



## Authentic Woman



## Inspired Home



## Contemporary Family



Reach a regional female audience while capitalizing on the prestige of advertising in well respected magazines!



Women buy or influence the decision of over 85% of all purchases in the United States. Business and Healthcare News provides a collaboration of women-focused magazines, grouped by accurately researched demographic and geographic similarities, with affordable, value-maximizing advertising opportunities at a local level. Whether you supply the finished artwork or utilize our creative services, use our developed collections or customize the assortment, BHN offers the most effective and affordable opportunity to reach today's decision-maker. BHN brings you national magazines she turns to for the latest information on living life to the fullest!



## Authentic Woman

FamilyCircle More LADIES HomeJournal

- Authentic women focused on looking and feeling their best
- Affluent, educated, and health-conscious women
- Women with new attitudes and confidence about growing older
- Women looking for the latest trends in beauty and fashion.
- Women looking for information to be proactive in improving themselves, their relationships, and their homes.

MEDIAN AGE : 46

MEDIAN HHI : \$64,517

OWN HOME : 82%



## Inspired Home

TRADITIONAL HOME

CountryHome

Better Homes and Gardens

- Americans who care most about those they love and the home that brings them together.
- Style-driven women searching for inspiration to tap into their own personal style.
- Sophisticated, practical, modern women with families and careers looking for a sanctuary in their homes.
- Women looking for the latest trends in decorating and home improvement.

MEDIAN AGE : 48

MEDIAN HHI : \$63,849

OWN HOME : 81%



## Contemporary Family

american baby

FamilyCircle

Parents

- Parents inspired to raise happy and healthy children.
- Parents looking for information and opinions on parenting styles.
- Parents looking for expert advice, news, and product information.
- Parents who are anxious to create the perfect environment for their growing families.
- A busy woman adapting her routine as her family grows.

MEDIAN AGE : 33

MEDIAN HHI : \$59,588

OWN HOME : 80%



# Authentic Woman

*"The Authentic Woman reader is active, self-sufficient and stylish."*

## FamilyCircle More <sup>LADIES</sup> HomeJournal

### AUTHENTIC WOMAN READER PROFILE:

Source: MRI Fall 2006

Median Age :	46	Employed :	51%
Married Women :	56%	Attended College :	58%
Career Women:	31%	Household 1+ Child :	34%
Median HHI :	\$54,387	Own Home :	82%

The Authentic Woman Collection of magazines delivers your advertising message to readers who account for as much as 80% of all consumer purchases! The Authentic Woman reader is active, self-sufficient, and stylish. They are the spenders and the decision makers, and they are constantly looking for ways to look and feel better, as well as nurture a well-rounded family and professional life. Whether it be beauty, style, relationships, or health and fitness, the Authentic Woman Collection of magazines is where she turns for the latest information. With a strong commitment to celebrate the modern woman and her real-life issues, the Authentic Woman Collection represents some of the top magazines women turn to for the vital information they need!

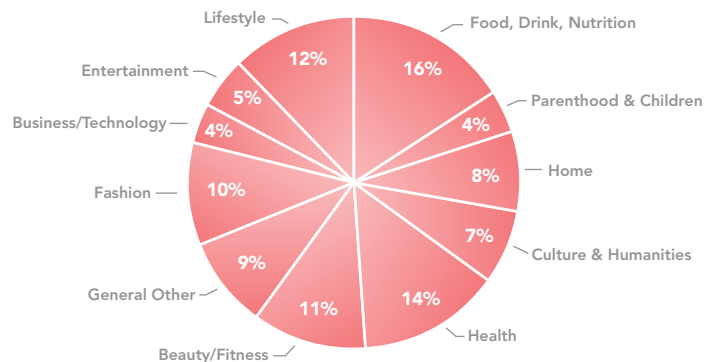
### BHN'S AUTHENTIC WOMAN COLLECTION DELIVERS PURCHASING POWER!

Source: Publishers Estimate (Derived from MRI Fall 2006)

Taken action due to advertising		42.5%	
\$ spent on clothing/fashion	\$32 billion	\$ spent on home improvement	\$21 billion
\$ spent on health/beauty	\$10 billion	\$ spent on technology	\$64 billion
\$ spent on food	\$4 billion	\$ spent on vehicles	\$679 billion

Projections relatively unstable use with caution.

### EDITORIAL COMMITMENT



# Authentic Woman

		FamilyCircle	More	HomeJournal	Net FC, LHJ, More (N)
<b>\$ SPENT IN THE PAST YEAR:</b>					
Food	(000)	\$1,706,840	\$404,394	\$1,114,785	\$2,518,673
Clothing/Fashion	(000)	\$13,674,113	\$4,023,012	\$6,857,530	\$14,430,999
Health/Beauty	(000)	\$2,477,857	\$799,140	\$1,832,304	\$3,928,967
Vehicles	(000)	\$419,670,498	\$115,596,173	\$299,799,661	\$649,407,221
Technology	(000)	\$20,272,783	\$5,877,598	\$14,156,713	\$32,188,653
Children's Toys/Games	(000)	\$2,076,186	\$623,826	\$1,457,787	\$3,291,640
Home Improvements	(000)	\$2,910,243	\$772,386	\$2,105,527	\$4,521,233
Home Furnishings	(000)	\$4,894,240	\$1,413,508	\$4,051,257	\$8,063,466
<b>LIKELY TO PURCHASE IN THE NEXT YEAR:</b>					
New Vehicle	(000)	3,226	702	2,103	4,823
	%Comp	15.9	16.0	15.9	16.1
New Home	(000)	1,522	241	1,118	2,388
	%Comp	7.5	5.5	8.4	8.0
Technology	(000)	6,977	1,795	4,804	11,015
	%Comp	34.3	40.8	36.2	36.9
Home Improvement	(000)	5,171	1,343	3,694	7,712
	%Comp	25.4	30.5	27.9	25.8
<b>DEMOGRAPHICS:</b>					
% Men	%Comp	8.8	10.0	6.2	25.8
% Women	%Comp	91.2	90.0	93.8	25.8
Median Age		51.8	49.22	52.7	50.79
Median HHI		\$49,023	\$99,659	\$57,415	\$54,387
2+ Children in HH	(000)	5,218	1,158	2,478	\$ 7,208
	%Comp	25.7	26.3	18.7	24.1
Own Home	(000)	15,396	3,702	10,852	23,197
	%Comp	75.7	84.1	81.9	77.6
Median Value of Owned Home		\$181,796	\$351,752	\$172,190	\$195,794
<b>QUALITATIVE:</b>					
% Action on Ads	% aud	37.1	NA	24.3	

Source: 2006 MRI Fall. All Rights Reserved  
Projections relatively unstable use with caution.

# Authentic Woman

## FamilyCircle

ISSUES PER YEAR: 15

RPC : 4.53

MONTHLY CIR: 4,391,133

Providing its loyal readers everything they need to know from health and beauty to fashion and decorating to entertaining and parenting, *Family Circle* celebrates today's family and the real women at its core. *Family Circle* offers a friendly forum for sharing ideas and advice for creating happy, healthy, and comfortable homes. *Family Circle* reaches over 19.9 million women who are the family managers in their household\*, with the #1 reader response for 15 consecutive years\*\*.

## More

ISSUES PER YEAR: 10

RPC : 3.8

MONTHLY CIR: 1,051,049

Celebrating the new attitudes and confidence of women over 40, *More's* subscribers are affluent, accomplished, educated, influential, health-conscious, diverse, and active. She can't get enough information about health, beauty, and fashion, and react in great numbers to information and opportunities that enrich their lives! *More* is the voice for millions of women who are entering a new age of boundless possibilities! **Named Mediaposts #1 Women's Lifestyle Magazine of the Year, *More* continues its rise to the top with a highly focused editorial philosophy.**

## LADIES' HomeJournal

ISSUES PER YEAR: 12

RPC : 3.56

MONTHLY CIR: 4,100,000

"Your Self, Your Style, Your Family, Your Home, Your World, Your Health, Your Food" – *Ladies' Home Journal* is the magazine for the modern American family woman! Celebrating the enhanced personal lifestyles of their readers, *Ladies' Home Journal* presents ways for the reader to enrich, indulge, and improve herself and her family relationships. **Reaching 14 million women, *Ladies' Home Journal* ranks first in nutritional accuracy and delivers more health editorial and any other women's title\*\*\*.**

**BHN**  
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# Inspired Home

*“Style-driven, sophisticated women looking for creative inspiration.”*

TRADITIONAL HOME

Country Home

Better Homes and Gardens

## INSPIRED HOME READER PROFILE:

Source: MRI Fall 2006

Median Age :	48	Attended College :	63%
Median HHI :	\$62,746	Household 1+ Child :	38%
Employed :	64%	Own Home :	81%

The Inspired Home Collection celebrates the way American women live. From lavish looks to signature style, the Inspired Home Collection allows its readers to tour sophisticated homes and savor the gift of good living! This collaboration of magazines focuses on discriminating consumers who delight in elegant environments that showcase their predilection for fine things. Whether they're entertaining, remodeling, or updating their look, Inspired Home Collection magazines reach their readers and inspire them with ideas that are both artistic and achievable.

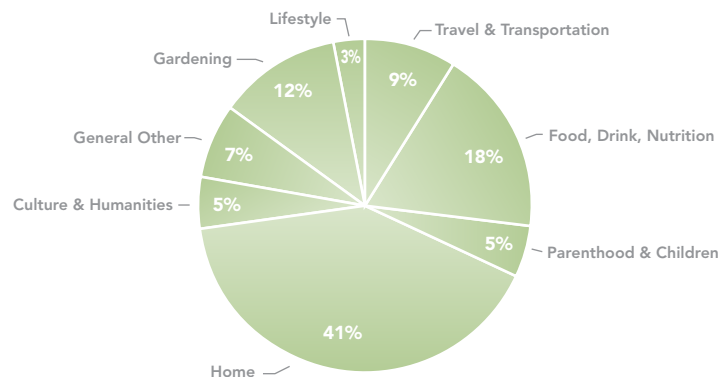
## BHN'S INSPIRED HOME COLLECTION DELIVERS PURCHASING POWER!

Source: Publishers Estimate (Derived from Media Mark Fall 2006)

Taken action due to advertising		23%	
\$ spent on clothing/fashion	\$37 billion	\$ spent on home improvement	\$27 billion
\$ spent on health/beauty	\$11 billion	\$ spent on technology	\$78 billion
\$ spent on food	\$4 billion	\$ spent on vehicles	\$17 billion

Projections relatively unstable use with caution.

## EDITORIAL COMMITMENT



# Inspired Home

		TRADITIONAL HOME	CountryHome	Better Homes and Gardens	Net BHG, TH, CH (N)
<b>\$ SPENT IN THE PAST YEAR:</b>					
Food	(000)	\$393,555	\$694,824	\$3,173,167	\$3,514,967
Clothing/Fashion	(000)	\$2,774,865	\$4,025,378	\$18,876,939	\$20,811,078
Health/Beauty	(000)	\$678,926	\$1,007,718	\$4,998,154	\$5,436,567
Vehicles	(000)	\$108,682,839	\$117,844,947	\$868,148,455	\$959,314,653
Technology	(000)	\$6,804,035	\$10,224,057	\$42,234,448	\$47,317,467
Children's Toys/Games	(000)	\$603,601	\$773,896	\$4,217,149	\$4,577,224
Home Improvements	(000)	\$776,152	\$1,586,842	\$6,475,493	\$7,151,814
Home Furnishings	(000)	\$1,426,014	\$2,196,042	\$11,202,741	\$12,042,717
<b>LIKELY TO PURCHASE IN THE NEXT YEAR:</b>					
New Vehicle	(000)	1,015	1,376	6,714	7,343
	%Comp	22.7	16.5	17.7	17.5
New Home	(000)	529	678	3,225	3,547
	%Comp	11.8	8.1	8.5	8.4
Technology	(000)	1,868	3,411	14,682	16,673
	%Comp	41.8	40.8	38.7	39.7
Home Improvement	(000)	1,398	2,712	10,108	11,435
	%Comp	31.3	32.4	26.7	27.2
<b>DEMOGRAPHICS:</b>					
% Men	%Comp	19.5	18.9	19.4	20.0
% Women	%Comp	80.5	81.1	80.6	80.0
Median Age		47.76	50.42	48.25	48.44
Median HHI		\$74,563	\$57,415	\$58,809	\$59,079
2+ Children in HH	(000)	1,219	1,845	9,691	10,662
	%Comp	27.3	22.1	25.6	25.4
Own Home	(000)	3,600	6,758	30,289	\$33,556
	%Comp	80.8	80.8	79.9	79.9
Median Value of Owned Home		\$281,725	\$193,208	\$198,793	\$200,346
<b>QUALITATIVE:</b>					
% Action on Ads	% aud	21.2	22.9	31.4	

Source: MRI FALL 2006 All rights Reserved Projections relatively unstable use with caution.

# Inspired Home

## TRADITIONAL HOME

ISSUES PER YEAR: 8

RPC : 4.32

MONTHLY CIR: 976,032

As one of the most beautiful, smart, inspiring, and forward looking magazines in home magazines, *Traditional Home* captures an up-close and personal view of the real way women live. With classic design concepts adapted for a modern lifestyle, *Traditional Home* appeals to the sophisticated reader. ***Traditional Home* opens the door to 4.2 million affluent women who have discovered that great design allows them to live graciously and comfortably, while embracing the best of new ideas!**

## CountryHome

ISSUES PER YEAR: 10

RPC : 6.4

MONTHLY CIR: 1,265,174

*Country Home* is the premier magazine written for influential, creatively-driven consumers seeking ways to express their personal style. Always pushing the creative envelope, *Country Home* aspires to constantly evolve to meet the growing demand of its readers. The magazine presents its readers with fresh, attainable ideas that are relevant to all facets of reader's lifestyles, providing inspiration to be themselves and enjoy their homes. **Reaching more than 7.6 qualified affluent consumers, *Country Home* packs every issue with style-driven editorial that reflects real people living real lives in real homes.**

## Better Homes and Gardens

ISSUES PER YEAR: 12

RPC : 5.21

MONTHLY CIR: 7,634,170

Focusing on homes and the people in them, *Better Homes and Gardens* boasts 88% of its editorial is dedicated to home and family, reaching an audience larger than the top three TV networks in primetime combined! *Better Homes and Gardens'* unique perspective spans generations and services as a trusted friend its readers turn to when making choices for their family, their home and themselves. **Reaching 30 million women each month, one in every five U.S. homeowners, *Better Homes and Gardens* provides inspiration, information, and ideas for a well-lived and meaningful life\*.**



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\* MRI 2006

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# Contemporary Family

“Real information for real families.”

**american baby**

**FamilyCircle**

**Parents**

## CONTEMPORARY FAMILY READER PROFILE:

Source: MRI Fall 2006

Median Age :	32	Attended College :	62%
Median HHI :	\$51,573	Household 1+ Child :	75%
Employed :	64%	Own Home :	80%

The Contemporary Family Collection is focused on young, sophisticated women and their growing families. Today’s woman is on the go, actively trying to juggle the demands of a family and a career. For lively stories, timely ideas, or just a quick pick-me-up, she turns to the Contemporary Family collection. Whether it be topics on health, home, fashion, food, or family, these active moms know the Contemporary Family collection publications have the essential information necessary for the lives and interests.

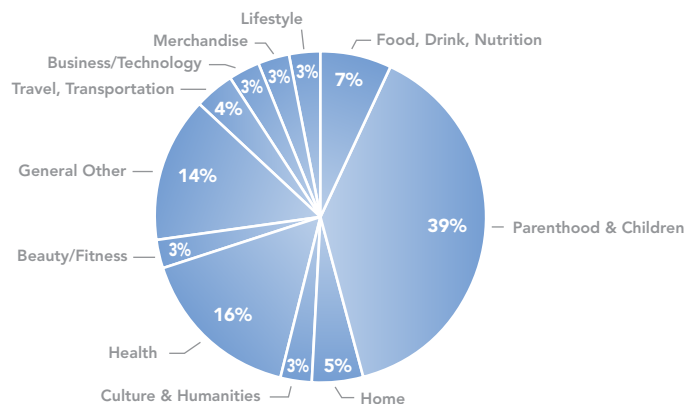
## BHN’S CONTEMPORARY FAMILY COLLECTION DELIVERS PURCHASING POWER!

Source: Publishers Estimate (Derived from MRI Fall 2006)

Taken action due to advertising		23%	
\$ spent on clothing/fashion	\$17 billion	\$ spent on technology	\$35 billion
\$ spent on health/beauty	\$5 billion	\$ spent on toys/games	\$4 billion
\$ spent on food	\$2 billion	\$ spent on vehicles	\$330 billion
\$ spent on home improvement	\$12 billion		

Projections relatively unstable use with caution.

## EDITORIAL COMMITMENT



# Contemporary Family

		Parents	FamilyCircle	american baby	Net AB, FC, Parents (N)
<b>\$ SPENT IN THE PAST YEAR:</b>					
Food	(000)	\$1,295,568	\$1,706,840	\$593,259	\$2,883,651
Clothing/Fashion	(000)	\$7,407,465	\$8,939,993	\$3,146,360	\$2,883,651
Health/Beauty	(000)	\$1,924,868	\$2,477,857	\$832,506	\$4,154,120
Vehicles	(000)	\$279,146,899	\$419,670,498	\$109,441,195	\$669,282,217
Technology	(000)	\$14,814,787	\$20,272,783	\$6,908,701	\$33,875,373
Children's Toys/Games	(000)	\$2,438,821	\$2,076,186	\$989,015	\$4,255,956
Home Improvements	(000)	\$1,690,491	\$2,910,243	\$791,565	\$4,402,287
Home Furnishings	(000)	\$4,504,770	\$4,894,240	\$1,665,941	\$8,711,742
<b>LIKELY TO PURCHASE IN THE NEXT YEAR:</b>					
New Vehicle	(000)	2,822	3,226	1,468	5,774
	%Comp	19.3	15.9	21.5	17.3
New Home	(000)	2,245	1,522	1,259	3,590
	%Comp	15.3	7.5	18.6	10.7
Technology	(000)	6,129	6,977	2,979	12,930
	%Comp	41.8	34.3	43.9	38.6
Home Improvement	(000)	3,384	5,171	1,138	8,126
	%Comp	23.1	25.4	16.8	24.3
<b>DEMOGRAPHICS:</b>					
% Men	%Comp	16.3	8.8	11.9	13.0
% Women	%Comp	83.7	91.2	88.1	87.0
Median Age		33.35	51.85	30.63	42.19
Median HHI		\$54,579	\$49,023	\$45,472	\$51,296
2+ Children in HH	(000)	7,547	5,218	3,410	11,903
	%Comp	51.5	25.7	50.3	35.6
Own Home	(000)	9,072	15,396	3,666	\$23,409
	%Comp	61.9	75.3	54.1	69.9
Median Value of Owned Home		\$196,299	\$181,795	\$158,735	\$186,941
<b>QUALITATIVE:</b>					
% Action on Ads	% aud	29.5	39.0	29.9	

Source: Publishers Estimate (Derived from MRI 2006)

Projections relatively unstable use with caution.

# Contemporary Family

## Parents

ISSUES PER YEAR: 12

RPC : 6.21

MONTHLY CIR: 2,200,000

America's leading authority on raising happy, healthy children, *Parents* award-winning magazine provides readers with the tools to gather data and make smart choices about their family's well-being. Delivering information from the perspective of a trusted and sympathetic friend, *Parents* voices the broadest array of opinions, advocates good causes, and helps moms and dads celebrate the joys of parenthood. **With distribution to more women than any of its competitors, *Parents* delivers qualified prospects who are passionate and devoted consumers.**

## FamilyCircle

ISSUES PER YEAR: 15

RPC : 4.53

MONTHLY CIR: 4,391,133

Providing its loyal readers everything they need to know from health and beauty to fashion and decorating to entertaining and parenting, *Family Circle* celebrates today's family and the real women at its core. *Family Circle* offers a friendly forum for sharing ideas and advice for creating happy, healthy, and comfortable homes. ***Family Circle* reaches over 19.9 million women who are the family managers in their household\*, with the #1 reader response for 15 consecutive years\*\*.**

## american baby

ISSUES PER YEAR: 12

RPC : 3.3

MONTHLY CIR: 2,000,000

Featuring expert advice, personal stories, news and product information, *American Baby* is the complete guide to new parenthood. These time-starved readers are active consumers with a need for the latest information on products for a enriched and fulfilling family and personal life. These are busy young women adapting her routine as her family grows, where accessible information on time-saving techniques, health, and beauty become a priority. ***American Baby* reaches over 6 million active consumers, where more readers made purchases by mail/phone or on-line in the past year than the national average.**

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