

Reader's Digest Family

COMPETITIVE ANALYSIS

Demographic edition targeting subscribers age 18-54 and/or have children in the household

	Rate Base	Total Audience (000)	Index Age 18-54	Median Age	Median HHI	Index Any Children in HH
Reader's Digest Family	4,600,000	21,947	107	46.5	\$66,377	118
Reader's Digest	8,000,000	37,839	81	52.1	\$57,587	90
Better Homes & Gardens	7,600,000	39,650	91	49.2	\$61,001	100
Family Circle	3,800,000	21,062	87	50.7	\$52,502	95
Good Housekeeping	4,600,000	24,346	84	51.4	\$57,835	91
Ladies' Home Journal	3,800,000	13,865	79	53.1	\$55,249	84
Redbook	2,200,000	10,002	104	46.8	\$61,318	107
Woman's Day	3,800,000	22,110	89	50.1	\$53,482	98
People	3,450,000	42,836	115	40.4	\$67,129	119
Prevention	3,300,000	11,010	81	52.4	\$57,043	85
TV Guide	3,200,000	20,726	104	44.5	\$49,466	106
Newsweek	3,100,000	19,116	98	46.8	\$75,263	100
Time	3,250,000	20,926	100	46.4	\$72,206	94
U.S. News & World Report	2,000,000	10,452	92	48.9	\$72,718	88

Source: MRI Spring 2008, ABC Statement (12/07)
072208