

Demographic Profile

Total Adults (000) 18,224
Readers Per Copy 6.88

Total Women (000) 15,470
Readers Per Copy 5.84

| Women | Audience (000) | Comp (%) | Index |
|-----------------------------|-----------------------|-----------------|--------------|
| Age | | | |
| 18-24 | 5,225 | 34.0 | 279 |
| 25-34 | 3,832 | 24.8 | 144 |
| 18-34 | 9,086 | 58.7 | 200 |
| 35-49 | 3,945 | 25.5 | 93 |
| Median | 31.3 | | |
| IEI | | | |
| \$20,000+ | 6,396 | 41.3 | 109 |
| \$25,000+ | 5,410 | 35.0 | 105 |
| Median | \$26,613 | | |
| HHI | | | |
| \$30,000+ | 11,893 | 76.9 | 105 |
| \$40,000+ | 10,441 | 67.5 | 105 |
| Median | \$61,510 | | |
| Education | | | |
| Attended/Graduated College+ | 9,678 | 62.6 | 111 |
| Employment | | | |
| Total Employed | 10,357 | 66.9 | 123 |
| Full-Time | 7,308 | 47.2 | 119 |
| Marital Status | | | |
| Single | 7,003 | 45.3 | 195 |
| Married | 5,895 | 38.1 | 72 |
| Div/Wid/Sep | 2,571 | 16.6 | 70 |
| Other | | | |
| Women w/ children | 8,212 | 53.1 | 124 |
| Working women w/ children | 5,333 | 34.5 | 132 |
| County | | | |
| A/B | 11,973 | 77.4 | 108 |
| C/D | 3,497 | 22.6 | 80 |

Source: MRI Spring 2011, based on women



Your customers are more involved with Cosmopolitan

| | “One of My Favorites” | Mean Reading Time |
|---------------------|-----------------------|-------------------|
| COSMOPOLITAN | 52.3% | 75 Minutes |
| Lucky | 36.3% | 44 |
| In Style | 35.4% | 56 |
| Glamour | 35.3% | 65 |
| Vogue | 35.0% | 52 |
| Self | 32.2% | 53 |
| Allure | 28.0% | 53 |
| Elle | 21.1% | 58 |
| Marie Claire | 19.1% | 50 |

Source: Spring 2011 MRI, Based on Women Primary Readers



To accumulate its audience faster than the competition

| | <u>Week 2</u> | | <u>Week 4</u> | |
|---------------------|---------------|--------------|---------------|---------------|
| | % | Aud (000) | % | Aud (000) |
| COSMOPOLITAN | 44% | 6,802 | 66% | 10,141 |
| Allure | 39% | 2,556 | 59% | 3,900 |
| Elle | 31% | 1,645 | 50% | 2,628 |
| Glamour | 24% | 2,809 | 47% | 5,418 |
| In Style | 37% | 3,445 | 57% | 5,332 |
| Lucky | 37% | 931 | 54% | 1,374 |
| Marie Claire | 39% | 1,379 | 55% | 1,969 |
| Self | 39% | 2,311 | 59% | 3,454 |
| Vogue | 38% | 3,854 | 58% | 5,881 |

Source: MRI Audience Accumulation Study & MRI Spring 2011, based on women



More loyal readers who are more likely to see your ad

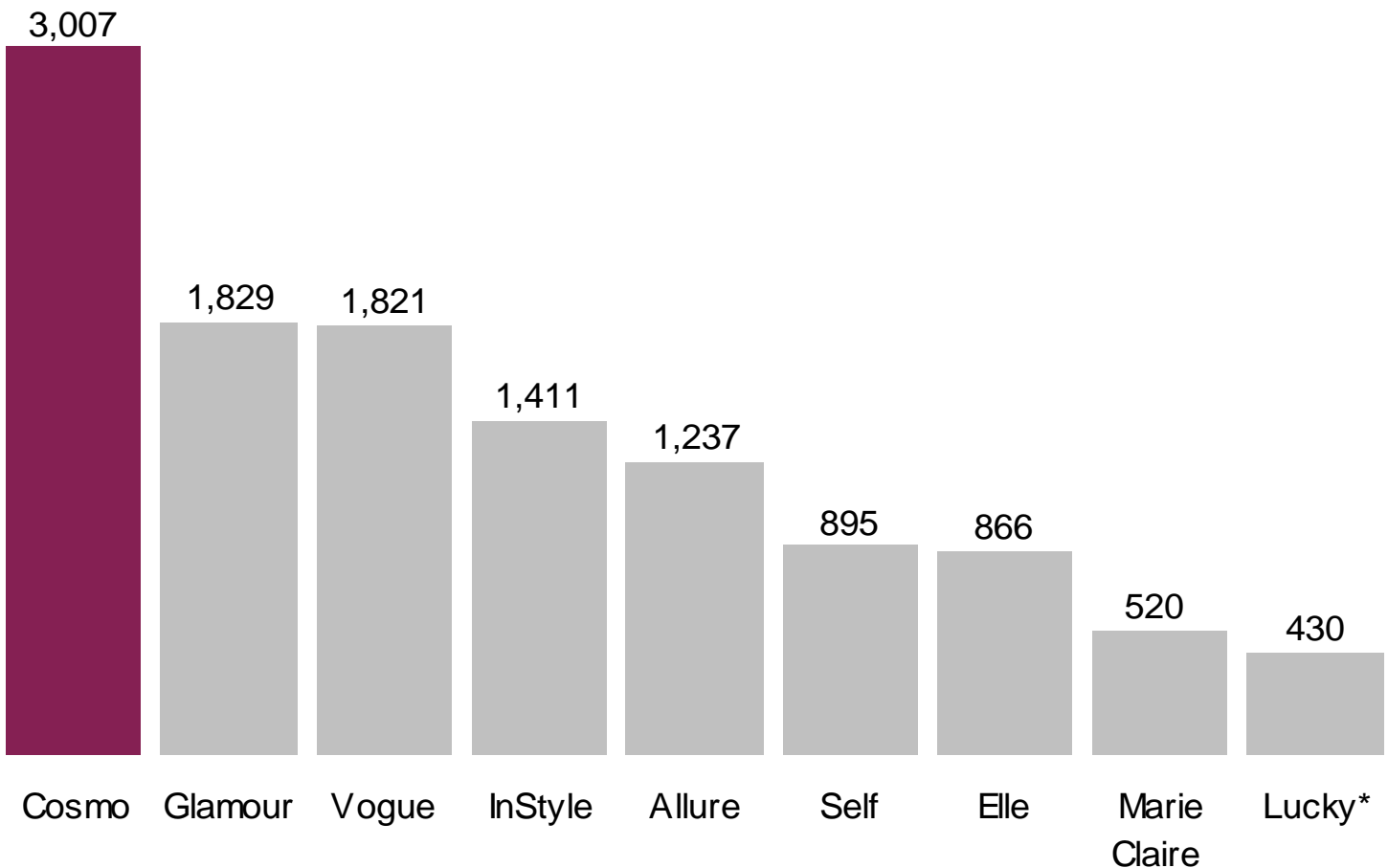
Number of Issues Read

| | 3 out of 4 | | 4 out of 4 | | 3-4 out of 4 | |
|---------------------|--------------|-------------|--------------|-------------|--------------|-------------|
| | Aud (000) | % Comp | Aud (000) | % Comp | Aud (000) | % Comp |
| COSMOPOLITAN | 1,975 | 12.8 | 6,324 | 40.9 | 8,299 | 53.6 |
| Glamour | 1,604 | 13.8 | 4,452 | 38.3 | 6,056 | 52.1 |
| Vogue | 1,565 | 15.4 | 3,272 | 32.1 | 4,837 | 47.5 |
| InStyle | 1,247 | 13.2 | 3,518 | 37.4 | 4,766 | 50.6 |
| Self | 674 | 11.4 | 2,051 | 34.8 | 2,725 | 46.2 |
| Elle | 669 | 12.7 | 1,699 | 32.2 | 2,369 | 44.9 |
| Marie Claire | 552 | 15.5 | 1,007 | 28.3 | 1,559 | 43.8 |
| Allure | 542 | 8.2 | 1,960 | 29.6 | 2,502 | 37.8 |
| Lucky | 301 | 11.9 | 1,125 | 44.5 | 1,427 | 56.5 |

Source: MRI Spring 2011, based on women

To strengthen your connection to the college market

Currently attending a college/university (000)



Source: MRI Spring 2011, based on women



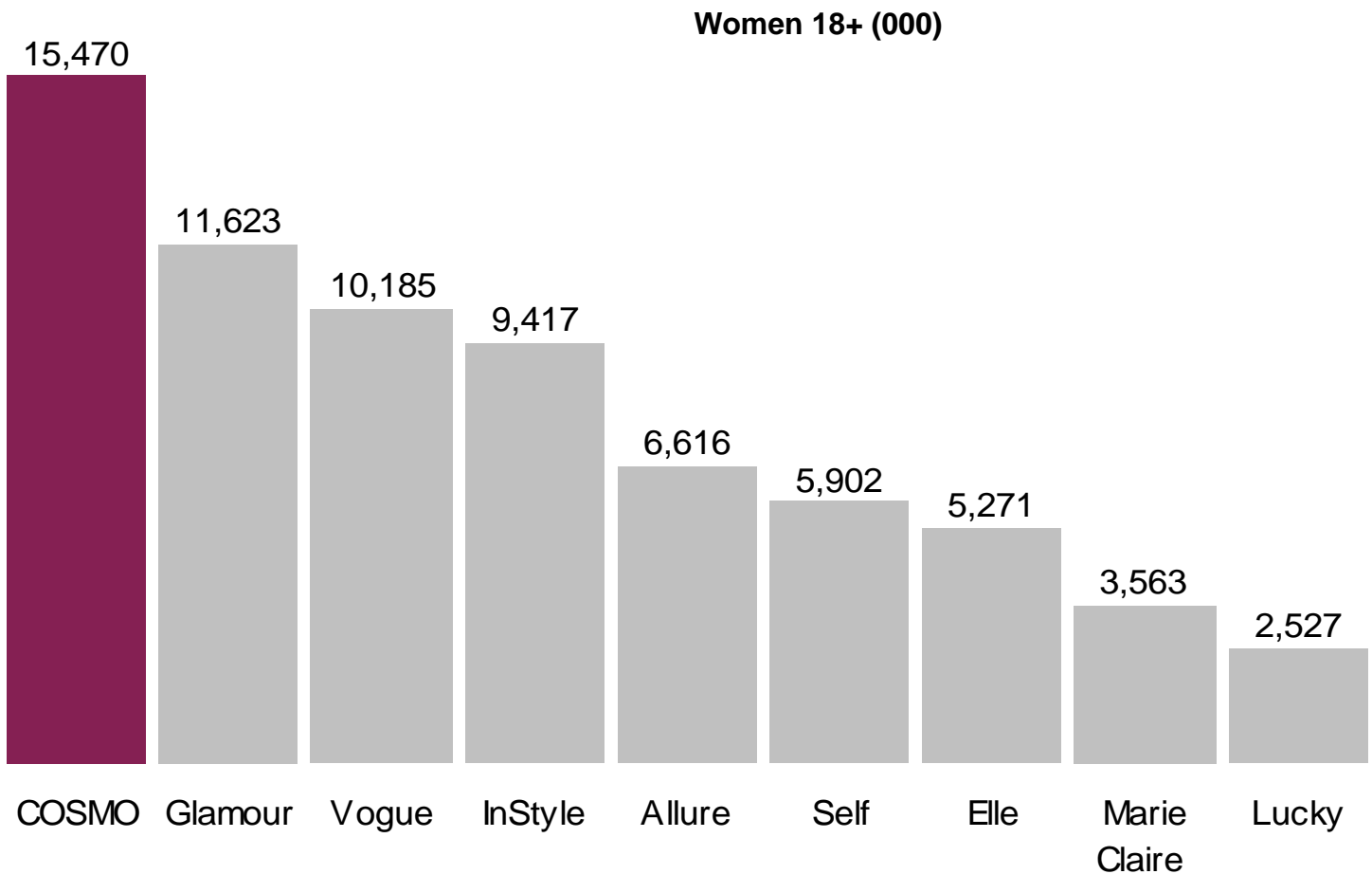
The best-selling title in the college market

According to College Store Executive, the national news magazine of the college store industry, Cosmopolitan is the best-selling magazine in college bookstores for 25 years!

| | |
|----|---------------------|
| 1 | COSMOPOLITAN |
| 2 | People Weekly |
| 3 | Glamour |
| 4 | Us Weekly |
| 5 | Time |
| 6 | In Touch |
| 7 | Maxim |
| 8 | Newsweek |
| 9 | Rolling Stone |
| 10 | In Style |

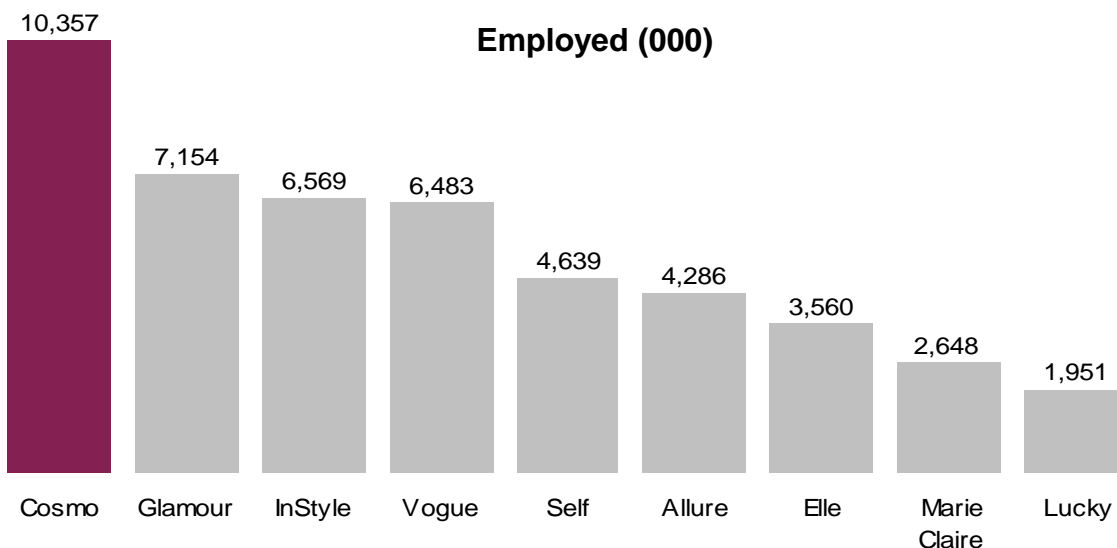
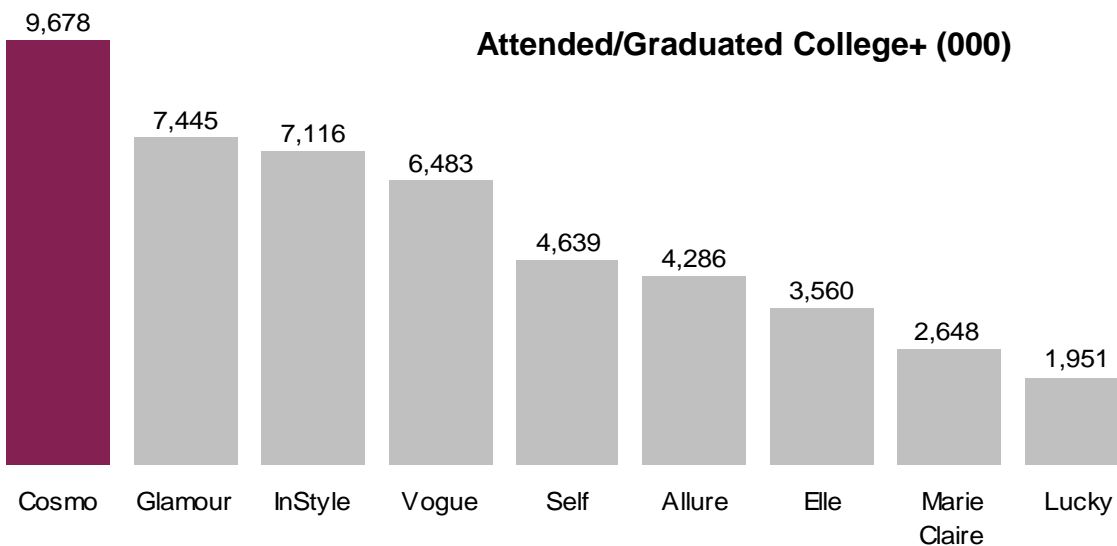
Source: College Store Executive's 30th Annual Magazine Survey

To strengthen your connection to the young women's market



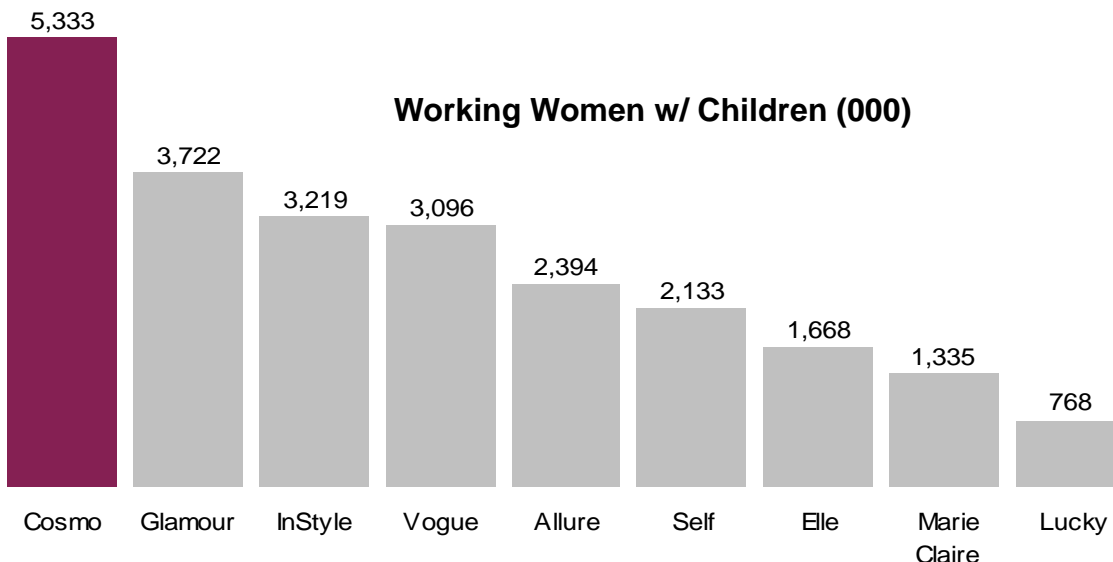
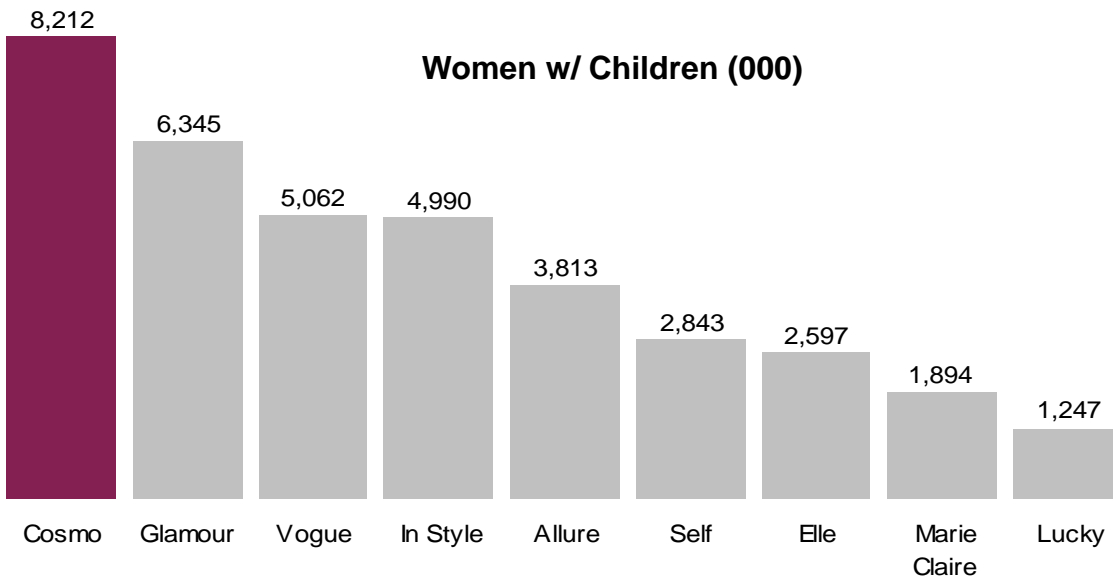
Source: MRI Spring 2011, based on women

To connect you with well-educated and working women



Source: MRI Spring 2011, based on women

To strengthen your connection to more moms



Source: MRI Spring 2011, based on women



To reach career-oriented women

| | |
|--------------------|-------------|
| Employed Full-Time | 7.3 million |
|--------------------|-------------|

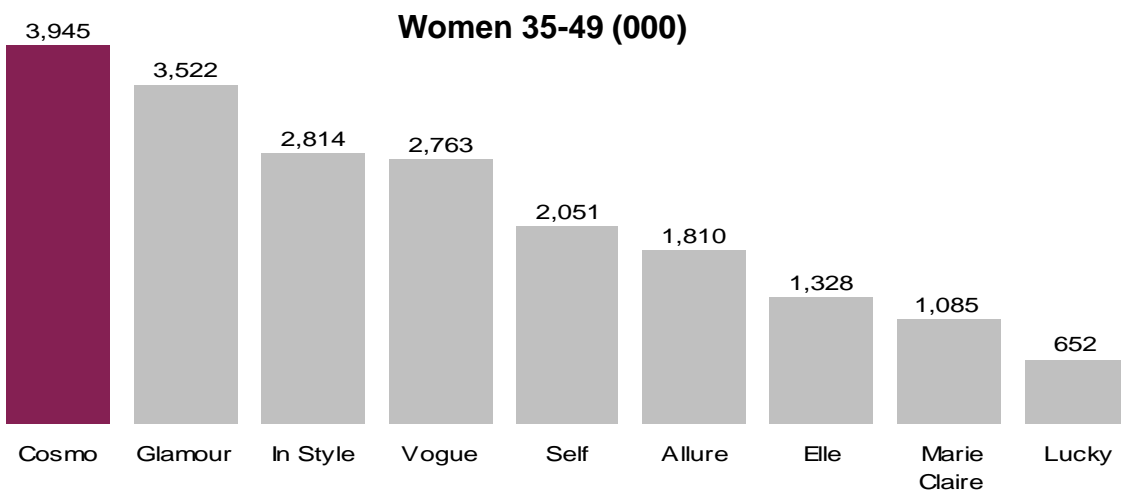
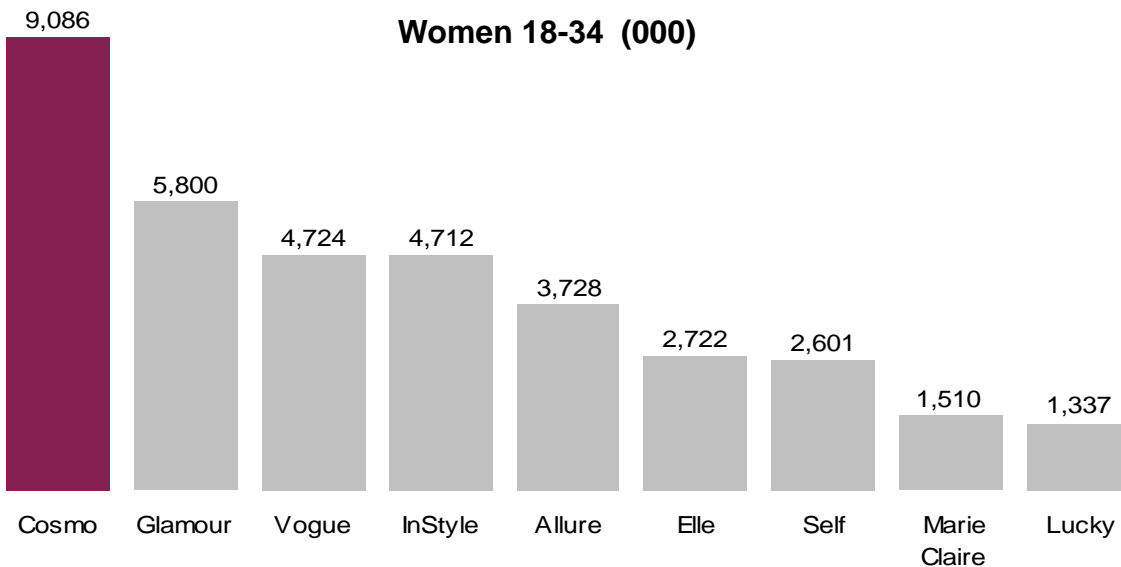
| | |
|-----------------------|-------------|
| Consider job a career | 5.2 million |
|-----------------------|-------------|

| | |
|---------------|-------------|
| IEI \$35,000+ | 3.9 million |
|---------------|-------------|

| | |
|------------------------|-------------|
| Managers/Professionals | 3.2 million |
|------------------------|-------------|

Source: 2011 Spring MRI, Based on Women

The most effective magazine to reach major market segments



Source: MRI Spring 2011, based on women