

TEN
FACTS
about...

Pure

PUBLIC PLACE

*Understanding The Dynamic Nature of This
Important Source of Magazine Distribution*

Why?

Common misperception Public Place circulation is...
"Bulk" circulation as bundles of magazines that are indiscriminately dumped somewhere of dubious value with no certainty of being read!

What?

Our mission is to correct this misperception by communicating the facts about public place audience & circulation delivery in order to support the buying & selling process through a "best practices" platform.

DJG
-MARKETING-

WRSS

DJG & WRSS come highly credentialed - both leaders in their respective areas. DJG is the premiere full services marketing agency specializing in audience development. WRSS pioneered Public Place ('88) and distributes the lion's share of all copies in the market.

ZenithOptimedia

initiative
expect more

MediaVest
MARKETER

HFM U.S.
Hachette Fillipacchi Media

TIME WARNER

OMD

FCB



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WENNER MEDIA

RODALE
LIVE YOUR WHOLE LIFE™

Outside

TargetCast | tcm
TEAM HARTFORD MAGAZINE'S COMMUNITIES

Mediacom



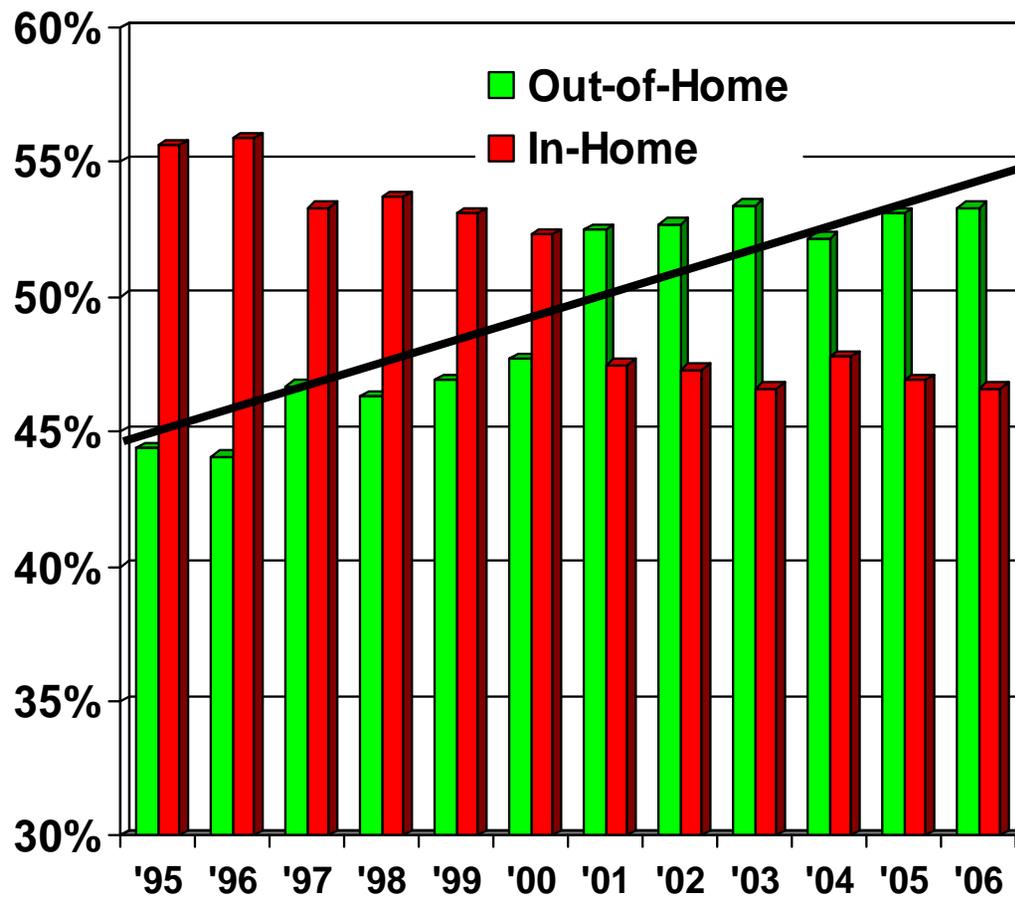
Carat fact

1

HEARST corporation

fact 2

There has been a gradual fundamental shift in magazine readership.... Since 2001..... Out-of-Home (OOH) copies have consistently delivered more readers overall than In-home.



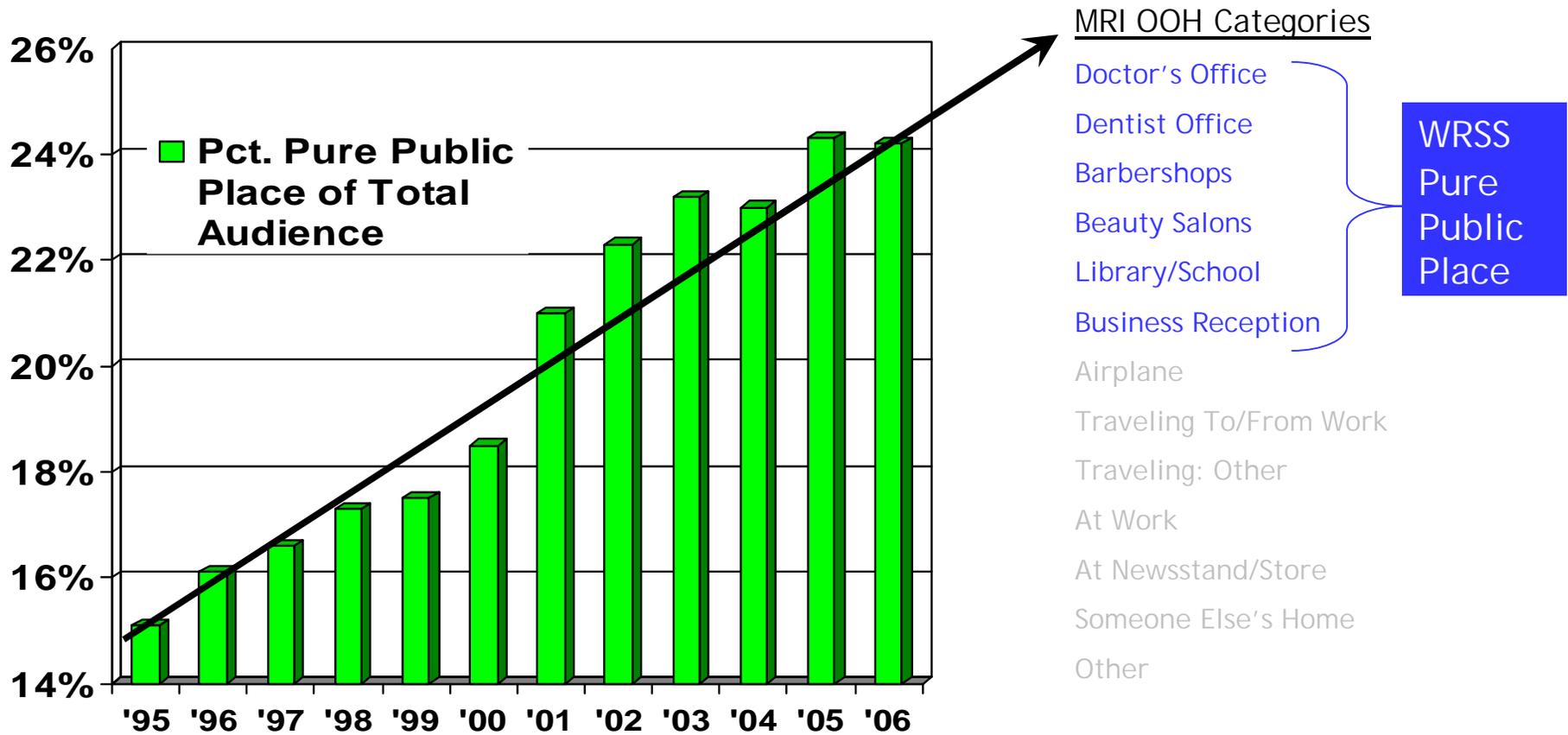
MRI OOH Categories

- Doctor's Office
- Dentist Office
- Barbershops
- Beauty Salons
- Library/School
- Business Reception
- Airplane
- Traveling To/From Work
- Traveling: Other
- At Work
- At Newsstand/Store
- Someone Else's Home
- Other

Source: MRI

fact **3**

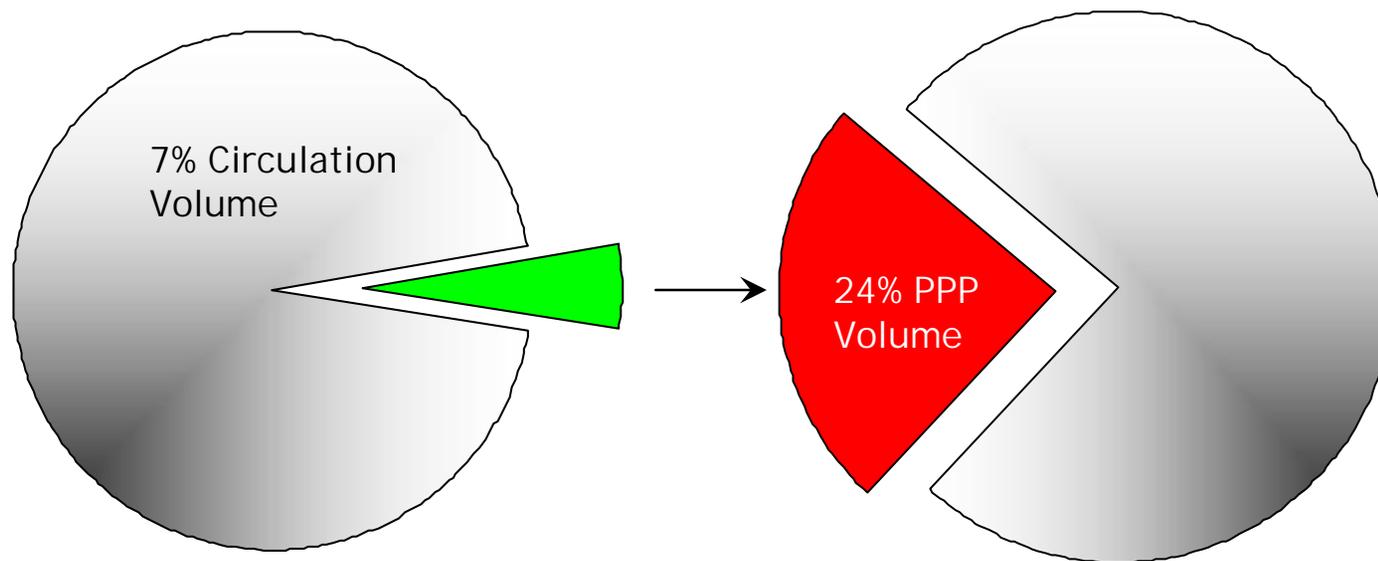
Readership in Pure Public Places has been the main reason for this fundamental shift....
1 in 4 of all MRI measured magazines readers originates in a waiting room!



Source: MRI

fact **3**

Public Place distribution is enormously effective efficient....A small number of circulated copies (7%) produces a disproportionately large share of audience (24% Pure Public Place).



Adjusted RPC-

Based On Public Place Audience Delivery

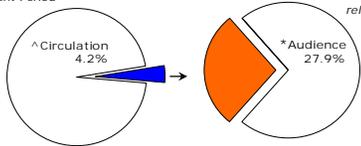


2006 Public Place Profile
 This document provides information and rationale for the 2005 XYZ Public Place circulation and its affect on audience metrics.

XYZ Value Proposition of Public Place
 4.2% Circulation Delivers 27.9% Audience

XYZ Circulation Data
 (ABC Publisher's Statement-Period ending Dec. 31, 2005):

Total Circulation
 1,077,786
 Total ^Public Place
 45,000
 Pct. Public Place
 4.2%



XYZ Audience Data
 (reported in the Fall 2005 release of MRI information):

Total Audience
 4,835,000
 Total Audience *Pure Public Place
 1,348,000
 Percentage of Total
 27.9%

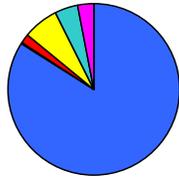
The Reader Per Copy significance of this data....

XYZ Public Place distribution delivers a proportionately larger percentage of readers per copy! 45,000 (4.2%) copies are the primary distribution for producing over 1.348MM (27.9%) readers or an average of -

30.0
 readers per copy

'05 Public Place Locations

These locations are targeted by using PRIZM to identify venues within population clusters that match the audience characteristics of optimal XYZ Magazine readers.



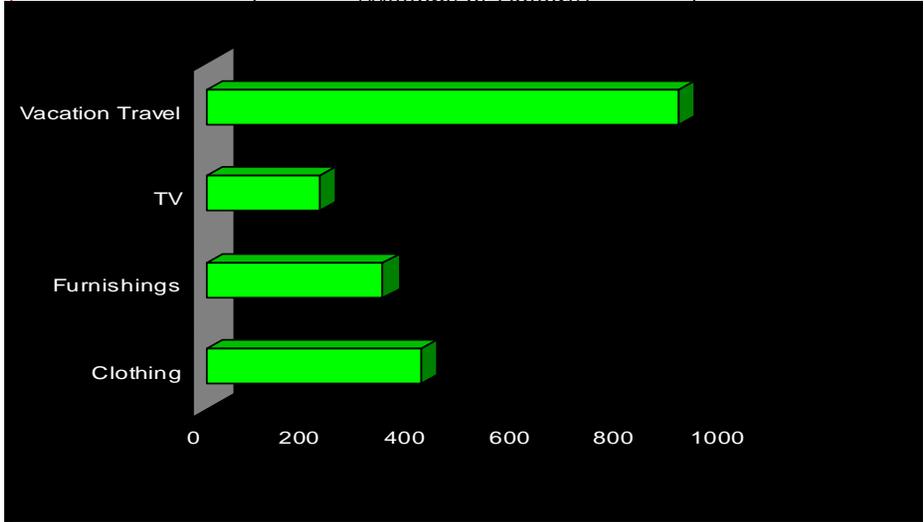
- Beauty Salon
- Exclusive NY Gyms
- Exclusive Spa/Salons
- MD - OB/GYN
- Nail Salon
- Unisex Hair Salon

^ Reported in ABC Publisher's Statement = MRI Fall 2005

* PURE PUBLIC PLACE refers to MRI measured "place of reading" locations including: all public doctor, dentist, beauty, barber, library & airline venues.

Pure Public Place Volumetrics

(Millions of Dollars)



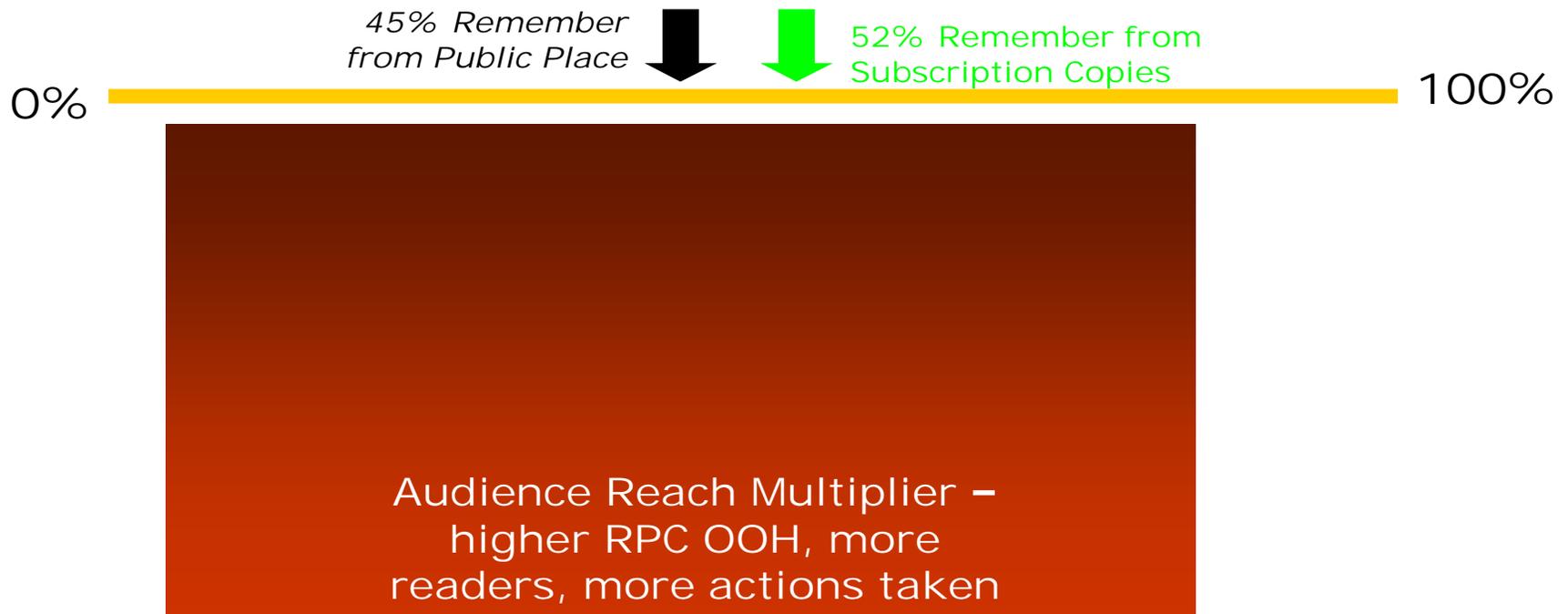
fact **4 1/2**

The WRSS Public Place Profile is an effective way to articulate the AUDIENCE, RPC and VOLUMETRICS benefits of your Public Place copies.

fact

5

In addition to having an ad recall percentage very close to Subscription copies - when factoring in higher RPC - Public Place copies provide a reach environment with many more readers taking action!



Source: Affinity Research

VI STA Print Effectiveness Tracking Service

fact **6**

The use of Public Place as a Publisher contrived tactic used solely for meeting rate base is a 1990's myth that has been eclipsed by key *internal & external & quantitative* variables.

External

Socioeconomic Factors

Lack of Time

Media Competition

Internal

Growth In Available Venues

Database Technology

Targeting Advances

Trial & Sampling Opportunities

Need To Find New Generation of Readers

Quantitative

Insert Card Response

High Renewal Rate

Aggregate Audience Delivery

Ability to Affect Specific Audience Objectives

fact **7**

There is a proven Public Place Success Formula -

Quality Database +

Editorial Affinity Matching +

Careful Geographic &
Demographic Targeting =

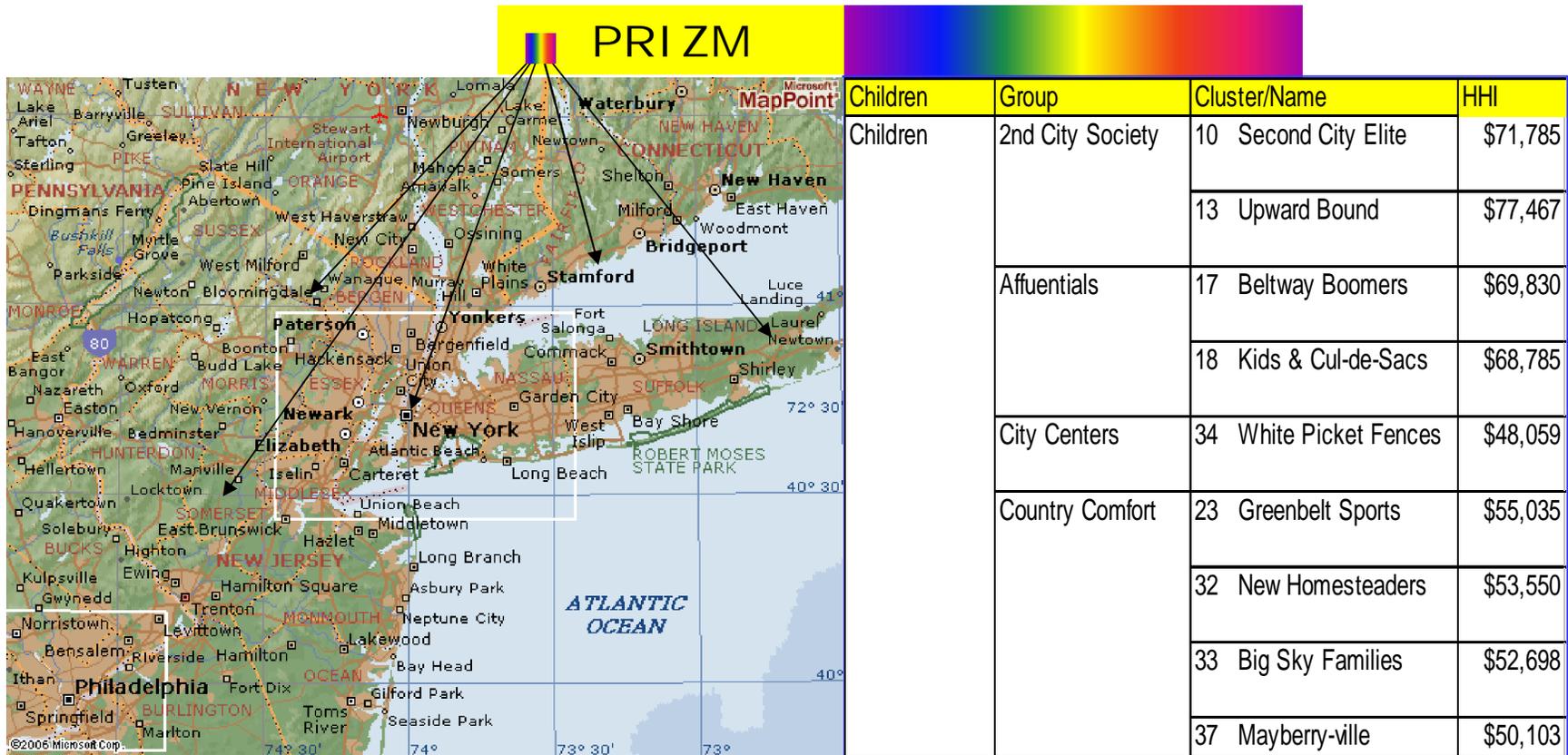
Effective Public Place Distribution

Database Example: Depth of Affinity

Pediatric	General		36,036
	Pediatric Specialties	Allergy	103
		Cardiology	305
		Critical Care	22
		Endocrinology	62
		Gastroenterology	68
		Nephrology	31
		Oncology	70
		Orthopedic	64
		Psychology	304
		Pulmonary	58
		Radiology	12
		Surgery	122

fact 8

Using demographic targeting is the key to building and delivering the optimum audience..



fact 9

The new ABC verified reporting platform provides "best practices" clarity at a time when it is most needed &... given the audience value, is a sales opportunity to engage head on.

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PAID & VERIFIED MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit



Audit Bureau
of Circulations

11/23/05

Prototype Magazine

For the 6 months ended June 30, 2006

Field Served: Health.

Published by XYZ Publications
Frequency: 10 times/year

ABC Member # 04-0000-0

Prototype Magazine

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	700,209	86.9			
Verified	57,000	7.0			
Total Paid & Verified Subscriptions	757,209	93.9			
Single Copy Sales	48,028	6.1			
Total Paid & Verified Circulation	805,237	100.0	800,000	5,237	0.7

Corresponds To Para 6 Sponsored

Corresponds To Para 6, 6A & 6B Verified

Paid & Verified
Publications

ABC Statement: Paragraph 6,6A & 6B

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 10 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	592,492	73.6
Combination Subscriptions*	1,200	0.1
Association:		
Deductible*	2,001	0.2
Non-Deductible*	1,003	0.1
Club Membership:		
Deductible*	10,114	1.3
Non-Deductible	901	0.1
Deferred*	1,200	0.1
Loyalty/Award Point*	2,003	0.3
Partnership:		
Deductible*	35,211	4.4
Non-Deductible	15,099	1.9
Sponsored Sales	38,985	4.8
TOTAL PAID SUBSCRIPTIONS	700,209	86.9
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	50,000	6.2
Individual Use (See Par. 6B)	7,000	0.9
TOTAL VERIFIED SUBSCRIPTIONS	57,000	7.1
TOTAL PAID & VERIFIED SUBSCRIPTIONS	757,209	94.0
SINGLE COPY SALES		
Single Issue Sales	43,306	5.5
Combination Sales	1,201	0.1
Partnership:		
Deductible	1,011	0.1
Non-Deductible	902	0.1
Sponsored Sales	1,608	0.2
TOTAL SINGLE COPY SALES	48,028	6.0
TOTAL PAID & VERIFIED CIRCULATION	805,237	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Doctor Healthcare Providers	Personal Care Salons	Education Learning Facilities	Specialty Locations	Hotel	Other	Total Public Place Copies
Public Place	10,000	10,000	10,000	10,000	10,000	—	50,000

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

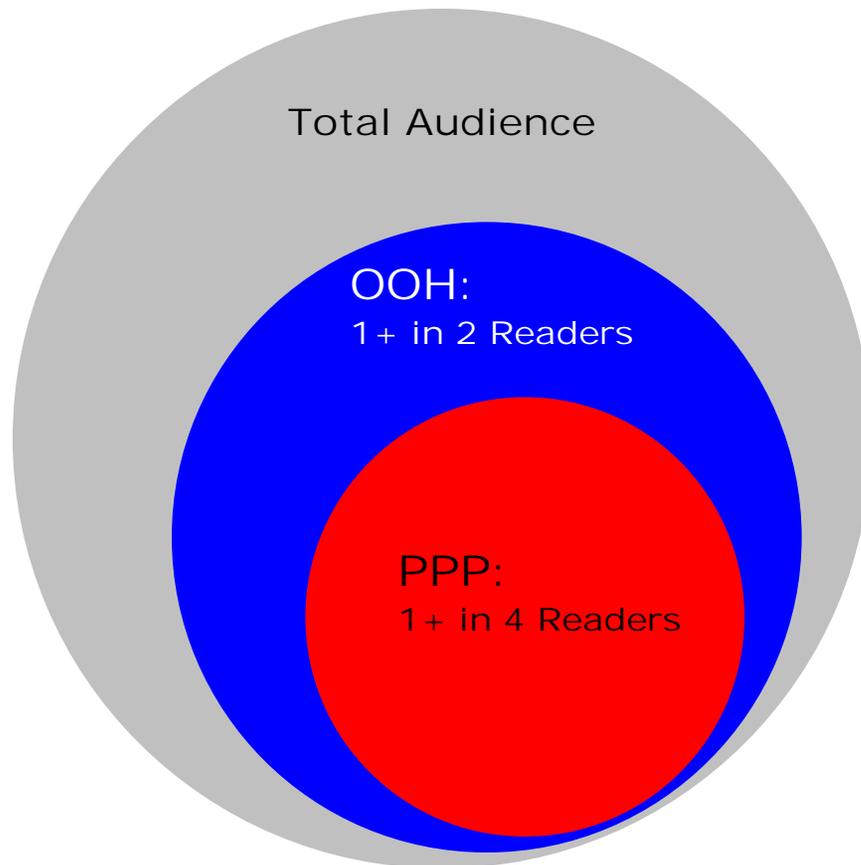
The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Show Attendees	Licenses Holders	Season Ticket Holders	Charitable Donors	Executives	Other	Total Individual Use Copies
Individual Use	500	1,000	2,000	3,000	500	—	7,000

fact

10

As An Industry.....Our In-Home Paid Focus No Longer Singularly Fits.....The Print Media Consumption Habits of Our Customers.



Public place is:

Individually addressed

Strategically targeted

ABC auditable

Copies of proven readership value seen as an asset to the venue & a benefit to their customers

A great trial and audience development tool for publishers ...

And..... a fundamental value advertisers receive as they represent over 1 in 4 magazine readers!

Thank You