

2007 PRODUCTS

MNI provides a powerful way to reach your prime prospects efficiently, effectively, and precisely in the markets you need without waste. With eight lifestyle-defined packages comprised of 38 prestigious national magazines available in more than 400 market options, MNI delivers the audience you need to grow your business in an environment that distinguishes your brand. And, only MNI offers targeted online, email, and direct mail programs that complement your spot print campaign and extend your reach — all with one turnkey buy.



EXECUTIVE

BusinessWeek
FAST COMPANY
Forbes
FORTUNE
FORTUNE
SMALL BUSINESS
Inc.
Money



FAMILY

american
baby
FamilyFun
Parenting
Parents



HEALTH & BEAUTY

COSMOPOLITAN
ELLE
fitness
BAZAR
Health
marie claire



HISPANIC

Latina
People
TVyNovelas
VANIDADES



HOME

CookingLight
CountryHome
COUNTRY LIVING
FOOD & WINE
House Beautiful
The Old
House
TRADITIONAL HOME



LUXURY

FOOD & WINE
InStyle
Town & Country
TRAVEL + LEISURE



MENSTYLE

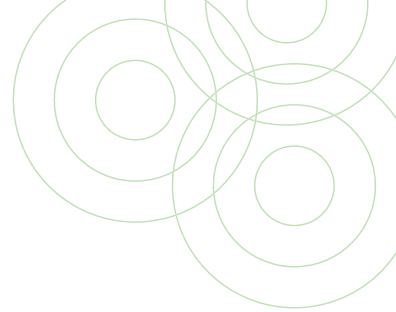
Esquire
GOLF
Sports Illustrated
TRAVEL + LEISURE
GOLF



NEWS

Newsweek
Sports Illustrated
TIME
U.S. News

2007 PRODUCTS



MNI EXECUTIVE

Business leaders who invest for success.

- The most influential business publications in one package
- Decision makers at every size company, from big business to innovative start-ups

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



MNI HOME

Sophisticated women with a flair for style.

- Discriminating consumers with a passion for home, fashion, and entertaining
- Affluent, responsive, dedicated readers inspired by their favorite magazines

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



MNI FAMILY

Family decision makers with purchasing power.

- Educated women with diverse interests and fast-paced lifestyles
- Readers focused on balancing their personal and professional lives

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



MNI LUXURY

Affluent consumers who live the good life.

- Readers with a craving for culture, entertainment, and travel
- Aficionados of quality products with the motivation and the means to buy

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



MNI HEALTH & BEAUTY

Fashionable women focused on looking and feeling their best.

- Independent-minded, stylish women with purchasing power
- An active and affluent audience seeking reliable information on varied interests

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



MNI MENSTYLE

Affluent men who work hard, but play harder.

- Guys with a sense of adventure who spend to indulge their interests
- Intelligent, upwardly mobile readers with active lifestyles

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



MNI HISPANIC

Dynamic, vibrant, style-conscious spenders.

- Stylish, modern women searching for culturally relevant information
- Multi-faceted Hispanic women defining pop culture

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



MNI NEWS

Influential consumers who stay informed.

- Educated, affluent readers seeking perspective on national and international issues
- Thought leaders on the cutting-edge of business and technology

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

Source: 2006 SimmonsLOCAL, combined markets.

All research sourced MRI Spring 2006, unless otherwise noted.



TARGETED ADS. GET RESULTS.

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

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