

It Could Have Been Worse

| Title | single-copy sales/ % chg | total circ*/ % chg | % above/below rate base |
|--------------------------|-------------------------------------|-------------------------------|------------------------------------|
| Us Weekly | 843,479 3% | 1.95m 2.1% | 2.4% |
| Family Circle | 662,286 -23.8% | 3.9m 0.6% | 3.2% |
| O | 702,067 -4.4% | 2.4m 0.4% | 2.3% |
| Star | 601,285 -14.3% | 1.2m -12% | -0.7% |
| Glamour | 603,833 -11.9% | 2.4m 2.6% | 7.3% |
| Good Housekeeping | 464,869 -18.5% | 4.6m -1% | 0.5% |
| Woman's Day | 423,556 -19.8% | 3.9m 0.7% | 2.8% |
| Vogue | 378,167 -1.9% | 1.3m 6.3% | 8.5% |
| Vanity Fair | 817,119 6.5% | 1.2m 1% | 5.1% |

Source: Audit Bureau of Circulations' Rapid Report, first-half 2009 compared to same period in 2008. * Total paid & verified circ.