

MNI HISPANIC

DYNAMIC, VIBRANT, STYLE-CONSCIOUS SPENDERS.

They're diverse and dynamic, and they've got spending power! The MNI Hispanic package of magazines reaches the multifaceted, young, avid consumers you need to grow your business. Comprised of the leading Hispanic women's publications, MNI Hispanic reaches motivated, acculturated audiences in the top Hispanic markets across the country:

- Austin/San Antonio
- Chicago
- Dallas/Ft. Worth
- Houston
- Los Angeles
- Miami/
Ft.Lauderdale/
Palm Beach
- New York/
Long Island
- Phoenix/Tucson
- San Diego
- San Francisco
- Tampa/Orlando

READER PROFILE

Male/Female: 33%/67%
Median Age: 35
Median HHI: \$42,000

Latina®

People
EN ESPAÑOL

TVyNovelas

VANIDADES

From fashion and beauty trends to stories of successful Hispanic women, the MNI Hispanic magazines understand what is important to their readers. Each issue offers Latin-influenced advice and inspiration to an eager audience. Advertising in the MNI Hispanic package is the efficient and effective solution for reaching the growing and influential Hispanic market.

MNI Hispanic Readers Are Stylish Spenders

Composition Index (Adults = 100)

Expect to make their first financial investment in the next year . . .	207
Expect to buy new home in next year.	181
Rely on magazines to stay informed.	171
Agree that "Every season I buy the latest fashions".	169
Will make a major home improvement in next year.	150
Expect to buy/lease new car or truck in next year.	137

Source: SimmonsLOCAL Spring 2006, combined markets.



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MNI HISPANIC



Latina.

The *Latina* reader is bilingual, speaking English with her friends and colleagues, and Spanish with her family. *Latina* speaks to her in both of her languages. The pages of *Latina* are filled with fashion, beauty, celebrity profiles, and lifestyle features, all with a Latin flair. Celebrating the fact that beauty comes in all shapes and sizes, *Latina* inspires with interviews of successful Latinas achieving their dreams.

Median Age: 37
Male/Female: 32%/68%
Median HHI: \$47,500

Latina not published in July.

People

Always at the forefront of popular Hispanic culture, *People en Español* brings its readers behind the scenes for a glimpse into the extraordinary lives of today's most famous Hispanic personalities and role models. Each star-studded issue of *People en Español* is packed with the latest on celebrity romance, fashion, and lifestyles. Plus, *People en Español* offers beauty, style, and fitness tips for adoring fans who want to look and live like the rich and famous.

Median Age: 37
Male/Female: 39%/61%
Median HHI: \$37,500

TVyNovelas

The source for Latin entertainment news, *TV y Novelas* goes behind the scenes to give readers the inside scoop on their favorite stars. In each issue, *TV y Novelas* uncovers the latest gossip, reveals the private lives of pop icons, and reports on the star-studded events the U.S. Hispanic market craves. *TV y Novelas* is constantly reinventing itself to bring readers fresh and relevant entertainment news.

Median Age: 32
Male/Female: 38%/62%
Median HHI: \$32,500

VANIDADES

Vanidades addresses the multi-dimensional U.S. Hispanic woman's interests. From beauty and fashion to local personalities and home décor, *Vanidades* is an authoritative voice delivering the most relevant information to its stylish audience. By combining in-depth articles and striking photography, *Vanidades* brings stories of successful Hispanic women to life while offering inspiration on all aspects of a cultured lifestyle.

Median Age: 37
Male/Female: 29%/71%
Median HHI: \$37,500

All research sourced Simmons Spring 2006.
Due to publishing schedules, MNI Hispanic is not available in January.

For more information, contact your MNI Account Executive, visit www.mni.com, or call 800.225.3457



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MNI HOME

SOPHISTICATED WOMEN WITH A FLAIR FOR STYLE.

The MNI Home collection of magazines enthusiastically celebrates the art of living well. By taking readers inside the homes of discriminating consumers with a passion for personal style and elegant living, MNI Home reaches your best prospects in up to 67 target markets. Whether entertaining, remodeling, trying new foods, or updating their wardrobe, these active consumers spend to create gracious environments that reflect their discerning taste and define their sense of style. From the modern, sophisticated city to the classic, traditional country, the magazines in MNI Home truly understand their readers and empower them with inspirational, yet achievable, ideas.

READER PROFILE

Male/Female: 28%/72%
 Median Age: 48
 Median HHI: \$62,915

CookingLight

CountryHome

COUNTRY LIVING

FOOD & WINE

House Beautiful

This Old House

TRADITIONAL HOME

MNI Home — Where the Style Is

Composition Index (Adults = 100)

Frequently cook for fun.	166
Female furniture purchase decision maker.	162
Spent \$1,000+ on home improvements in the past year.	158
Have a household income of \$200,000+.	157
Obtain real estate information online.	145

Source: MRI Spring 2006.



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MNI HOME



Cooking Light

Dedicated to helping readers eat smart, be fit, and live well, *Cooking Light* offers a unique blend of epicurean sophistication and contemporary coverage of lifestyle issues like entertaining, fitness, health, beauty, travel, and shelter. Written for active, health-conscious women, *Cooking Light* helps readers achieve balance in every aspect of their multifaceted lives.

Median Age: 49
Male/Female: 15%/85%
Median HHI: \$65,253

Country Home

Today, a whole new class of affluent consumers is choosing the country lifestyle. This new country enthusiast is a master of the art of simplicity and casual sophistication. *Country Home* provides an authoritative voice and unwavering direction, defining a contemporary vision of a more modern country.

Median Age: 50
Male/Female: 17%/83%
Median HHI: \$56,294

Country Home not available in all markets.

COUNTRY LIVING

Celebrating the way America lives, *Country Living* encourages readers to "come home to comfort." By focusing on a casual approach to living, this magazine offers its audience the information they need to create their ideal environment — effortlessly and elegantly. *Country Living* inspires women to decorate, entertain, travel, collect, garden, and more with editorial features full of trends, ideas, and advice.

Median Age: 51
Male/Female: 21%/79%
Median HHI: \$54,120

FOOD & WINE

Food & Wine is a modern, stylish, and accessible epicurean title. A must-have for enthusiastic cooks and entertainers, *Food & Wine* features sumptuous photography and expertly written articles. *Food & Wine* explores all aspects of the epicurean lifestyle including cooking, entertaining, wine and food pairing, home decorating, travel, tabletop, and equipment.

Median Age: 46
Male/Female: 39%/61%
Median HHI: \$77,462

House Beautiful

Reaching affluent and acquisitive spenders, *House Beautiful* is a trusted resource in home décor. From the latest home furnishings and accessories to high-tech appliances, *House Beautiful* provides readers with exclusive and innovative editorial in each issue. Advertisers benefit from *House Beautiful's* connection to consumers who are seeking the finest products to enhance and beautify their homes.

Median Age: 51
Male/Female: 14%/86%
Median HHI: \$58,002

This Old House

This Old House celebrates a deep appreciation of craftsmanship and fine design. It empowers readers with unique insight into the processes, techniques, and materials needed for both the financial investment and aesthetic transformation of their home into an ideal living space. *This Old House* shows the how-to of renovation and advises on designing, decorating, and building additions.

Median Age: 46
Male/Female: 54%/46%
Median HHI: \$65,651

TRADITIONAL HOME

Each glorious issue of *Traditional Home* delivers striking interiors and fabulous garden designs, while teaching readers how to bring these looks into their own homes. *Traditional Home* appeals to sophisticated readers through classic designs and customs adapted for contemporary life.

Median Age: 46
Male/Female: 22%/78%
Median HHI: \$80,886

Traditional Home not available in all markets.

All research sourced MRI Spring 2006. MNI Home is available monthly, but not all magazines are available each month.

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MNI EXECUTIVE

BUSINESS LEADERS WHO INVEST FOR SUCCESS.

From corporate culture and cutting-edge technology to personal finance and entrepreneurship, the MNI Executive advertising package delivers a diverse yet synergistic blend of critical information to an educated, business-savvy audience in up to 57 priority markets. Comprised of the leading business magazines, MNI Executive reaches top management and decision makers at every size company, from big business to innovative start-ups. If you need to reach business leaders — men and women who are serious about investing in their professional and personal growth — MNI Executive has your best prospects in one convenient package.



READER PROFILE

Male/Female: 63%/37%
 Median Age: 45
 Median HHI: \$84,738

BusinessWeek

FASTCOMPANY

Forbes

FORTUNE

**FORTUNE
SMALL BUSINESS**

Inc.

Money

MNI Executive Readers Know How to Get Results

Composition Index (Adults = 100)

Business decision maker of real estate/site selection.	349
Tracked investments/traded stocks online.	316
Have a household income of \$200,000+.	309
Investment savvy.	254
Top management.	252
Business decision maker of purchases \$100K+	248
Spent \$5,000+ on domestic vacations.	226

Source: 2006 MRI Spring.



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MNI EXECUTIVE



BusinessWeek

BusinessWeek, one of the most respected business publications in the world, reports on the events, ideas, and people that shape the global economy. Timely, analytical, and relevant, it helps set the agenda for business, offers insight on a broad range of vital issues, and does it all with the highest quality writing, photography, and design.

Median Age: 44
Median HHI: \$90,324
Professional/Managerial: 44%

FASTCOMPANY

Fast Company reaches high net-worth executives who make decisions for their companies. These readers rely on *Fast Company* for the latest business ideas, innovations, and strategies to help them lead and succeed in a quickly changing world.

Median Age: 43
Median HHI: \$89,678
Professional/Managerial: 46%

Forbes

Forbes gives advertisers exclusive access to an influential community of business leaders, entrepreneurs, affluent investors, and avid consumers. *Forbes'* distinct editorial viewpoint has stood for the unshakable belief in the power of free enterprise for more than 80 years. This unique audience and point of view make *Forbes* one of the world's most influential business publications.

Median Age: 44
Median HHI: \$85,768
Professional/Managerial: 41%

FORTUNE

Written for the successful executive who wants to know about business trends and analysis, *Fortune* is famous for its in-depth profiles of the hard-to-access movers and shakers of the business world. *Fortune* specializes in stories about business personalities, technology, media, marketing, personal finance, politics, policy, and important corporate trends.

Median Age: 42
Median HHI: \$91,300
Professional/Managerial: 44%

FORTUNE SMALL BUSINESS

Edited for the small business CEO, *FSB* delivers a highly qualified audience of influential business owners. Every issue contains features on business practices, newsmakers, and technology, with indispensable advice for growing small businesses into big profits.

Median Age: 47
Median HHI: \$105,204
Professional/Managerial: 52%

FSB is not published in January or August.

Inc.

Inc. reaches a new generation of entrepreneurs who have already made their mark on American business. These company builders are passionate about breaking rules, taking risks, and reaping the rewards. *Inc.* readers are well-educated and affluent investors who look to the magazine for inspiration and advice.

Median Age: 43
Median HHI: \$87,151
Professional/Managerial: 47%

Money

A leader in personal finance journalism, *Money* offers sophisticated coverage of all aspects of financial management. Whether it's saving, investing, or enjoying their wealth, *Money* readers find solid strategies, intelligent advice, and exciting financial opportunities in each issue.

Median Age: 46
Median HHI: \$85,336
Professional/Managerial: 40%

All research sourced MRI Spring 2006 (*Fast Company* is a publisher-defined prototype; *FSB* is a publisher-defined edition).

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MNI LUXURY

AFFLUENT WOMAN WHO LIVE THE GOOD LIFE.

The MNI Luxury package of magazines reaches affluent adults with a passion for culture, entertainment, and current events. Whether you're looking for sophisticated style-setters, extravagant entertainers, or art enthusiasts, MNI Luxury has them conveniently packaged into one unbeatable buy available in up to 48 target markets. MNI Luxury is a first-class way to reach customers with the purchasing power to grow your business.

MNI Luxury Readers Enjoy the Good Life

Composition Index (Adults = 100)

Shop at upscale department stores.	236
Have a household income of \$200,000+.	221
Are cultural enthusiasts.	212
Are wine connoisseurs.	210
Stay at upscale hotels.	180
Spent \$2,500+ on home furnishings in the past year.	175
Are working women.	163

Source: MRI Spring 2006.

READER PROFILE

Male/Female: 27%/73%
 Median Age: 42
 Median HH: \$70,420

FOOD&WINE

InStyle

Town&Country

**TRAVEL
 +LEISURE**



TARGETED ADS. GET RESULTS.

MNI LUXURY



FOOD&WINE

Food & Wine is a modern, stylish, and accessible epicurean title. A must-have for enthusiastic cooks and entertainers, *Food & Wine* features sumptuous photography and expertly written articles. *Food & Wine* explores all aspects of the epicurean lifestyle including cooking, entertaining, wine and food pairing, home decorating, travel, tabletop, and equipment.

Median Age: 46
Male/Female: 39%/61%
Median HHI: \$77,462

InStyle

In Style is a guide to the lives and lifestyles of the world's most fascinating people. The magazine covers the private side of public faces and the expression of their personal style — the choices they make about their homes, clothes, pastimes, and passions. With photos and features, *In Style* opens the door to celebrities' homes, families, parties, weddings, and charity events while offering ideas on beauty, fashion, fitness, and entertaining.

Median Age: 35
Male/Female: 10%/90%
Median HHI: \$70,982

Town&Country

As the premier lifestyle magazine for the affluent audience, *Town & Country* boasts elegant photography and fine writing in each issue. Readers have relied on *Town & Country* to help them shape their discerning tastes on everything from fashion and travel to culture and beauty for more than 150 years. In addition to critical acclaim for chronicling the country's most famous figures, *Town & Country* has itself become an American institution.

Median Age: 49
Male/Female: 24%/76%
Median HHI: \$53,169

TRAVEL +LEISURE

With its stylish images, arresting contemporary design, and authoritative voice, *Travel + Leisure* is a completely modern travel magazine that acknowledges travel as an essential part of life. From food and shopping to travel and technology, *Travel + Leisure* gives readers access to the newest, hottest, and best in the world. With its signature blend of service and style, renowned photographers, and celebrated writers, *Travel + Leisure* empowers, delights, and keeps its readers in the know.

Median Age: 48
Male/Female: 39%/61%
Median HHI: \$84,528

All research sourced MRI Spring 2006.

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MNI HEALTH & BEAUTY

FASHIONABLE WOMEN FOCUSED ON LOOKING AND FEELING THEIR BEST.

The MNI Health & Beauty package of magazines reaches sophisticated women determined to get the most out of their active lives. They indulge their passion for fashion, travel, fitness, and more. These ambitious fashion divas have influencing power, and they rely on their favorite magazines to keep them in the know. Now advertisers can target these women who are focused on looking good and feeling great in the top 37 markets exclusively with MNI Health & Beauty.

READER PROFILE

Male/Female: 21%/79%
 Median Age: 38
 Median HH: \$57,739

COSMOPOLITAN

ELLE

fitness

BAZAAR

Health

marie claire

MNI Health & Beauty: A Healthy Dose of Spending Power

Composition Index (Adults = 100)

Fashion-conscious.....	241
Women ages 18–34.....	229
Spent \$2,000+ on clothing.....	221
Participated in yoga.....	204
Spent \$300+ on health and beauty products.....	193
Currently attending a college or university.....	190
Cultural enthusiast.....	182

Source: MRI Spring 2006.



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MNI HEALTH & BEAUTY

COSMOPOLITAN

Fun, fearless, female says it all. *Cosmopolitan* is world-renowned for guiding millions of women with pertinent advice in every area of their lives. From relationships and fashion to beauty and wellness, *Cosmo* provides a monthly dose of tips, tricks, and trends to inspire. A must-read for stylish women everywhere, *Cosmo* helps define pop culture while offering readers useful information every month.

Median Age: 31
Male/Female: 16%/84%
Median HHI: \$53,687

ELLE

What sets the *Elle* reader apart is her independent state of mind. She's got a style and attitude all her own. She's accomplished and professional, and turns to *Elle* for its playful and thought-provoking information on everything from fitness to facials and style to shopping.

Median Age: 33
Male/Female: 10%/90%
Median HHI: \$64,963

fitness

With a focus on mind, body, and spirit, *Fitness* provides real advice for real women. Confident and empowering, vibrant and motivating, *Fitness* encourages its readers to set ambitious, achievable goals that help them make the most of their potential. *Fitness* connects directly with today's active women, providing them with the tools they need to achieve balance in a changing world.

Median Age: 35
Male/Female: 24%/76%
Median HHI: \$56,155

BAZAAR

Harper's Bazaar is the style resource for well-heeled women with well-dressed minds. Each month, *Bazaar* assembles an elite group of writers, designers, and photographers to deliver a sophisticated look into the world of fashion, culture, beauty, and well-being. *Bazaar's* discriminating readers turn to the magazine for its stylish commentary and insight into what's modern today.

Median Age: 41
Male/Female: 7%/93%
Median HHI: \$58,017



Health

By focusing on getting the most out of life, *Health* promotes a balance of self-improvement and self-acceptance. With authoritative coverage on everything relating to a healthy lifestyle, *Health* inspires the whole woman — inner, outer, spiritual, and emotional. *Health* readers are influential women searching for smart, stylish, sophisticated, and relevant information.

Median Age: 46
Male/Female: 29%/71%
Median HHI: \$49,175

Health not published in February or August.

marie claire

Marie Claire reaches fashion-conscious women seeking both style and substance. By combining the very best in fashion and beauty with practical ideas for adapting runway trends to sidewalk style, *Marie Claire* gives women exactly what they want. Each issue features investigative reporting that provides perspective on the subjects of interest to their readers.

Median Age: 31
Male/Female: 5%/95%
Median HHI: \$68,291

All research sourced MRI Spring 2006

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MNI FAMILY



READER PROFILE

Male/Female: 18%/82%
 Median Age: 34
 Median HHI: \$55,005
 Children in Household: 78%

american
baby

FamilyFun

Parenting

Parents

FAMILY DECISION MAKERS WITH PURCHASING POWER.

The MNI Family package reaches the savviest moms in your market through the pages of their favorite parenting magazines. These active, affluent, and responsive women make purchase decisions for themselves and their families. With fast-paced lifestyles and diverse interests — like health, home, fashion, food, and family — they read the MNI Family magazines for advice and actionable ideas that address all their priorities. Available in up to 49 individual markets, MNI Family attracts readers with a passion for family and a focus on balancing their personal and professional lives.

MNI Family Delivers the Savviest Moms In Your Market

Composition Index (Adults = 100)

Currently expecting a child.	389
Spent \$400+ on children's clothing	236
Drive up to 500 miles with children for vacation	196
Working women.	165
Child uses PC at home.	156
Likely to purchase first home in the next year.	144
Have a 529 college savings plan.	143

Source: MRI Spring 2006.



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american baby

From health and nutrition to fashion and fun for the whole family, *American Baby* is filled with expert advice and trusted information for new and expectant parents. A valuable resource for busy moms, *American Baby* also provides fitness tips, recipes, and benchmarks to help them confidently care for and enjoy their growing families.

Median Age:	30
Working Women:	51%
Median HHI:	\$47,138

FamilyFun

FamilyFun is a guide for parents whose children are ages three to twelve. A valuable source of ideas for exciting ways to enrich the time that families spend together, *FamilyFun* reports on activities, parties, family travel, and educational projects in each issue.

Median Age:	39
Working Women:	51%
Median HHI:	\$54,611

Parenting

Edited for educated and affluent parents, *Parenting* magazine empowers mothers and fathers while covering all the issues relevant to raising children in today's fast-paced world. Reaching sophisticated and influential consumers, action-oriented *Parenting* readers tend to define trends for the family market.

Median Age:	33
Working Women:	49%
Median HHI:	\$51,986

Parents

Dedicated to providing parents with the information and inspiration they need to raise happy, healthy children, *Parents* magazine delivers practical, timely, and comprehensive editorial to an upscale audience of responsive readers. A trustworthy and reliable category leader, *Parents* reports on issues that affect a wide range of contemporary family topics such as health, beauty, fitness, home design, and finance.

Median Age:	33
Working Women:	49%
Median HHI:	\$53,672

Parents not available in all markets.

All research sourced MRI Spring 2006.

Due to publishing schedules, MNI Family is not available in January or August.

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MNI MENSTYLE

AFFLUENT MEN WHO WORK HARD, BUT PLAY HARDER.

The MNI MenStyle group of magazines is the best way to reach affluent men who indulge their interests. From the locker room to the boardroom, these guys do it all. They also have a real sense of adventure, and spend a lot of money enjoying their active lifestyles. You can target these desirable, hard-to-reach consumers in your priority markets with MNI MenStyle — where young, upwardly mobile men go for information and advice about what's important to them. To effectively reach your audience, MNI MenStyle is available in up to 52 target markets.



READER PROFILE

Male/Female: 76%/24%
Median Age: 40
Median HHl: \$66,150

MNI MenStyle Knows What Guys Like

Men who:	Composition Index (Adults = 100)
Are avid golfers.	262
Gamble online.	238
Make decisions for business purchases \$100K+.	177
Purchased business suits in past year.	167
Have a household income of \$200K+.	159
Are sports enthusiasts.	157
Are tech savvy.	150

Source: 2006 MRI Spring.

Esquire

GOLF
MAGAZINE

**Sports
Illustrated**

TRAVEL + LEISURE
GOLF



TARGETED ADS. GET RESULTS.

MNI MENSTYLE



Esquire

Esquire is a lifestyle magazine for educated men of style and achievement, and those headed there. With cutting-edge, informative articles on business, entertainment, culture, fashion, and style, *Esquire* has everything the modern man needs to excel at his fast-paced life.

Median Age: 44
Male/Female: 64%/36%
Median HHI: \$63,450

GOLF

Golf Magazine reaches exactly the demographic many advertisers are looking for: well-educated, affluent golfers with money to spend. Edited for golfers of all abilities, *Golf Magazine* readers are key targets for marketers of upscale products and services.

Median Age: 45
Male/Female: 81%/19%
Median HHI: \$77,560

Sports Illustrated

Widely revered as the gold standard of sports journalism, *Sports Illustrated* is much more than scores and statistics. With each issue, readers are treated to award-winning writing, stunning photo-journalism, and in-depth reporting about the people, places, and events that define the excitement and emotion of sports.

Median Age: 39
Male/Female: 77%/23%
Median HHI: \$63,643

TRAVEL + LEISURE GOLF

Travel + Leisure Golf enhances the lifestyle of an extraordinary audience of affluent men who are passionate about the game. Providing access to the expanding world of great golf experiences, *Travel + Leisure Golf* reports on the finest golf courses around the world as well as fashion, cars, single malts, singular personalities, intelligent instruction, and the finest in new equipment.

Median Age: 51
Male/Female: 56%/44%
Median HHI: \$132,179

Source: Mendelsohn 2006 Affluent Head of HH Survey, HHI \$85K+.

All research sourced MRI Spring 2006, unless otherwise indicated.
Due to publishing schedules, MNI MenStyle is not available in August.

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MNI NEWS



READER PROFILE

Male/Female: 54%/46%
 Median Age: 46
 Median HHI: \$65,793

Newsweek

TIME

U.S. News WORLD REPORT

INFLUENTIAL CONSUMERS WHO STAY INFORMED.

The MNI News group of magazines puts your message on the cutting-edge of the information industry. Readers trust the quality and immediacy of the nation's most respected newsmagazines — a credibility that reflects positively on advertisers. Reaching millions of educated and affluent readers with timely, incisive editorial, MNI News delivers results and distinguishes advertisers from the competition. Only MNI combines these powerful brand leaders into one unbeatable advertising package available in up to 172 target markets. Make a lasting impression and the biggest impact with MNI News.

MNI News Delivers Prime Prospects

% Coverage (6 Insertions)

Influentials.	56%
Have a household income of \$200,000+.	52%
Obtained real estate information online.	49%
Tech savvy.	47%
Own a home valued at \$500,000+.	46%
Use a financial planning service.	45%
Top management.	44%

Source: 2006 MRI Spring.



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MNI NEWS



Newsweek

For over six decades, *Newsweek* has found innovative ways to communicate the news to readers interested in national, international, social, economic, and political trends. News commentary and analysis encompass the week's developments throughout the world and the nation. *Newsweek* graphically illustrates its articles with charts, maps, cartoons, and photographs.

Median Age: 47
Median HHI: \$67,200
Attended/Graduated College: 73%

U.S. News & World Report

U.S. News & World Report presents news in a usable, graphically accessible manner. It focuses on future implications and analysis of complex issues with a unique "News-You-Can-Use" perspective. The magazine combines domestic and international information with an extensive business and technology section, as well as life-management articles that have personal impact.

Median Age: 47
Median HHI: \$62,376
Attended/Graduated College: 71%

TIME

For more than seventy-five years, *Time* has set the pace in providing information in an ever-changing world. Each issue organizes domestic and world news into a format that is useful to the reader. The main editorial section examines the issues, events, and trends that affect readers' lives, while "Reviews" provides commentary on popular culture.

Median Age: 46
Median HHI: \$66,471
Attended/Graduated College: 72%

All research sourced MRI Spring 2006.

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MNI NEWS



READER PROFILE

Male/Female: 60%/40%
 Median Age: 43
 Median HHI: \$64,189

INFLUENTIAL CONSUMERS WHO STAY INFORMED.

The MNI News group of magazines puts your message on the cutting-edge of the information industry. Readers trust the quality and immediacy of the nation's most respected newsmagazines — a credibility that reflects positively on advertisers. Reaching millions of educated and affluent readers with timely, incisive editorial, MNI News delivers results and distinguishes advertisers from the competition. Only MNI combines these powerful brand leaders into one unbeatable advertising package available in up to 172 target markets. Make a lasting impression and the biggest impact with MNI News.

MNI News Delivers Prime Prospects

% Coverage (6 Insertions)

Influentials.	64%
Have a household income of \$200,000+.	61%
Avid golfer.	58%
Tech savvy.	56%
Top management.	56%
Own a home valued at \$500,000+.	55%
Use a financial planning service.	53%

Source: 2006 MRI Spring.

Newsweek

Sports Illustrated

TIME

U.S. News WORLD REPORT



TARGETED ADS. GET RESULTS.

MNI NEWS



Newsweek

For over six decades, *Newsweek* has found innovative ways to communicate the news to readers interested in national, international, social, economic, and political trends. News commentary and analysis encompass the week's developments throughout the world and the nation. *Newsweek* graphically illustrates its articles with charts, maps, cartoons, and photographs.

Median Age:	47
Median HHI:	\$67,200
Attended Graduated/College:	73%

Sports Illustrated

Widely revered as the gold standard of sports journalism, *Sports Illustrated* is much more than scores and statistics. With each issue, readers are treated to award-winning writing, stunning photo-journalism, and in-depth reporting about the people, places, and events that define the excitement and emotion of sports.

Median Age:	39
Median HHI:	\$63,643
Attended Graduated/College:	62%

Sports Illustrated not available in all markets.

TIME

For more than seventy-five years, *Time* has set the pace in providing information in an ever-changing world. Each issue organizes domestic and world news into a format that is useful to the reader. The main editorial section examines the issues, events, and trends that affect readers' lives, while "Reviews" provides commentary on popular culture.

Median Age:	46
Median HHI:	\$66,471
Attended Graduated/College:	72%

U.S. News

U.S. News & World Report presents news in a usable, graphically accessible manner. It focuses on future implications and analysis of complex issues with a unique "News-You-Can-Use" perspective. The magazine combines domestic and international information with an extensive business and technology section, as well as life-management articles that have personal impact.

Median Age:	47
Median HHI:	\$62,376
Attended Graduated/College:	71%

All research sourced MRI Spring 2006.

For more information, contact your MNI Account Executive, visit www.mni.com, or call 800.225.3457



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