



# Consolidated ZIP

Region	ZIP Codes	LHJ	FC	More	Fitness	TH	MW	BHG	CH	American Baby	Parent	FC
Alabama	350-352, 354-369	64,000	46,800	9,000	16,000	20,382	794	130,190	16,011	31,761	28,434	46,800
Alaska*	995-999	6,000	5,710	2,000	4,000	868	269	13,910	1,814	4,038	4,907	5,710
Arizona-Phoenix/Tucson	850, 852-853, 855-857, 859-860, 863-865	61,000	45,120	18,000	21,000	10,660	2,944	119,670	13,726	31,169	27,341	45,120
Arkansas	716-722, 725-729	32,000	24,630	5,000	7,000	7,941	4,703	69,600	9,488	17,995	13,277	24,630
California-LA/Bakersfield/San Diego	900-908, 910-928, 930-935	181,000	143,200	68,000	86,000	49,988	3,759	408,370	62,504	93,397	106,819	143,200
California-San Francisco/Sacramento	936-961	129,000	144,940	52,000	51,000	32,310	2,190	318,320	49,010	51,027	75,473	144,940
Colorado	800-814, 816	54,000	39,050	18,000	21,000	11,585	5,478	120,160	16,678	21,272	28,608	39,050
Connecticut	060-067	35,000	32,830	12,000	14,000	8,634	294	81,470	13,605	15,673	20,065	32,830
Delaware	197-199	12,000	10,790	3,000	4,000	2,566	149	23,130	3,566	5,588	5,523	10,790
Florida-Jacksonville	320-326, 344	53,000	39,930	12,000	15,000	11,897	1,330	112,970	12,248	26,596	23,056	39,930
Florida-Miami	330-334, 339, 349	58,000	36,320	17,000	23,000	13,694	1,486	107,100	9,632	35,420	31,161	36,320
Florida-Tampa/Orlando/ Central FL.	327-329, 335-338, 342, 346-347	54,000	66,540	22,000	25,000	17,215	2,647	170,910	17,829	43,276	38,633	66,540
Georgia-Atlanta	300-303, 305-307	66,000	46,540	17,000	22,000	26,382	1,261	145,040	18,007	38,138	33,897	46,540
Georgia-Savannah/Augusta	SC-298-299, GA-304, 308-319	36,000	28,560	7,000	11,000	11,599	492	76,900	9,089	24,997	18,504	28,560
Hawaii*	967-968	10,000	8,250	3,000	7,000	1,086	151	21,130	1,430	7,680	7,216	8,250
Idaho	ID-832-837, 839, OR-979	15,000	12,350	3,000	4,000	2,354	241	38,160	5,521	7,957	7,277	12,350
Illinois-Chicago	IN- 463-464, IL- 600-609	105,000	92,420	34,000	43,000	27,030	99,643	205,390	26,306	50,995	66,294	92,420
Illinois-Effingham/Southern Illinois/Springfield	618-619, 623-629	25,000	22,690	4,000	6,000	3,208	27,287	48,440	9,822	11,252	11,070	22,690
Illinois-Peoria	610-611, 613-617	23,000	20,650	5,000	6,000	3,252	30,107	47,480	8,785	10,324	11,501	20,650
Indiana-Indianapolis	460-462, 469, 472-479	51,000	48,360	11,000	15,000	8,719	44,272	106,850	19,437	28,288	26,782	48,360
Indiana-South Bend/Fort Wayne	465-468	17,000	15,260	4,000	5,000	2,684	18,034	36,910	6,321	9,241	8,997	15,260
Iowa	IA- 500-514, 520-528, IL- 612	53,000	44,480	11,000	15,000	6,480	60,162	103,910	20,508	19,128	26,495	44,480
Kansas-Wichita	667-679	22,000	20,270	4,000	6,000	2,855	15,392	40,870	7,994	10,419	10,190	20,270
Kentucky	KY- 400-409, 411-418, 420-427, IN- 471	57,000	40,070	10,000	14,000	11,606	9,458	108,650	17,227	32,013	28,512	40,070
Louisiana	700-701, 703-708, 710-714	42,000	34,470	7,000	12,000	12,435	435	95,670	8,340	32,785	25,769	34,470
Maine	039-049	18,000	19,310	5,000	6,000	2,560	150	39,880	10,009	8,118	9,407	19,310
Maryland	210-219	40,000	34,380	12,000	15,000	10,489	486	88,100	13,390	20,677	24,292	34,380
Massachusetts-Boston/Springfield	010-011, 013-027	81,000	77,670	27,000	30,000	22,446	624	165,270	31,649	29,416	45,081	77,670
Michigan-Detroit/Flint	480-488	93,000	77,280	23,000	30,000	15,984	62,443	183,700	24,274	45,885	52,103	77,280
Michigan-Grand Rapids	489-497	47,000	43,140	11,000	14,000	6,237	40,702	139,680	16,709	17,177	24,572	43,140
Minnesota	540, 550-551, 553-567	88,000	66,240	20,000	26,000	13,125	74,014	170,100	31,101	26,880	48,342	66,240
Mississippi	387-398	42,000	24,160	4,000	8,000	8,645	333	65,580	4,174	19,667	17,937	24,160
Missouri-Kansas City, MO/Topeka	MO-640-641, 644-647, 653, KS-660-662, 664-666	40,000	33,350	10,000	13,000	8,535	40,277	86,610	14,350	19,797	23,131	33,350
Missouri-Springfield/Hannibal	634-635, 648, 650-652, 654-658	25,000	21,630	4,000	6,000	3,672	22,157	48,830	9,673	12,998	11,785	21,630
Missouri-St. Louis	IL-620,622, MO-630-631, 633, 636-639	49,000	40,220	10,000	16,000	9,947	41,993	100,640	14,901	23,020	26,948	40,220
Montana*Wyoming	MT-590-599, WY- 820-831	21,000	18,280	5,000	6,000	2,416	1,527	44,750	7,949	8,919	9,309	18,280

Real People, Local Audience, National Magazines

Region	ZIP Codes	LHJ	FC	More	Fitness	TH	MW	BHG	CH	American Baby	Parent	FC
Nebraska*	IA- 515-516, NE-680-681, 683-693	30,000	26,640	6,000	9,000	3,998	24,710	58,740	10,323	11,778	17,885	26,640
Nevada -Las Vegas	889-891, 893-895, 897-898	21,000	16,990	7,000	9,000	4,248	687	46,900	4,991	11,740	12,212	16,990
New Hampshire	030-038	19,000	18,240	6,000	6,000	3,667	166	39,570	9,550	7,267	10,214	18,240
New Jersey Less Newark Metro	080-086	36,000	31,080	10,000	10,000	7,411	255	65,250	10,347	13,562	17,501	31,080
New Mexico	870-875, 877-885	18,000	15,550	5,000	7,000	2,481	557	37,210	4,401	8,888	8,497	15,550
North Carolina-Charlotte-Spot/Win/Salem	270-274, 280-282, 286-289	72,000	52,920	12,000	20,000	18,866	988	144,690	13,661	30,064	29,711	52,920
North Carolina-Raleigh/Durham	275, 277-279, 283-285, 276	48,000	51,650	10,000	17,000	14,022	705	110,470	10,738	27,619	31,953	51,650
NY-Albany/Schenectady/Troy	120-123, 128-129	18,000	19,120	5,000	6,000	2,977	129	37,930	8,193	7,242	10,925	19,120
NY-Buffalo	140-143, 147	23,000	21,860	5,000	6,000	3,446	222	46,680	7,644	9,576	11,586	21,860
NY-Metro New York	CT -068-069, NY -100-103,105-110,113,115, 117,118,126, NJ -070-079, 087-089	216,000	104,590	87,000	88,000	49,042	1,142	327,040	105,888	113,279	124,104	104,590
NY-Rochester/Syracuse	130-139,144-146, 148-149	47,000	47,030	10,000	14,000	6,346	473	96,280	19,580	20,694	25,146	47,030
Ohio-Cincinnati	KY- 410, OH- 450-452, IN- 470	32,000	23,360	7,000	11,000	6,174	16,666	66,600	10,535	14,922	17,143	23,360
Ohio-Cleveland	440-449	70,000	61,120	15,000	21,000	10,719	27,181	131,230	20,140	28,713	30,095	61,120
Ohio-Columbus	430-433, 437-439, 456-457	39,000	34,450	9,000	14,000	6,645	20,611	83,240	14,850	20,911	21,858	34,450
Ohio-Toledo/Dayton	434-436, 453-455, 458	34,000	29,930	7,000	10,000	4,913	23,322	69,520	11,539	16,230	16,713	29,930
Oklahoma City/Tulsa	730-741, 743-749	45,000	36,990	8,000	12,000	10,701	6,860	99,930	14,423	27,169	20,894	36,990
Oregon	OR- 970-978, WA - 986	45,000	39,460	15,000	13,000	10,734	960	138,600	21,041	19,504	19,133	39,460
Pennsylvania-Harrisburg/York/Scranton	168-178, 184-188	48,000	44,010	10,000	13,000	6,512	522	90,670	19,529	19,366	20,293	44,010
Pennsylvania-Philadelphia Metro	179-183, 189-196	74,000	62,710	20,000	24,000	16,638	563	124,780	20,972	30,398	37,810	62,710
Pennsylvania-Pittsburg/Erie	150-167	62,000	57,270	12,000	16,000	8,011	978	107,240	18,709	22,699	23,827	57,270
Rhode Island	028-029	12,000	11,130	4,000	4,000	2,759	84	26,290	4,316	5,315	6,57	11,130
South & North Dakota*	570-577, 580-588	27,000	22,420	5,000	7,000	2,315	16,175	43,730	7,781	10,467	11,072	22,420
South Carolina-Charleston	290-297	46,000	37,570	13,000	14,000	15,078	420	103,790	6,698	18,418	23,765	37,570
Tennessee-Knoxville	307, 373-379	40,000	29,710	6,000	9,000	5,904	298	80,310	3,410	19,319	15,515	29,710
Tennessee-Memphis	TN- 380-383, 386, AR-723-724	27,000	19,650	5,000	8,000	8,713	1,143	55,820	6,500	17,843	13,641	19,650
Tennessee-Nashville	370-372, 384-385	30,000	21,480	7,000	8,000	9,237	1,180	62,690	9,621	15,282	12,403	21,480
Texas-Dallas/Fort Worth	750-758, 760-764, 766-767	87,000	62,300	21,000	29,000	25,565	2,180	186,470	26,032	51,029	48,371	62,300
Texas-Houston	759, 770-779, 789	62,000	46,680	15,000	21,000	20,064	1,047	129,840	17,907	41,752	35,897	46,680
Texas-San Antonio	765, 768-769, 780-788, 790-799	69,000	58,730	16,000	28,000	17,235	1,625	161,080	21,657	51,229	44,556	58,730
Utah*	840-847	22,000	20,320	5,000	9,000	4,554	370	64,600	7,190	16,154	16,187	20,320
Vermont	050-059	8,000	8,460	2,000	3,000	1,286	91	17,440	4,672	2,881	4,345	8,460
Virginia*	228-246	63,000	50,780	14,000	19,000	16,853	868	135,610	18,966	31,294	32,191	50,780
Washington, D.C.	DC-200-209, VA- 220-227	55,000	43,510	21,000	27,000	22,431	1,298	117,550	17,841	27,162	32,399	43,510
Washington-Seattle/Tacoma/Spokane	ID - 838, WA - 980-985, 988-994	71,000	54,950	22,000	22,000	16,762	1,373	188,860	27,640	27,247	36,953	54,950
West Virginia	247-268	28,000	22,900	4,000	6,000	3,139	417	46,780	8,340	13,791	10,703	22,900
Wis-Green Bay	541-543, 549	23,000	18,730	5,000	6,000	2,355	20,581	41,970	7,045	7,897	10,636	18,730
Wis-Marquette/ Eau Claire	WI-544-548, MI-498-499	21,000	17,440	5,000	6,000	1,682	19,758	33,120	6,159	6,650	10,995	17,440
Wis-Milwaukee/Madison	530-532, 534-539	47,000	37,090	12,000	16,000	7,073	45,428	97,610	15,402	19,491	26,740	37,090

Real People, Local Audience, National Magazines