

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.



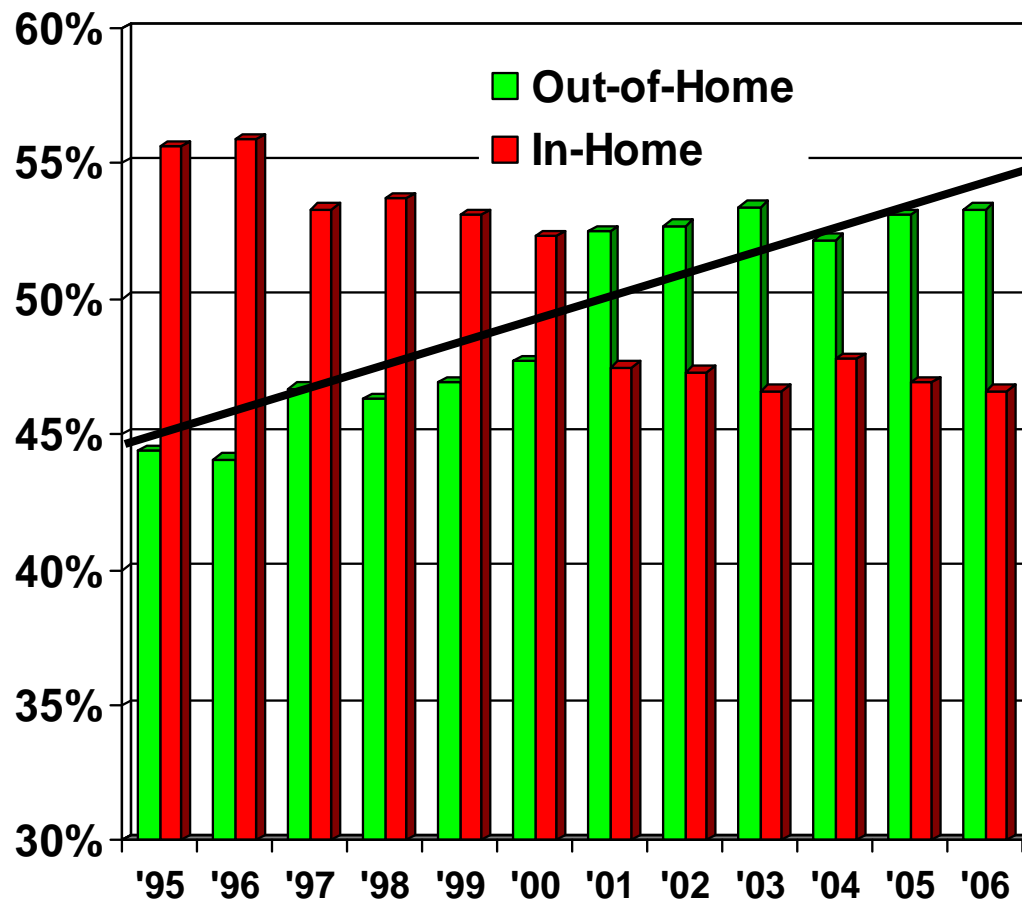
Carat fact

1



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.



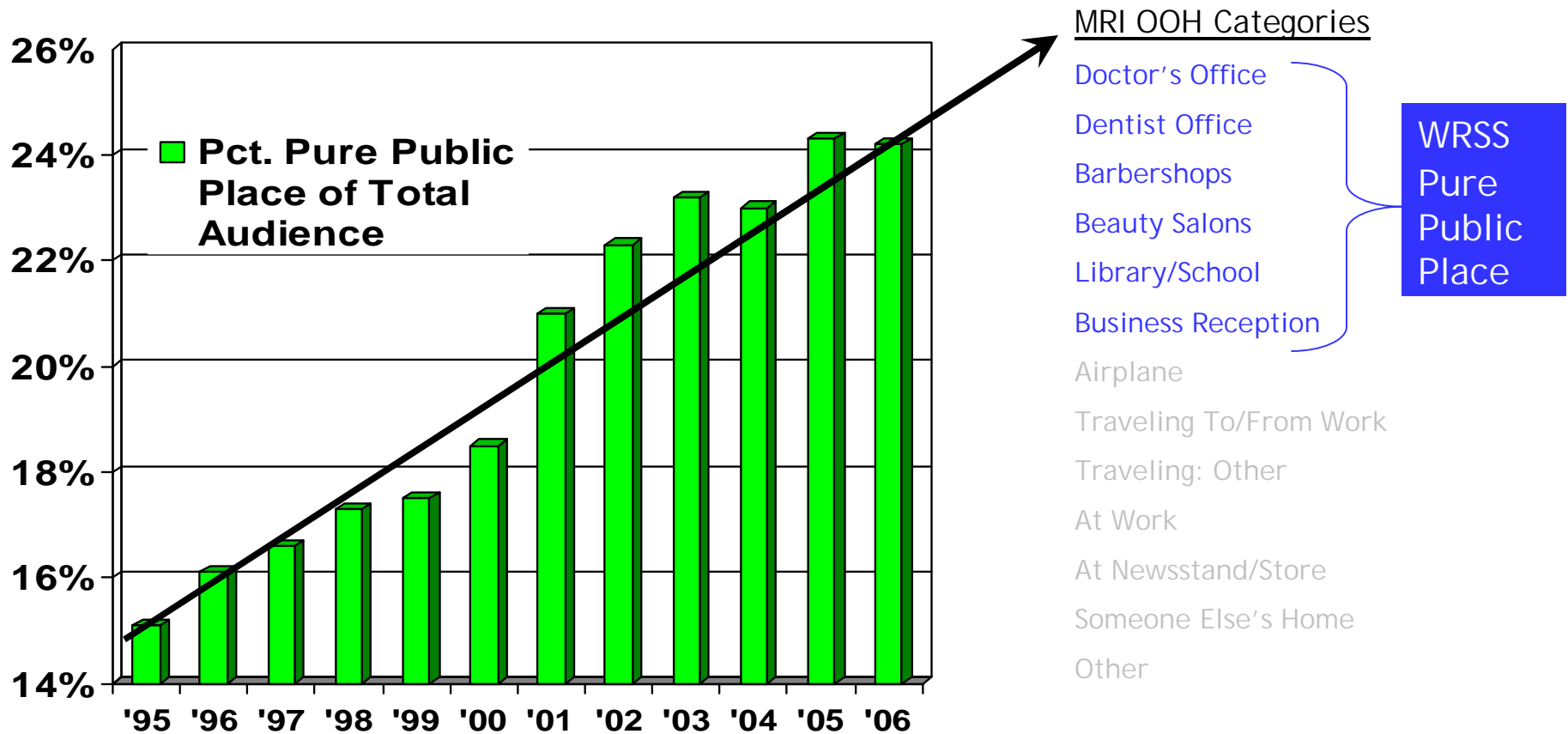
MRI OOH Categories

- 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**

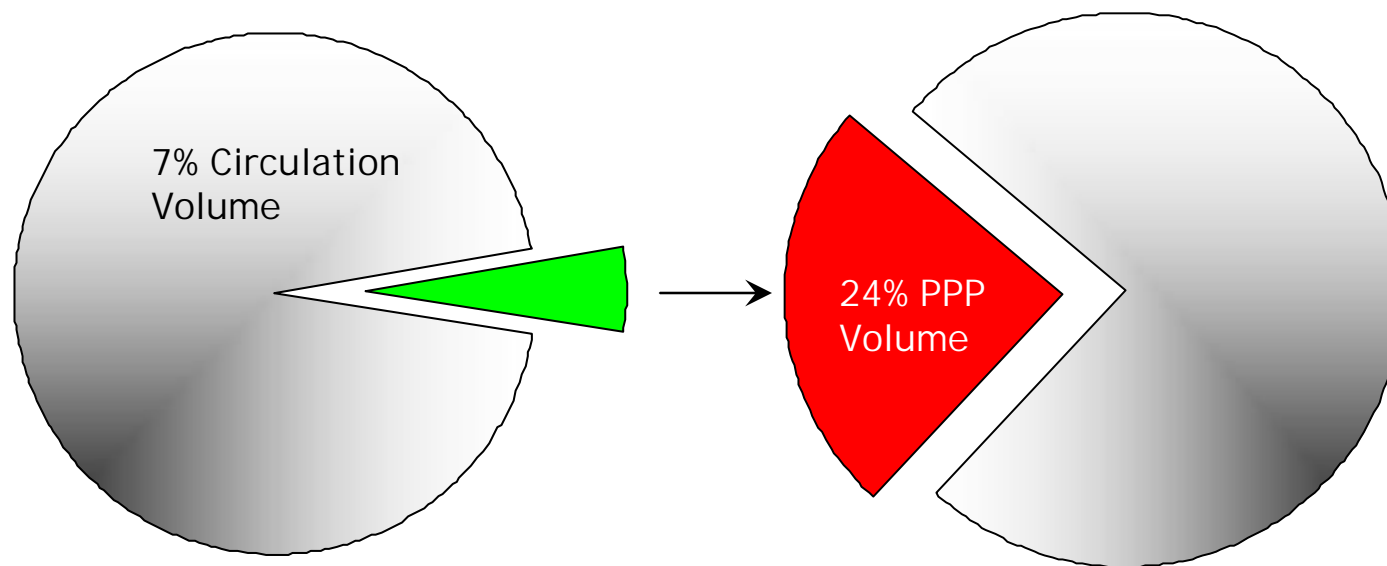
Readership in Pure Public Places has been the main reason for this fundamental shift....
1 in 4 of all MRI measured magazines readers originates in a waiting room!



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

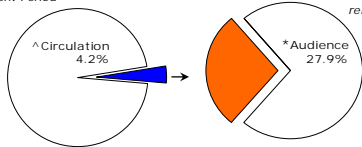


2006 Public Place Profile
 This document provides information and rationale for the 2005 XYZ Public Place circulation and its affect on audience metrics.

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%

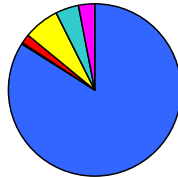
The Reader Per Copy significance of this data....

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.



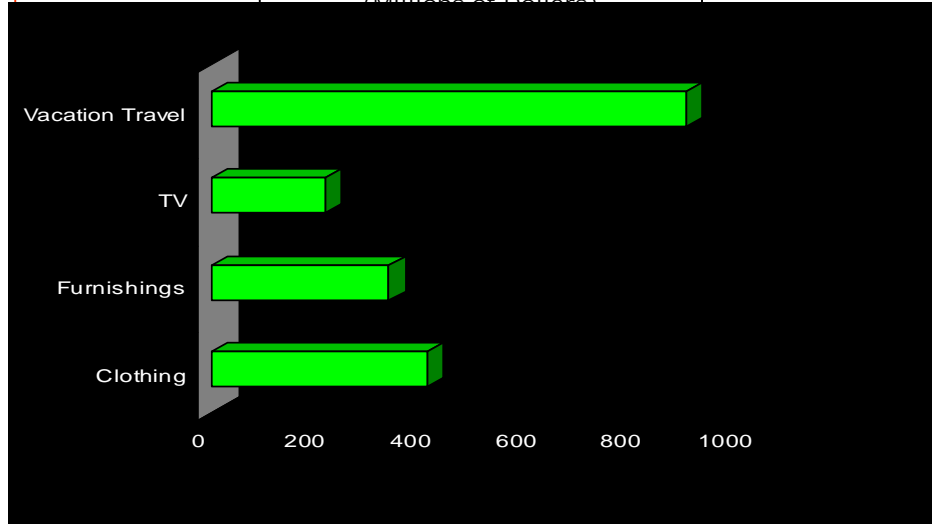
- Beauty Salon
- Exclusive NY Gyms
- Exclusive Spa/Salons
- MD - OB/GYN
- Nail Salon
- Unisex Hair Salon

^ 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)

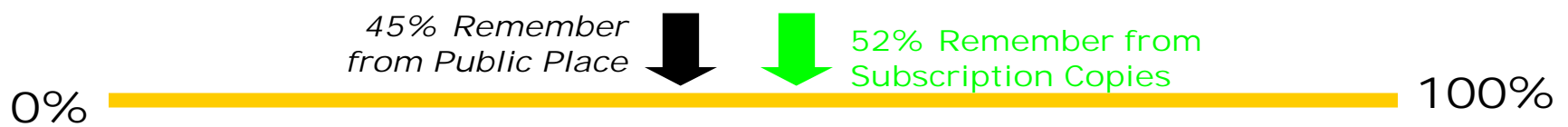


fact **4 1/2**

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!



Audience Reach Multiplier –
higher RPC OOH, more
readers, more actions taken

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 =

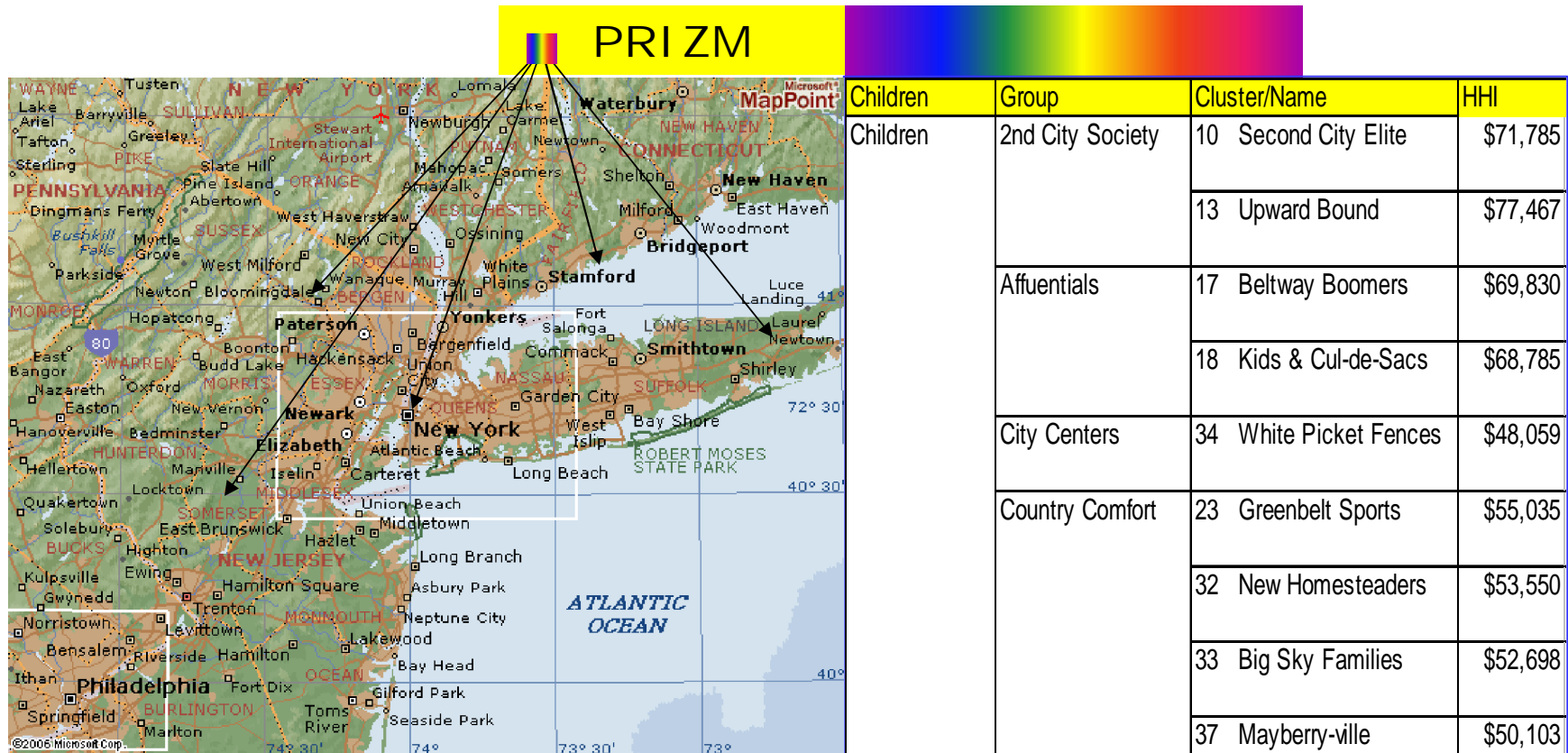
Effective Public Place Distribution

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.

W:\dcp2\PROTOTYP\Mag2005\fullnumberversion6v5.bin

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

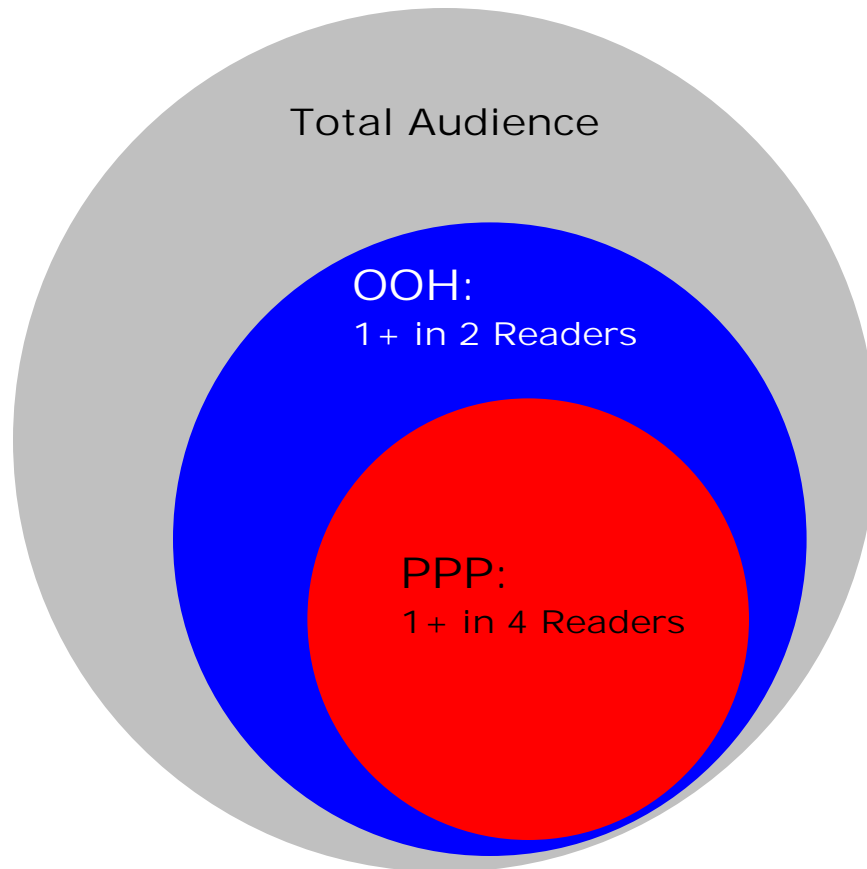
The following represents the average individual use copies made available during the statement period to the following individuals:

| 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