	112.16	Mar/Apr-07	102.31	9.63%	156.09	171.18	-8.82%
Golf Magazine	April	137.30	April	121.70	12.82%	359.40	362.30	-0.80%
Golf World ^B	28-Mar	39.02	30-Mar	50.99	-23.48%	281.52	322.34	-12.66%
Motor Boating	April	39.08	April	48.25	-19.01%	191.71	264.63	-27.56%
Motor Trend	April	82.00	April	99.44	-17.54%	317.75	369.57	-14.02%
Popular Photography & Imaging	April	72.50	April	79.67	-9.00%	343.68	353.33	-2.73%
Power & Motoryacht	April	159.92	April	220.49	-27.47%	809.62	1,011.33	-19.95%
Road & Track	April	83.33	April	95.66	-12.89%	322.90	320.99	0.60%
Runner's World	April	71.80	April	59.29	21.10%	239.96	229.94	4.36%
Sailing World ¹⁰	April	57.00	April	63.29	-9.94%	201.00	209.42	-4.02%
Ski ⁸	Mar/Apr-08	31.00	Mar/Apr-07	36.00	-13.89%	127.77	158.43	-19.35%
Skiing ⁶	NO ISSUE				N.A.	82.03	96.81	-15.27%
Sporting News	31-Mar	5.25	2-Apr	18.08	-70.96%	126.32	169.65	-25.54%
Sports Illustrated	31-Mar	30.04	2-Apr	43.21	-30.48%	472.80	537.03	-11.96%
S.R.'s Sound & Vision ¹⁰	April	36.67	April	50.33	-27.14%	158.50	169.83	-6.67%
Tennis Magazine ¹⁰	April	53.30	April	67.00	-20.45%	148.83	182.20	-18.32%
Travel + Leisure Golf	Mar/Apr-08	83.91	Mar/Apr-07	85.84	-2.25%	142.98	151.49	-5.62%
Yachting	April	143.99	April	165.91	-13.21%	615.81	811.56	-24.12%
CATEGORY TOTAL		2,150.36		2,387.26	-9.92%	8,303.83	9,400.89	-11.67%

FOOTNOTES: A=ONE MORE ISSUE IN '07 THAN IN '08; B=3/30/07 WAS MASTERS PREVIEW ISSUE; 7=PUBLISHES 7 TIMES A YEAR; 8=PUBLISHES 8 TIMES A YEAR; 9=PUBLISHES 9 TIMES A YEAR; 10=PUBLISHES 10 TIMES A YEAR; 11=PUBLISHES 11 TIMES A YEAR

Fashion/Beauty

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
Allure	April	159.06	April	187.10	-14.99%	485.22	478.56	1.39%
Cosmopolitan	April	153.70	April	186.48	-17.58%	506.70	556.25	-8.91%
Elle	April	238.06	April	198.78	19.76%	822.96	751.05	9.57%
Essence	April	102.60	April	112.98	-9.19%	402.61	422.54	-4.72%
Glamour	April	199.82	April	232.29	-13.98%	573.28	603.80	-5.05%
Harper's Bazaar	April	158.16	April	129.85	21.80%	657.48	599.23	9.72%
In Style ^A	April	346.65	April	384.54	-9.85%	955.10	1,054.45	-9.42%
Latina ¹¹	April	76.57	April	97.18	-21.21%	201.37	229.04	-12.08%
Lucky	April	162.23	April	195.76	-17.13%	475.29	498.57	-4.67%
Marie Claire	April	123.46	April	130.58	-5.45%	376.88	397.76	-5.25%
Style Watch	April	53.73	April	43.68	23.01%	121.17	103.68	16.87%
Vogue	April	261.96	April	277.26	-5.52%	1,043.67	1,021.53	2.17%
W	April	146.10	April	144.82	0.88%	685.79	704.57	-2.67%
CATEGORY TOTAL		2,182.10		2,321.30	-6.00%	7,307.52	7,421.03	-1.53%

FOOTNOTES: A=APRIL '08 ISSUES INCLUDE 83.65 AND 76.54 ADDITIONAL PAGES FOR WEDDINGS: SPRING ISSUE, AND YTDs INCLUDE WEDDINGS: WINTER AND SPRING; 11=PUBLISHES 11 TIMES PER YEAR

Food/Epicurean

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
Bon Appétit	April	88.73	April	86.74	2.29%	252.47	260.77	-3.18%
Cooking Light ¹¹	April	124.62	April	142.21	-12.37%	382.93	423.15	-9.50%
Every Day with Rachael Ray ¹⁰	April	60.00	April	62.27	-3.65%	195.66	160.60	21.83%
Everyday Food ¹⁰	April	50.00	April	65.50	-23.66%	170.76	175.50	-2.70%
Food & Wine	April	118.34	April	123.53	-4.20%	342.66	366.14	-6.41%
Gourmet	April	85.14	April	94.01	-9.44%	271.22	323.11	-16.06%
Relish	April	17.55	April	12.70	38.19%	77.85	53.99	44.19%
Saveur ⁹	April	30.49	April	31.65	-3.67%	93.79	97.48	-3.79%
CATEGORY TOTAL		574.87		618.61	-7.07%	1,787.34	1,860.74	-3.94%

FOOTNOTES: 9=PUBLISHES 9 TIMES PER YEAR; 10=PUBLISHES 10 TIMES PER YEAR; 11=PUBLISHES 11 TIMES PER YEAR

General Interest

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
AARP	Mar/Apr-08	47.63	Mar/Apr-07	64.58	-26.25%	86.19	111.48	-22.69%
Guideposts	April	48.65	April	41.23	18.00%	174.03	131.16	32.69%
Harper's Magazine	April	21.66	April	21.83	-0.78%	81.98	76.56	7.08%
Mother Jones	Mar/Apr-08	23.99	Mar/Apr-07	23.47	2.22%	47.13	44.10	6.87%
National Geographic	April	34.68	April	33.18	4.52%	136.11	128.90	5.59%
National Review	24-Mar	36.83	2-Apr	17.83	106.56%	117.03	88.79	31.81%
Reader's Digest	April	75.66	April	79.81	-5.20%	297.24	352.91	-15.77%
Smithsonian	April	70.54	April	56.77	24.26%	185.69	168.75	10.04%
The Atlantic ¹⁰	April	50.00	April	45.67	9.48%	144.82	168.96	-14.29%
The New Republic	DOUBLE ISSUE				N.A.	30.53	30.85	-1.04%
The New Yorker	31-Mar	43.39	2-Apr	22.10	96.33%	338.65	409.68	-17.34%
Vanity Fair	April	143.71	April	161.72	-11.14%	591.16	647.86	-8.75%
CATEGORY TOTAL		596.74		568.19	5.02%	2,230.56	2,360.00	-5.48%

FOOTNOTES: 10=PUBLISHES 10 TIMES PER YEAR

Men's Lifestyle/Fitness/Outdoor

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
BestLife ¹⁰	April	58.16	April	47.24	23.12%	156.89	139.10	12.79%
Complex	April/May-08	100.33	April/May-07	144.88	-30.75%	260.66	295.42	-11.77%
Details ¹¹	April	144.32	April	123.00	17.33%	369.24	259.29	42.40%
Esquire	April	85.38	April	93.16	-8.35%	283.66	311.53	-8.95%
Field & Stream ¹¹	April	57.56	April	48.28	19.22%	158.85	136.84	16.08%
Flex	April	208.75	April	194.60	7.27%	791.82	751.10	5.42%
GQ	April	139.63	April	146.67	-4.80%	470.60	481.58	-2.28%
Maxim	April	74.23	April	75.41	-1.56%	227.57	229.39	-0.79%
Men's Fitness	April	83.54	April	89.83	-7.00%	256.03	264.63	-3.25%
Men's Health ¹⁰	April	84.49	April	96.16	-12.14%	267.68	299.37	-10.59%
Men's Journal	April	94.85	April	86.28	9.93%	328.30	278.09	18.06%
Men's Vogue ^A	April	38.29	NO ISSUE	N.A.	N.A.	185.78	172.86	7.47%
Muscle & Fitness	April	171.70	April	157.19	9.23%	650.29	627.36	3.65%
Nat Geo Adventure ¹⁰	April	40.30	April	40.02	0.70%	122.40	129.42	-5.42%
Outdoor Life ¹⁰	April	37.99	April	44.97	-15.52%	110.07	117.34	-6.20%
Outside	April	68.49	April	72.73	-5.83%	214.76	225.69	-4.84%
Penthouse	April	25.30	April	23.62	7.11%	76.95	94.77	-18.80%
Playboy	April	32.86	April	40.88	-19.62%	135.47	147.73	-8.30%
CATEGORY TOTAL		1,546.17		1,524.92	1.39%	5,067.02	4,961.51	2.13%

FOOTNOTES: A=APRIL 2008 HAS NO COMPARABLE 2007 ISSUE; 10=PUBLISHES 10 TIMES PER YEAR; 11=PUBLISHES 11 TIMES PER YEAR

Newsweeklies

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
Newsweek ^{A/E}	31-Mar	19.20	2-Apr	15.72	22.14%	302.84	373.55	-18.93%
Time ^E	31-Mar	28.80	2-Apr	27.36	5.26%	334.58	413.32	-19.05%
The Economist	29-Mar	73.33	31-Mar	53.00	38.36%	599.41	568.00	5.53%
The Week	4-Apr	7.00	6-Apr	11.50	-39.13%	139.36	151.06	-7.75%
U.S. News & World Report ^{B/C}	DOUBLE ISSUE				N.A.	230.57	366.87	-37.15%
CATEGORY TOTAL		128.33		107.58	19.29%	1,606.76	1,872.80	-14.21%

FOOTNOTES: A=ONE MORE ISSUE IN 2007 THAN IN 2008; B=TWO MORE ISSUES IN 2007 THAN IN 2008; C=3/31/08 DOUBLE IS COMPARED TO 3/25/07 DOUBLE; E=ESTIMATE

Parenting/Kids

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
American Baby	April	49.33	April	57.11	-13.62%	180.12	190.20	-5.30%
BabyTalk ¹⁰	April	42.50	April	38.69	9.85%	126.97	131.80	-3.66%
Boys' Life	April	4.54	April	11.78	-61.46%	28.18	36.80	-23.42%
Cookie ^{10/B}	April	65.39	DOUBLE	N.A.	N.A.	195.86	120.56	62.46%
FamilyFun ¹⁰	April	74.97	April	72.29	3.71%	201.38	188.33	6.93%
Fit Pregnancy	April/May	84.18	April/May	93.32	-9.79%	192.59	207.41	-7.15%
Nickelodeon Magazine ¹⁰	April	27.66	April	59.89	-53.82%	61.82	101.09	-38.85%
Parenting ¹⁰	April	96.09	April	79.44	20.96%	255.28	251.28	1.59%
Parents	April	118.46	April	113.03	4.80%	402.67	352.07	14.37%
Sports Illustrated KIDS	April	13.38	April	19.01	-29.62%	36.01	60.55	-40.53%
Wondertime ^A	April	52.33	April/May	73.61	-28.91%	152.66	129.61	17.78%
CATEGORY TOTAL		628.83		618.17	1.72%	1,833.54	1,769.70	3.61%

FOOTNOTES: A=APRIL 2008 SINGLE ISSUE IS COMPARED TO A 2007 DOUBLE; B=APRIL 2008 ISSUE HAS NO COMPARABLE 2007 ISSUE; 10=PUBLISHES 10 TIMES PER YEAR

Regional

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
New York ^A	31-Mar	49.90	2-Apr	55.82	-10.61%	705.46	687.31	2.64%
Texas Monthly ^E	April	197.81	April	204.78	-3.40%	655.32	706.04	-7.18%
Time Out New York	26-Mar	43.63	28-Mar	50.63	-13.83%	657.60	696.75	-5.62%
CATEGORY TOTAL		291.34		311.23	-6.39%	2,018.38	2,090.10	-3.43%

FOOTNOTES: A=3/31/08 AND 4/2/07 ISSUES INCLUDE 13.70 AND 9.63 ADDITIONAL PAGES FOR WEDDINGS ISSUE; E=ESTIMATE

Science/Technology

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
Discover	April	23.50	April	20.34	15.54%	82.33	86.84	-5.19%
Natural History ¹⁰	April	27.94	April	28.92	-3.39%	89.53	86.63	3.35%
Popular Mechanics	April	72.70	April	69.79	4.17%	224.25	216.14	3.75%
Popular Science	April	54.40	April	56.70	-4.06%	163.90	152.10	7.76%
Scientific American	April	37.87	April	30.38	24.65%	109.68	163.85	-33.06%
Spectrum, IEEE	April	25.59	April	23.92	6.98%	119.26	118.08	1.00%
Technology Review	March/Apr-08	30.82	March/Apr-07	13.13	134.73%	46.63	36.60	27.40%
Wired	April	84.50	April	97.20	-13.07%	347.13	330.54	5.02%
CATEGORY TOTAL		357.32		340.38	4.98%	1,182.71	1,190.78	-0.68%

FOOTNOTES: 10=PUBLISHES 10 TIMES PER YEAR

Shelter

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
Architectural Digest	April	141.91	March	140.66	0.89%	513.26	496.28	3.42%
Coastal Living ¹⁰	April	91.24	April	102.69	-11.15%	238.04	273.82	-13.07%
Cottage Living	April	60.24	April	67.53	-10.80%	183.31	190.30	-3.67%
Country Home ¹⁰	April	86.08	April	88.82	-3.08%	199.61	213.08	-6.32%
Country Living	April	100.24	April	88.67	13.05%	298.02	293.34	1.60%
Domino ¹⁰	April	88.35	April	68.65	28.70%	185.76	170.42	9.00%
Dwell ⁹	April	118.80	April	129.03	-7.93%	310.70	337.98	-8.07%
Elle Décor ¹⁰	April	142.45	April	129.24	10.22%	328.20	320.35	2.45%
The Family Handyman ¹⁰	April	51.47	April	61.66	-16.53%	147.58	157.82	-6.49%
Garden Design	April	35.16	April	43.08	-18.38%	114.19	84.07	35.83%
Home ¹⁰	March/April DOUBLE		March		N.A.	103.99	182.07	-42.88%
House Beautiful	April	74.30	April	59.55	24.77%	217.00	195.46	11.02%
M.E.'s Home Companion	Mar/Apr-08	64.18	Mar/Apr-07	45.52	40.99%	106.82	89.85	18.89%
Metropolitan Home ¹⁰	April	119.14	April	104.05	14.50%	261.95	257.53	1.72%
Midwest Living	Mar/Apr-08	149.08	Mar/Apr-07	160.52	-7.13%	220.85	235.19	-6.10%
OG: Organic Gardening	April	36.44	April	44.89	-18.82%	68.29	83.67	-18.38%
Old House Journal	Mar/Apr-08	56.12	Mar/Apr-07	50.58	10.95%	102.65	93.58	9.69%
Southern Accents	Mar/Apr-08	91.32	Mar/Apr-07	85.53	6.77%	161.20	139.02	15.95%
Southern Living ¹³	April	108.44	April	120.66	-10.13%	385.34	384.66	0.18%
Sunset	April	72.60	April	87.96	-17.46%	245.60	293.76	-16.39%
This Old House ¹⁰	April	54.30	April	56.61	-4.08%	161.28	176.80	-8.78%
Traditional Home ⁸	April	93.48	April	117.05	-20.14%	173.00	206.11	-16.06%
Veranda	April	124.75	NO ISSUE	N.A.	N.A.	341.26	261.57	30.47%
CATEGORY TOTAL		1,960.09		1,852.95	5.78%	5,067.90	5,136.73	-1.34%

FOOTNOTES: A='08 MARCH/APRIL DOUBLE COMPARES TO SINGLE '07 MARCH ISSUE; 8=PUBLISHES 8 TIMES A YEAR; 9=PUBLISHES 9 TIMES A YEAR; 10=PUBLISHES 10 TIMES A YEAR; 13=PUBLISHES 13 TIMES A YEAR

facts & figures

Teen

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
CosmoGirl! ¹⁰	April	61.17	April	74.27	-17.64%	190.88	211.46	-9.73%
J-14	April	23.98	April	26.31	-8.86%	74.44	81.42	-8.57%
M Magazine	April	18.66	April	17.98	3.78%	55.13	49.11	12.26%
Seventeen	April	75.83	April	87.78	-13.61%	264.37	282.54	-6.43%
Teen Vogue	April	131.85	April	122.82	7.35%	334.54	327.92	2.02%
Twist	April	22.32	April	25.32	-11.85%	68.95	74.43	-7.36%
CATEGORY TOTAL		333.81		354.48	-5.83%	988.31	1,026.88	-3.76%

FOOTNOTES: 10=PUBLISHES 10 TIMES PER YEAR

Travel

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
A. F.'s Budget Travel ¹⁰	April	61.91	April	89.35	-30.71%	198.18	241.03	-17.78%
Condé Nast Traveler	April	118.32	April	129.47	-8.61%	455.11	447.35	1.73%
Departures	Mar/Apr-08	163.78	Mar/Apr-07	167.63	-2.30%	279.04	273.92	1.87%
Islands	April	46.00	April	37.00	24.32%	93.00	76.00	22.37%
National Geographic Traveler ⁸	April	64.71	April	62.59	3.39%	170.22	170.88	-0.39%
Travel + Leisure	April	135.91	April	174.49	-22.11%	449.24	501.28	-10.38%
CATEGORY TOTAL		590.63		660.53	-10.58%	1,644.79	1,710.46	-3.84%

FOOTNOTES: 8=PUBLISHES 8 TIMES PER YEAR; 10=PUBLISHES 10 TIMES PER YEAR

Wealth

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
Robb Report	April	118.42	April	118.17	0.21%	437.01	467.58	-6.54%
Town & Country	April	104.55	April	112.40	-6.98%	487.51	506.54	-3.76%
CATEGORY TOTAL		222.97		230.57	-3.30%	924.52	974.12	-5.09%

Weekend Magazines

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
American Profile	30-Mar	6.60	1-Apr	11.29	-41.54%	171.70	132.08	30.00%
Parade	30-Mar	13.45	1-Apr	9.97	34.90%	174.18	160.32	8.65%
USA Weekend	30-Mar	14.59	2-Apr	8.30	75.78%	172.32	187.92	-8.30%
CATEGORY TOTAL		34.64		29.56	17.19%	518.20	480.32	7.89%

Women's Health/Fitness

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
Body + Soul	April	69.87	April	77.72	-10.10%	215.23	219.37	-1.89%
Fitness	April	48.18	April	75.15	-35.89%	203.70	273.29	-25.46%
Health ¹⁰	April	101.31	April	100.39	0.92%	317.13	332.84	-4.72%
Natural Health	April	62.79	April	44.63	40.69%	160.72	152.16	5.63%
Prevention	April	93.44	April	109.33	-14.53%	360.68	391.96	-7.98%
Self	April	100.12	April	134.38	-25.49%	379.77	366.73	3.56%
Shape	April	131.16	April	123.52	6.19%	472.00	436.56	8.12%
Weight Watchers	March/Apr-08	99.99	March/Apr-07	113.43	-11.85%	192.79	200.72	-3.95%
Women's Health ¹⁰	April	86.88	April	65.99	31.66%	229.00	160.37	42.79%
CATEGORY TOTAL		793.74		844.54	-6.02%	2,531.02	2,534.00	-0.12%

FOOTNOTES: 10=PUBLISHES 10 TIMES PER YEAR

Women's Lifestyles/Service

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGES	YTD PAGES	YTD LAST YEAR	PERCENT CHANGES
All You	April	104.89	April	109.23	-3.97%	323.17	320.31	0.89%
Better Homes and Gardens	April	174.23	April	169.28	2.92%	531.45	569.92	-6.75%
Family Circle ¹⁵	April	150.41	April	178.35	-15.67%	462.28	540.64	-14.49%
First ^{17/A}	April	39.98	April	37.64	6.22%	187.78	167.05	12.41%
Good Housekeeping	April	164.54	April	152.15	8.14%	523.12	519.99	0.60%
Ladies' Home Journal	April	116.84	April	117.40	-0.48%	400.65	450.00	-10.97%
Martha Stewart Living	April	96.23	April	118.37	-18.70%	381.36	394.81	-3.41%
More	April	82.62	April	128.01	-35.46%	266.27	330.55	-19.45%
O, The Oprah Magazine	April	163.41	April	185.81	-12.06%	545.33	567.84	-3.96%
Quick & Simple	25-Mar	14.00	27-Mar	5.50	154.55%	92.50	72.59	27.43%
Real Simple ^B	April	179.50	April	180.60	-0.61%	529.60	519.70	1.90%
Redbook	April	123.81	April	124.98	-0.94%	415.16	428.38	-3.09%
Spa	Mar/Apr-08	64.46	Mar/Apr-07	77.83	-17.18%	111.12	131.16	-15.28%
Woman's Day ^{17/A}	April	165.41	April	152.64	8.37%	547.53	541.66	1.08%
Woman's World	31-Mar	6.83	27-Mar	7.00	-2.43%	90.15	90.83	-0.75%
CATEGORY TOTAL		1,647.16		1,744.79	-5.60%	5,407.47	5,645.43	-4.22%

MONITOR TOTALS 17,535.10 18,080.04 -3.01% 60,393.81 62,824.87 -3.87%

FOOTNOTES: A=TWO APRIL 2008 ISSUES; B=APRIL 2008 AND 2007 ISSUES INCLUDE 9.00 AND 8.70 ADDITIONAL PAGES FOR SPECIAL TRAVEL ISSUE; 15=PUBLISHES 15 TIMES A YEAR; 17=PUBLISHES 17 TIMES A YEAR