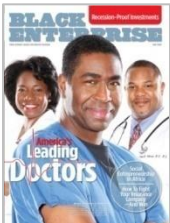


What type of client would be best suited for the magazines?



BETTER HOMES & GARDENS – Each issue delivers smart, approachable editorial on design and individual style, decorating and gardening, food and entertaining, and personal and family well-being. Better Homes and Gardens helps her bridge the gap between dreaming and doing.

(Monthly, 12 issues).



BLACK ENTERPRISE magazine is the must-read magazine for African-American entrepreneurs, professionals and corporate executives. It examines personal finance, as well as money and career management. This magazine serves to seek out, analyze and disseminate information that is helpful, and provides a forum for the ideas, ambitions and expressions of African American business people.

(Monthly, 12 issues)



COSMOPOLITAN magazine is "fun, fearless, female". Cosmopolitan is the life-stylist for millions of fun, fearless females who want to be the best they can be in every area of their lives. Cosmopolitan inspires with information on relationships and romance, the best in fashion and beauty, the latest on women's health and well-being, as well as what is happening in pop culture and entertainment...and just about everything else fun, fearless females want to know.

(Monthly, 12 issues)



COUNTRY LIVING engages all aspects of its reader's life, from the design of their home, the antiques they collect, their garden and their family. COUNTRY LIVING editorial appeals to homeowners, home remodelers, and those who own vacation homes.

(10 issues - February, March, April, May, June/July, August, September, October, November, December/January).



ESQUIRE - "Man At His Best." Esquire magazine is the general-interest lifestyle magazine for sophisticated men. Esquire defines, reflects and celebrates what it means to be a man in contemporary America. Esquire features the latest in men's fashions, insightful analysis of events that shape our nation, the latest Wall Street trends, career enhancing strategies, and off-beat laugh-out-loud musing of contributing editors.

(Monthly, 12 issues)



GOOD HOUSEKEEPING magazine, together with the GOOD HOUSEKEEPING INSTITUTE and the GOOD HOUSEKEEPING SEAL, is an American icon of consumer protection and quality assurance. Every issue delivers a unique mix of independent investigation and trusted reporting, along with inspirational and personal stories. The magazine's rich editorial tradition embodies a commitment to the modern home and to a woman's quality of life. (Monthly, 12 issues)



HARPER'S BAZAAR fashion excites. It emboldens. It transforms. It ignites desire. Harper's Bazaar is for women who know this, and why Bazaar is a world-renowned arbiter of fashion and good taste. Bazaar is the style resource for women who are the first to buy the best, from casual to couture. With style, authority and insider insight, Bazaar focuses on the luxury market, and covers what's new to what's next.

(Monthly, 12 issues)



HOUSE BEAUTIFUL ranks first among all shelter magazines for average spent by its readers on big ticket items in the past year. It also ranks number one in reaching women with homes valued at \$150,000 plus. House Beautiful is recognized as a leading authority on home design and decor.

(10 issues - February, March, April, May, June/July, August, September, October, November, December/January).



KIPLINGER'S PERSONAL FINANCE MAGAZINE – the most trustworthy source of information available today on savings and investments, taxes, money management, home ownership and many other personal finance topics.

(Monthly, 12 issues)



MARIE CLAIRE is "more than a pretty face." Marie Claire is the fashion magazine with character, depth, and a point of view. Features connect with women on an emotional level as each issue speaks to the ideas, thoughts, dreams, philosophies, and aspirations of a reader, which is never afraid to make intelligence part of her wardrobe.

(Monthly, 12 issues)



POPULAR MECHANICS readers are people who take interest in their physical surroundings and a "Do It Yourself" frame of mind with special interest in computers, cars, electronics, home, science and sports.

(Monthly, 12 issues)

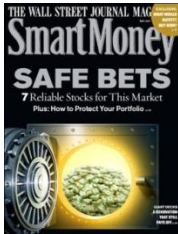


REDBOOK is "balancing family, work, love and time for you." Redbook is the must-read magazine for today's young, married woman. Each issue offers exciting and provocative style and beauty features; scintillating stories on keeping marriage fresh; and ideas on balancing home and career demands. Redbook helps young working mothers pursue happiness, bring balance to a busy life and focus on what matters most to them. Features presented: Career and Family; Diet and Health; Sex and Marriage; Time for you!

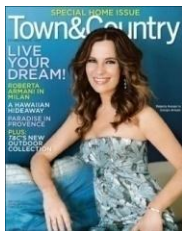
(Monthly, 12 issues)



SEVENTEEN for 60 years, Seventeen has been a strong voice for young women. Seventeen is a leading magazine for women, ages 12–24, each month reaching 13 million readers nationwide. Prior to Seventeen's debut in 1944, the only publications geared toward young people followed either a comic book format or a fan-magazine approach. Today, Seventeen remains an influential force in youth culture. Over the past five decades, Seventeen has helped shape teenage life in America. Seventeen has been a significant force for change—creating notions of beauty and style, proclaiming what's hot in music and movies, identifying social issues, celebrating the idols and icons of popular culture.
(Monthly, 12 issues)



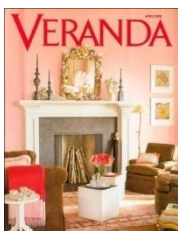
SMARTMONEY, the Wall Street Journal Magazine of Personal Business, was launched in 1992 to service the need for personal finance information among professional and managerial Americans. SMART MONEY presents practical yet highly imaginative ideas for investing, spending and saving, plus regular coverage of technology, automotive, careers, and lifestyle subjects including upscale travel, fashion, wine, music, food and more.
(Monthly, 12 issues)



TOWN & COUNTRY readers are elegant and sophisticated. They are into both home and apparel fashions. TOWN & COUNTRY is the definitive resource for today's luxury consumer.
(Monthly, 12 issues)



O, THE OPRAH MAGAZINE - 'The women's personal growth guide for the new century'. O, The Oprah Magazine gives confident, smart women the tools they need to explore and reach for their dreams, to express their individual style and to make choices that will lead to a happier and more fulfilling life. With lush photography gracing oversize pages, each issue offers compelling stories and empowering ideas stamped with Oprah's unique vision on: Health and Fitness; Relationships and self-discovery; Beauty, fashion and home design; 'Books That Made a Difference'; 'What I Know for Sure' – a column about personal belief systems; 'Phenomenal Women' – profiles, inspired by the Maya Angelou poem, of women who overcome adversity in their lives to realize their potential.
(Monthly, 12 issues)



VERANDA - "At Home with the Best". VERANDA is one of the world's most exquisitely produced interior design magazines. Published bimonthly, it is distinguished by its artful representation of interiors, gardens, table settings and floral arrangements. Veranda showcases the country's leading designers and travels far and wide to bring its readers some of the most fascinating interiors of the world as well as must-see art exhibitions, unusual travel destinations, and luxury goods.
(February, April, June, August, September, November and December, 7 issues)