



Cosmo is the most cost-effective magazine for your brand

Total Audience
P4C CPM (\$)

COSMOPOLITAN	\$13.00
Vogue	\$13.84
InStyle	\$14.76
Glamour	\$16.96
Allure	\$19.70
Elle	\$23.80
Self	\$27.72
Marie Claire	\$33.22
Lucky	\$44.11

Source: MRI Spring 2011 and 2011 P4C rates



To out deliver the top 10 primetime TV shows

Women 18-34		Women 18-49	
Medium	% Cov	Medium	% Cov
COSMOPOLITAN	26.2	COSMOPOLITAN	19.9
Academy Awards	13.2	Academy Awards	15.8
NFC Championship Game	12.7	NFC Championship Game	14.2
Grammy Awards	12.1	Grammy Awards	12.5
American Idol Tuesday	9.9	American Idol Tuesday	11.3
NBA Finals, Game 7	9.4	American Idol Wednesday	10.4
NFC Wildcard Game	9.0	Winter Olympics, Opening Ceremony	10.1
American Idol Wednesday	8.9	Winter Olympics, Women's Downhill Ski	9.8
American Idol Thursday	8.2	NFC Wildcard Game	9.7
The Bachelor: After the Final Rose	8.0	AFC Division Playoffs	9.4
Winter Olympics, Women's Downhill Ski	7.6	American Idol Thursday	9.2

Source: MRI Fall 2010/Nielsen NTI (1/10/10 – 12/31/10)
 Note: Excludes Super Bowl



It pays to be in Cosmopolitan because women pay more for it

Competitive Price Analysis

	Average Price Per Issue	Average Sub Price	Average Newsstand Price
COSMOPOLITAN	\$2.90	\$18.38	\$4.12
Allure	\$1.31	\$10.61	\$3.99
Elle	\$1.70	\$12.00	\$4.16
Glamour	\$1.63	\$12.58	\$3.99
InStyle	\$2.67	\$23.90*	\$4.32
Lucky	\$1.25	\$10.80	\$3.50
Marie Claire	\$1.48	\$11.22	\$3.58
Self	\$1.44	\$11.50	\$3.99
Vogue	\$2.22	\$17.20	\$4.16

Source: June 2011 ABC Statements

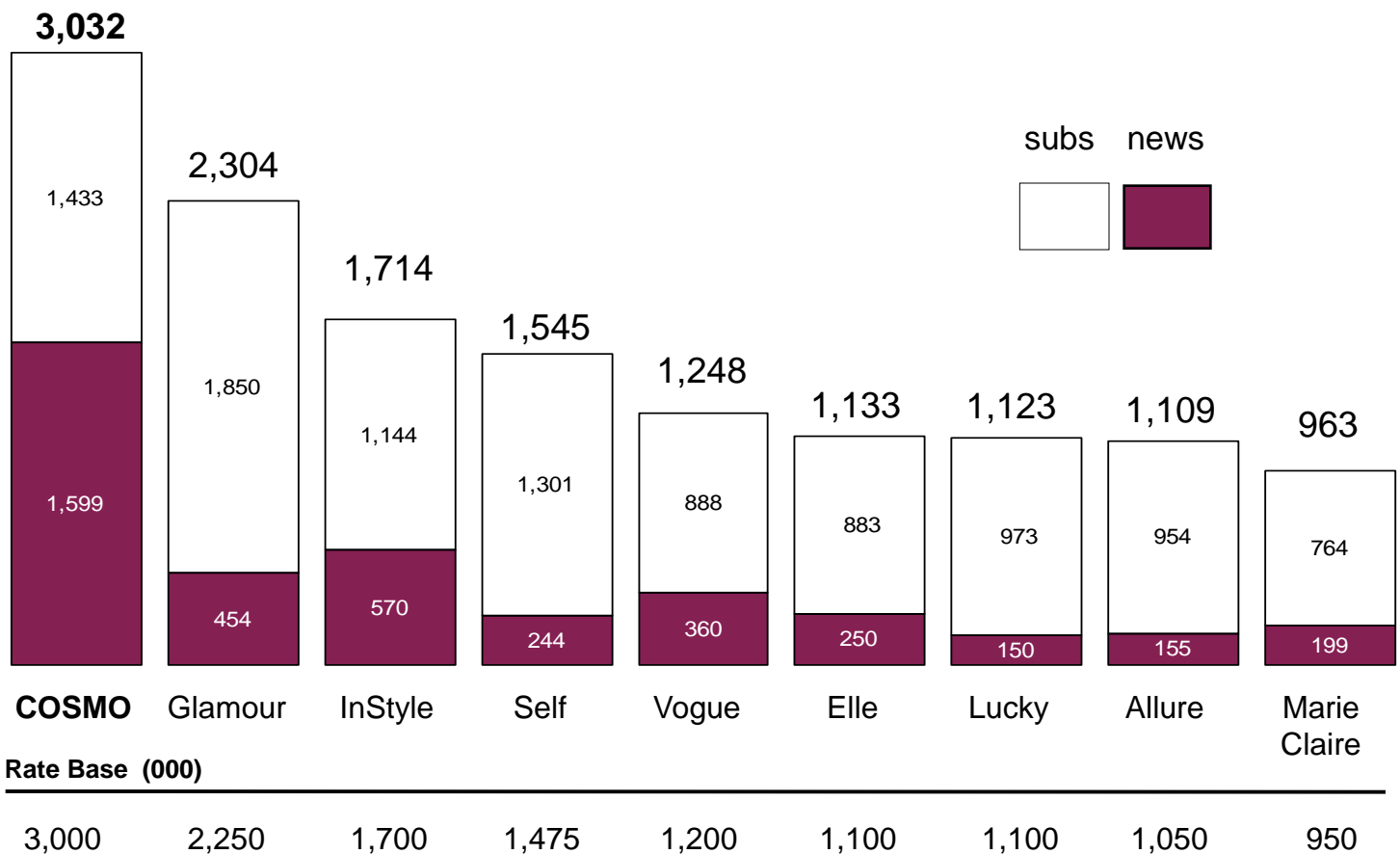
*Subscription price includes 13 Issues Per Year

COSMOPOLITAN

COSMO RADIO COSMOPOLITANTV COSMO APPS COSMO MOBILE FUN FEARLESS FEMALE COSMOPOLITAN.COM

More of your customers buy Cosmopolitan

Total Paid Circulation (000)



Source: June 2011 Fas-Fax

COSMOPOLITAN

COSMO RADIO COSMOPOLITAN TV COSMO APPS COSMO MOBILE FUN FEARLESS FEMALE COSMOPOLITAN.COM



The most vital and accountable magazine in America

	Rate Base (000)	<u>6/30/11</u>			<u>% Change vs. 6/30/10</u>		
		Subs	Newsstand	Total	Subs	Newsstand	Total
COSMOPOLITAN	3,000	1,432,906	1,599,305	3,032,211	2.0	-2.6	-0.5
Glamour	2,250	1,850,439	453,707	2,304,146	4.5	-17.5	-0.7
In Style	1,700	1,143,530	570,272	1,713,802	0.4	-8.2	-2.6
Self	1,475	1,301,358	243,889	1,545,247	3.2	-6.2	1.6
Vogue	1,200	887,721	360,400	1,248,121	-0.8	12.7	2.7
Lucky	1,100	972,465	150,271	1,122,736	3.2	-9.0	1.4
Elle	1,100	882,804	250,056	1,132,860	7.5	-9.0	3.4
Allure	1,050	953,818	155,016	1,108,834	2.7	0.6	2.4
Marie Claire	950	764,553	198,752	963,305	1.3	-21.5	-4.4

Source: June 2011 ABC Statement

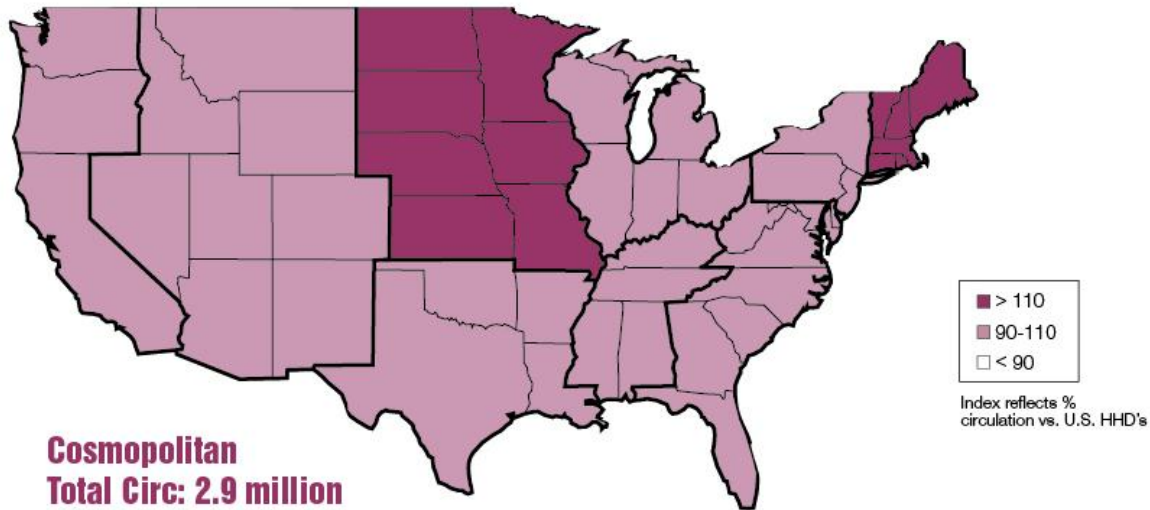


Duplication Analysis – Women

	% of Cosmo Readers that read	% of Competition that read Cosmo	% of Cosmo Readers that don't read
Glamour	37.3	49.6	50.4
Vogue	29.5	44.9	55.1
InStyle	22.5	36.9	63.1
Self	15.2	39.8	60.2
Allure	22.8	53.3	46.7
Elle	16.9	49.5	50.5
Marie Claire	10.6	46.1	53.9
Lucky	5.5	33.5	66.5

Source: MRI Spring 2011, based on women

Cosmo gets closer to more women from coast to coast...



Allure
Total Circ: 1.1 million



Elle
Total Circ: 1.1 million



Glamour
Total Circ: 2.4 million



InStyle
Total Circ: 1.8 million



Lucky
Total Circ: 1.2 million



Marie Claire
Total Circ: 980,000



Self
Total Circ: 1.5 million



Vogue
Total Circ: 1.2 million

Source: ABC Statements June 30, 2008; U.S. HHD's Claritas 2008