

# Reader's Digest Boomer

## COMPETITIVE ANALYSIS

### Demographic edition targeting subscribers age 55+

	Rate Base	Total Audience (000)	Index Age 55+	Median Age
<b>Reader's Digest Boomer</b>	<b>3,400,000</b>	<b>15,892</b>	<b>234</b>	<b>65.4</b>
Reader's Digest	8,000,000	37,839	143	52.1
Better Homes & Gardens	7,600,000	39,650	121	49.2
Family Circle	3,800,000	21,062	130	50.7
Good Housekeeping	4,600,000	24,346	136	51.4
Ladies' Home Journal	3,800,000	13,865	149	53.1
Redbook	2,200,000	10,002	91	46.8
Woman's Day	3,800,000	22,110	124	50.1
Prevention	3,300,000	11,010	143	52.4
Newsweek	3,100,000	19,116	104	46.8
Time	3,250,000	20,926	100	46.4
U.S. News & World Report	2,000,000	10,452	117	48.9

Source MRI Spring 2008, ABC Statement (12/07)  
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