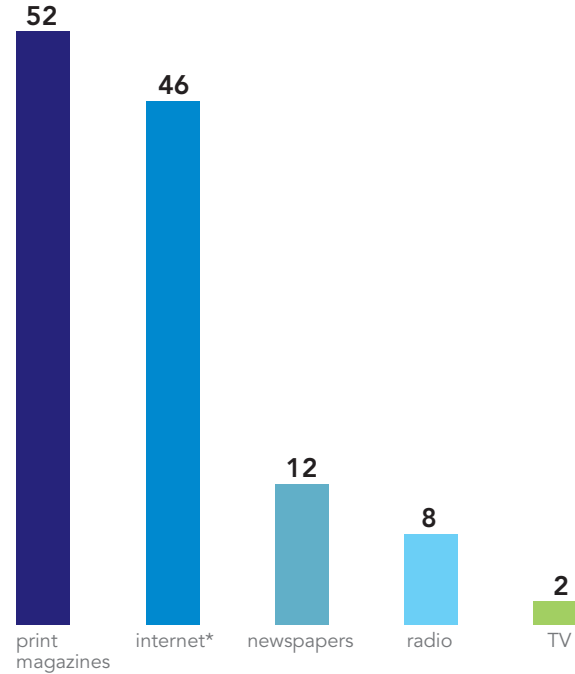


Print magazines rank #1 or #2 in reaching influential consumers



Number of times medium ranks #1 or #2 among category influential consumers across 60 product categories

*Includes internet magazine activity.

Base: Top quintile of users of each medium among adults 18+. Category influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Source: GfK MRI, Spring 2014.