

Fall 2008 NCS/NHCS	AUDIENCE (000)			MEDIAN AGE			MEDIAN HH INCOME			AIA CIRC #	READERS PER COPY		
	Total Adults	Total Men	Total Women	Adults	Men	Women	Adults	Men	Women		Adults	Men	Women
AARP, THE MAGAZINE	32296	13508	18788	65	65	65	\$51,730	\$55,440	\$48,850	24,349,637	1.33	0.55	0.77
ALLURE	4404	554	3850	35	43	34	\$67,510	\$51,480	\$69,970	1,095,034	4.02	0.51	3.52
AMERICAN BABY	4083	681	3401	31	34	30	\$50,560	\$53,600	\$49,890	2,002,661	2.04	0.34	1.70
AMERICAN PHOTO	995	508	488	40	40	41	\$69,700	\$80,580	\$52,370	179,815	5.53	2.83	2.71
AMERICAN RIFLEMAN	3871	3226	645	51	53	40	\$62,770	\$64,720	\$46,220	1,435,323	2.70	2.25	0.45
AMERICAN WAY (AMERICAN AIRLINES)	2363	1297	1066	46	47	45	\$98,770	\$104,000	\$93,190	333,423	7.09	3.89	3.20
ARCHITECTURAL DIGEST	2400	970	1430	52	52	53	\$86,120	\$81,770	\$89,110	830,533	2.89	1.17	1.72
ARTHRITIS TODAY	2647	610	2037	64	64	64	\$40,900	\$49,570	\$39,030	807,139	3.28	0.76	2.52
AUTOMOBILE	2370	1892	478	41	42	36	\$61,600	\$65,310	\$44,460	555,224	4.27	3.41	0.86
AUTOWEEK	1604	1297	307	45	45	43	\$67,900	\$66,410	\$79,680	300,424	5.34	4.32	1.02
BABY TALK	3546	460	3086	31	36	31	\$50,860	\$51,890	\$50,650	N/A	N/A	N/A	N/A
BARRON'S	1079	776	303	54	57	46	\$70,630	\$76,540	\$54,770	311,133	3.47	2.49	0.97
BASSMASTER	2414	2134	280	46	46	41	\$68,360	\$68,450	\$67,860	N/A	N/A	N/A	N/A
BETTER HOMES AND GARDENS	24394	3625	20770	54	55	54	\$60,450	\$67,410	\$58,830	7,659,823	3.18	0.47	2.71
BICYCLING MAGAZINE	1374	932	442	46	48	40	\$80,420	\$85,680	\$67,460	431,894	3.18	2.16	1.02
BLACK ENTERPRISE	1390	530	860	43	43	42	\$47,870	\$50,240	\$46,960	530,989	2.62	1.00	1.62
BLENDER	1465	781	684	29	29	30	\$59,990	\$69,240	\$47,280	912,739	1.61	0.86	0.75
BOATING	1869	1446	423	44	45	34	\$80,730	\$81,820	\$77,630	196,559	9.51	7.36	2.15
BON APPETIT	3625	1155	2470	51	47	53	\$85,870	\$91,050	\$84,110	1,426,992	2.54	0.81	1.73
BRIDE'S	2099	281	1818	37	42	35	\$62,830	\$60,320	\$63,200	340,819	6.16	0.82	5.33
ARTHUR FROMMER'S BUDGET TRAVEL	2066	756	1310	51	54	49	\$82,860	\$90,230	\$79,050	697,938	2.96	1.08	1.88
BUSINESS WEEK	3111	2074	1037	50	53	42	\$90,930	\$98,310	\$78,050	935,820	3.32	2.22	1.11
CAR AND DRIVER	4995	4344	651	44	45	35	\$73,950	\$76,920	\$56,370	1,316,358	3.79	3.30	0.49
CAR CRAFT	1821	1427	394	40	42	30	\$50,790	\$52,600	\$42,120	263,596	6.91	5.41	1.49
CONDE NAST TRAVELER	2295	1138	1156	52	54	49	\$84,860	\$92,140	\$76,630	827,503	2.77	1.38	1.40
CONSUMER REPORTS	14396	8560	5835	58	57	59	\$73,330	\$77,790	\$65,780	N/A	N/A	N/A	N/A
CONTINENTAL	1915	914	1001	48	51	44	\$83,680	\$83,150	\$84,520	N/A	N/A	N/A	N/A
COOKING LIGHT	7704	1142	6562	54	54	54	\$63,430	\$67,290	\$62,730	1,793,191	4.30	0.64	3.66
COSMOPOLITAN	7367	938	6429	31	33	31	\$69,080	\$68,850	\$69,130	2,926,683	2.52	0.32	2.20
COUNTRY HOME	4886	662	4224	54	53	54	\$58,340	\$60,980	\$57,890	1,299,939	3.76	0.51	3.25
COUNTRY LIVING	6741	1382	5359	56	57	56	\$54,310	\$50,850	\$55,110	1,626,722	4.14	0.85	3.29
COUNTRY WEEKLY	2952	1073	1879	47	48	46	\$45,670	\$48,000	\$44,530	434,203	6.80	2.47	4.33
CYCLE WORLD	1586	1195	392	41	45	24	\$62,170	\$63,490	\$52,970	323,690	4.90	3.69	1.21
DETAILS	1301	961	341	40	42	31	\$69,000	\$73,760	\$52,930	440,841	2.95	2.18	0.77
DISCOVER	3339	1948	1391	50	51	49	\$69,710	\$77,670	\$59,270	691,350	4.83	2.82	2.01
EBONY	7170	2290	4879	45	44	45	\$47,420	\$46,020	\$48,560	1,294,824	5.54	1.77	3.77
ELLE	3118	484	2634	35	35	35	\$72,510	\$69,910	\$72,820	1,124,674	2.77	0.43	2.34
ELLE DECOR	2028	445	1583	44	45	44	\$65,080	\$58,030	\$69,010	522,470	3.88	0.85	3.03
ENDLESS VACATION	1893	773	1120	53	53	52	\$70,230	\$67,670	\$71,650	1,794,458	1.05	0.43	0.62
ENTERTAINMENT WEEKLY	7784	3835	3949	41	42	40	\$76,090	\$79,960	\$72,800	1,796,560	4.33	2.13	2.20
ENTREPRENEUR	1124	591	533	42	43	38	\$80,180	\$93,920	\$61,290	606,770	1.85	0.97	0.88
ESPN THE MAGAZINE	4959	4085	874	36	36	35	\$81,750	\$82,680	\$79,110	2,059,571	2.41	1.98	0.42
ESQUIRE	2100	1281	819	46	49	40	\$58,510	\$65,080	\$51,080	713,038	2.95	1.80	1.15
ESSENCE	5128	1479	3649	43	40	44	\$41,950	\$38,300	\$43,580	1,101,289	4.66	1.34	3.31
FAMILY CIRCLE	14671	1003	13668	57	54	57	\$51,020	\$46,810	\$51,470	3,914,927	3.75	0.26	3.49
FAMILYFUN	4103	565	3538	40	45	39	\$64,660	\$54,870	\$66,950	2,043,904	2.01	0.28	1.73

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FIELD & STREAM	5554	4707	847	46	47	41	\$61,770	\$63,920	\$43,310	1,529,413	3.63	3.08	0.55
FIRST FOR WOMEN	4565	257	4307	47	44	47	\$60,840	\$53,050	\$61,730	1,315,269	3.47	0.20	3.27
FITNESS	4199	523	3677	42	42	42	\$75,250	\$59,430	\$78,570	1,557,370	2.70	0.34	2.36
FLYING	917	633	284	51	53	43	\$74,270	\$77,450	\$61,650	201,866	4.54	3.14	1.41
FOOD & WINE	3946	1382	2564	50	46	53	\$79,050	\$82,720	\$77,200	927,648	4.25	1.49	2.76
FORBES	3351	2327	1024	54	55	52	\$76,110	\$78,460	\$69,270	919,742	3.64	2.53	1.11
FORTUNE	2936	1985	951	51	52	47	\$83,270	\$94,890	\$63,170	865,517	3.39	2.29	1.10
FOUR WHEELER	1901	1286	615	35	38	29	\$63,710	\$69,620	\$47,460	208,708	9.11	6.16	2.95
GAMEPRO	2092	1620	472	26	25	30	\$58,670	\$64,740	\$40,210	N/A	N/A	N/A	N/A
GLAMOUR	6732	588	6144	35	43	35	\$75,790	\$63,660	\$76,830	2,290,452	2.94	0.26	2.68
GLOBE	2899	888	2010	51	50	51	\$41,450	\$49,180	\$38,890	383,622	7.56	2.31	5.24
GOLF DIGEST	4476	3782	694	50	49	52	\$97,170	\$101,000	\$71,500	1,659,576	2.70	2.28	0.42
GOLF MAGAZINE	5441	4492	950	53	53	53	\$79,700	\$83,210	\$58,630	1,414,751	3.85	3.18	0.67
GOOD HOUSEKEEPING	16592	1515	15078	56	55	56	\$53,150	\$60,700	\$52,520	4,684,811	3.54	0.32	3.22
GOURMET MAGAZINE	2760	935	1825	54	53	54	\$79,080	\$85,570	\$76,110	977,267	2.82	0.96	1.87
GQ	2173	1386	788	38	43	30	\$72,870	\$77,390	\$62,860	919,880	2.36	1.51	0.86
GUNS & AMMO	4399	3697	702	47	49	33	\$54,110	\$54,850	\$48,520	447,945	9.82	8.25	1.57
HARPER'S BAZAAR	2766	431	2335	46	48	45	\$60,890	\$69,710	\$59,180	709,019	3.90	0.61	3.29
HEALTH	4398	834	3564	53	52	53	\$57,670	\$59,470	\$56,930	1,371,279	3.21	0.61	2.60
HEMISPHERES (UNITED AIRLINES)	1721	932	788	45	46	44	\$106,000	\$103,000	\$110,000	N/A	N/A	N/A	N/A
HOME	2957	632	2325	45	45	45	\$58,020	\$61,680	\$56,870	819,728	3.61	0.77	2.84
HOT ROD	5054	4249	804	42	43	30	\$56,680	\$57,740	\$47,370	672,682	7.51	6.32	1.20
HOUSE BEAUTIFUL	4738	715	4023	55	53	56	\$60,180	\$61,540	\$59,870	825,404	5.74	0.87	4.87
INC.	912	529	383	48	51	45	\$65,140	\$66,680	\$62,180	712,961	1.28	0.74	0.54
INSTYLE	5388	648	4741	40	42	40	\$86,430	\$95,140	\$86,130	1,757,429	3.07	0.37	2.70
IN TOUCH WEEKLY	7023	1264	5758	34	36	33	\$66,640	\$50,780	\$70,790	898,911	7.81	1.41	6.41
JET	7839	2943	4895	46	45	46	\$42,450	\$45,490	\$41,180	900,109	8.71	3.27	5.44
KIPLINGER'S PERSONAL FINANCE	2578	1553	1025	56	59	49	\$84,020	\$93,160	\$74,140	825,080	3.12	1.88	1.24
LADIES' HOME JOURNAL	10985	741	10244	59	61	59	\$48,030	\$44,380	\$48,320	3,840,645	2.86	0.19	2.67
LUCKY	3312	719	2593	37	42	35	\$78,990	\$70,380	\$80,990	1,160,603	2.85	0.62	2.23
MACWORLD	1839	1230	608	45	46	41	\$73,420	\$83,200	\$58,680	331,102	5.55	3.71	1.84
MAD MAGAZINE	2691	1892	798	39	39	40	\$43,240	\$41,450	\$44,710	N/A	N/A	N/A	N/A
MARIE CLAIRE	3720	504	3216	34	34	34	\$67,470	\$29,900	\$71,030	1,007,814	3.69	0.50	3.19
MARTHA STEWART LIVING	5439	509	4930	54	48	54	\$74,440	\$68,800	\$75,300	2,030,150	2.68	0.25	2.43
MAXIM	6991	5852	1138	34	35	33	\$75,590	\$78,190	\$62,060	2,521,709	2.77	2.32	0.45
MEN'S FITNESS	2726	2277	449	39	39	38	\$69,560	\$71,030	\$60,440	704,703	3.87	3.23	0.64
MEN'S HEALTH	5777	4988	789	42	42	41	\$83,580	\$85,230	\$76,680	1,859,701	3.11	2.68	0.42
MEN'S JOURNAL	1886	1430	456	42	43	39	\$63,810	\$63,720	\$64,650	713,092	2.64	2.01	0.64
METROPOLITAN HOME	1770	357	1414	51	48	52	\$56,280	\$54,450	\$57,270	567,731	3.12	0.63	2.49
MIDWEST LIVING	3465	520	2945	60	62	60	\$60,100	\$61,490	\$59,680	972,279	3.56	0.53	3.03
MODERN BRIDE	1423	294	1129	31	31	31	\$61,790	\$47,830	\$65,100	313,630	4.54	0.94	3.60
MONEY MAGAZINE	5053	3248	1806	56	56	58	\$84,750	\$97,740	\$63,580	1,913,459	2.64	1.70	0.94
MORE	2400	233	2166	52	46	52	\$83,240	\$61,420	\$85,980	1,303,566	1.84	0.18	1.66
MOTOR TREND MAGAZINE	4407	3850	557	46	46	42	\$72,500	\$73,350	\$65,510	1,117,016	3.95	3.45	0.50
MUSCLE & FITNESS	1960	1468	492	37	38	32	\$51,230	\$57,250	\$43,260	420,545	4.66	3.49	1.17
NATIONAL EXAMINER	2592	820	1772	46	46	46	\$44,670	\$31,960	\$47,950	N/A	N/A	N/A	N/A
NATIONAL GEOGRAPHIC	19950	11275	8674	53	53	53	\$65,980	\$69,780	\$61,110	5,060,377	3.94	2.23	1.71

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NATIONAL GEOGRAPHIC ADVENTURE	1676	881	795	41	42	38	\$60,380	\$62,660	\$52,520	614,873	2.73	1.43	1.29
NATIONAL GEOGRAPHIC TRAVELER	2345	1091	1255	52	56	49	\$75,280	\$71,580	\$78,630	727,551	3.22	1.50	1.72
NATURAL HISTORY	1097	542	555	49	51	45	\$44,430	\$49,150	\$42,480	240,226	4.57	2.26	2.31
NEW YORK MAGAZINE	1653	578	1075	51	50	51	\$81,030	\$76,880	\$82,990	431,626	3.83	1.34	2.49
NEWSWEEK	13155	6864	6291	55	55	55	\$73,540	\$79,780	\$66,610	2,701,893	4.87	2.54	2.33
NORTH AMERICAN FISHERMAN	2422	1978	444	50	51	40	\$58,380	\$61,380	\$43,540	455,814	5.31	4.34	0.97
NORTH AMERICAN HUNTER	4632	3655	976	44	46	37	\$57,470	\$60,440	\$44,860	814,990	5.68	4.48	1.20
O, THE OPRAH MAGAZINE	9679	939	8740	49	49	49	\$65,300	\$56,170	\$66,060	2,365,333	4.09	0.40	3.70
OFFICIAL XBOX MAGAZINE	1197	848	349	30	27	40	\$53,450	\$60,170	\$40,480	347,838	3.44	2.44	1.00
OUTDOOR LIFE	4271	3324	947	47	48	43	\$57,650	\$60,950	\$41,800	932,708	4.58	3.56	1.02
OUTSIDE	1585	967	618	43	43	41	\$92,330	\$95,090	\$87,100	687,916	2.30	1.41	0.90
PARENTING	4903	858	4045	33	36	33	\$61,590	\$65,580	\$60,450	2,161,727	2.27	0.40	1.87
PARENTS	6011	850	5162	33	36	32	\$62,060	\$50,610	\$64,950	2,208,135	2.72	0.38	2.34
PC GAMER	1604	1281	323	30	29	31	\$77,520	\$76,940	\$81,700	149,427	10.73	8.57	2.16
PC MAGAZINE	1646	1247	399	42	43	35	\$64,090	\$72,130	\$40,900	608,119	2.71	2.05	0.66
PC WORLD	2031	1438	593	48	49	45	\$73,260	\$77,900	\$58,720	603,999	3.36	2.38	0.98
PENTHOUSE	2500	1924	575	38	40	33	\$47,340	\$48,630	\$44,700	310,150	8.06	6.20	1.85
PEOPLE MAGAZINE	30261	6946	23315	47	49	46	\$69,770	\$71,530	\$69,310	3,691,819	8.20	1.88	6.32
PETERSEN'S 4WHEEL & OFF-ROAD	2347	1648	699	33	36	26	\$64,850	\$67,350	\$52,390	318,450	7.37	5.18	2.20
PETERSEN'S HUNTING	3633	2827	806	42	43	34	\$60,060	\$63,890	\$42,980	302,421	12.01	9.35	2.67
PLAYBOY	9473	7845	1628	39	41	31	\$61,910	\$63,010	\$57,740	2,617,116	3.62	3.00	0.62
PLAYSTATION: THE OFFICIAL	1408	1036	373	28	25	33	\$50,730	\$53,750	\$43,650	N/A	N/A	N/A	N/A
POPULAR MECHANICS	4681	4065	616	49	51	41	\$73,410	\$72,550	\$80,310	1,231,830	3.80	3.30	0.50
POPULAR PHOTOGRAPHY & IMAGING	1712	1068	643	50	52	45	\$62,720	\$65,120	\$57,870	359,404	4.76	2.97	1.79
POPULAR SCIENCE	5453	4558	895	46	47	38	\$70,520	\$70,040	\$73,040	1,319,602	4.13	3.45	0.68
PREVENTION	7816	1091	6725	58	64	57	\$57,120	\$52,860	\$57,940	3,339,616	2.34	0.33	2.01
READER'S DIGEST	23876	9173	14704	59	59	58	\$52,990	\$56,740	\$50,590	8,168,667	2.92	1.12	1.80
REAL SIMPLE	5228	491	4736	44	45	44	\$80,280	\$92,240	\$79,430	1,980,061	2.64	0.25	2.39
REDBOOK	6661	482	6179	49	50	49	\$63,700	\$45,920	\$65,290	2,209,059	3.02	0.22	2.80
ROAD & TRACK	2894	2574	321	44	44	42	\$77,030	\$79,800	\$51,690	723,245	4.00	3.56	0.44
ROLLING STONE	5682	3469	2213	34	35	31	\$77,360	\$80,660	\$72,450	1,469,213	3.87	2.36	1.51
RUNNER'S WORLD	1692	703	989	40	43	34	\$83,780	\$93,550	\$79,640	664,647	2.55	1.06	1.49
SCIENTIFIC AMERICAN	2281	1461	820	48	51	44	\$74,280	\$83,860	\$57,990	610,685	3.74	2.39	1.34
SELF MAGAZINE	4158	321	3837	37	42	37	\$78,880	\$64,190	\$79,950	1,482,664	2.80	0.22	2.59
SEVENTEEN	4556	618	3938	24	31	23	\$61,540	\$43,430	\$65,660	2,034,494	2.24	0.30	1.94
SHAPE	3925	561	3364	36	37	36	\$87,780	\$37,910	\$96,910	1,701,023	2.31	0.33	1.98
SIERRA MAGAZINE	1243	538	705	52	50	55	\$58,780	\$64,420	\$51,620	599,400	2.07	0.90	1.18
SKY (DELTA AIRLINES)	4067	2022	2044	46	46	46	\$92,530	\$91,950	\$93,080	N/A	N/A	N/A	N/A
SMARTMONEY	2919	1848	1071	55	56	53	\$81,890	\$86,300	\$71,190	818,307	3.57	2.26	1.31
SMITHSONIAN	6703	3037	3665	60	60	61	\$64,830	\$74,070	\$55,410	2,029,532	3.30	1.50	1.81
SOAP OPERA DIGEST	4031	765	3266	45	47	45	\$44,810	\$38,270	\$45,460	517,884	7.78	1.48	6.31
SOAP OPERA WEEKLY	2723	478	2245	43	45	42	\$46,640	\$93,050	\$42,430	169,674	16.05	2.82	13.23
SOUTHERN LIVING	10154	1954	8200	55	55	55	\$64,770	\$74,630	\$62,380	2,834,589	3.58	0.69	2.89
SPIN	1255	644	610	36	34	39	\$55,760	\$55,950	\$55,700	460,787	2.72	1.40	1.32
SPIRIT (SOUTHWEST AIRLINES)	2671	1303	1369	49	50	48	\$100,000	\$106,000	\$95,420	N/A	N/A	N/A	N/A
SPORTING NEWS	2868	2395	473	41	41	39	\$68,890	\$74,420	\$46,520	632,258	4.54	3.79	0.75

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SPORTS ILLUSTRATED	15630	12870	2759	44	44	45	\$78,840	\$80,750	\$69,110	3,218,133	4.86	4.00	0.86
STAR	8774	1946	6828	39	40	38	\$65,680	\$58,030	\$68,040	1,225,521	7.16	1.59	5.57
SUNSET	3551	1014	2537	57	62	56	\$71,070	\$71,590	\$70,900	1,202,831	2.95	0.84	2.11
TENNIS	1147	629	518	47	51	43	\$56,810	\$65,290	\$46,330	606,383	1.89	1.04	0.85
TEXAS MONTHLY	1291	613	678	50	54	46	\$70,200	\$72,430	\$68,380	302,435	4.27	2.03	2.24
THE AMERICAN LEGION	3933	3008	925	66	67	65	\$47,030	\$49,520	\$41,120	2,430,285	1.62	1.24	0.38
THE ATLANTIC MONTHLY	1180	630	550	54	57	49	\$71,920	\$88,950	\$53,130	456,529	2.58	1.38	1.20
THE ECONOMIST	2327	1429	898	45	47	41	\$101,000	\$116,000	\$82,540	786,977	2.96	1.82	1.14
THE FAMILY HANDYMAN	6003	4127	1875	52	52	50	\$66,250	\$65,410	\$68,950	1,162,231	5.17	3.55	1.61
THE NATIONAL ENQUIRER	6490	2009	4481	48	49	48	\$53,070	\$50,830	\$54,490	891,375	7.28	2.25	5.03
THE NEW YORKER	3671	1476	2195	55	57	53	\$73,660	\$80,040	\$68,400	1,051,152	3.49	1.40	2.09
THE SATURDAY EVENING POST	1181	415	766	64	60	68	\$38,630	\$46,310	\$33,760	354,992	3.33	1.17	2.16
THE SOURCE	2133	1138	995	32	32	33	\$41,980	\$45,300	\$39,490	N/A	N/A	N/A	N/A
TIME	18271	9989	8282	53	52	53	\$68,440	\$71,980	\$64,740	3,360,135	5.44	2.97	2.46
TOWN & COUNTRY	1649	437	1212	54	53	54	\$49,610	\$54,520	\$46,560	455,087	3.62	0.96	2.66
TRADITIONAL HOME	2602	466	2136	51	41	53	\$70,270	\$40,880	\$75,300	987,191	2.64	0.47	2.16
TRAVEL + LEISURE	3369	1453	1916	50	50	50	\$89,480	\$104,000	\$82,550	960,147	3.51	1.51	2.00
TV GUIDE	11773	4385	7389	54	54	54	\$47,370	\$47,830	\$47,070	3,256,962	3.61	1.35	2.27
US AIRWAYS	2308	1167	1141	49	49	48	\$91,140	\$108,000	\$79,630	339,206	6.80	3.44	3.36
U.S. NEWS & WORLD REPORT	9619	6062	3557	58	59	58	\$63,970	\$64,800	\$62,370	1,583,914	6.07	3.83	2.25
US WEEKLY	8718	1764	6954	31	32	31	\$74,890	\$63,000	\$76,930	1,902,964	4.58	0.93	3.65
VANITY FAIR	3715	1169	2546	48	50	47	\$68,650	\$60,900	\$72,930	1,190,997	3.12	0.98	2.14
VIBE	3480	1637	1843	35	32	37	\$38,870	\$39,850	\$37,670	817,825	4.26	2.00	2.25
VOGUE	4952	933	4019	40	42	40	\$69,950	\$59,110	\$73,060	1,293,078	3.83	0.72	3.11
W MAGAZINE	1381	405	976	38	41	37	\$66,800	\$45,660	\$79,070	468,835	2.95	0.86	2.08
WEIGHT WATCHERS	3189	441	2748	51	47	52	\$63,850	\$46,550	\$67,970	1,278,094	2.50	0.35	2.15
WIRED	1932	1255	677	39	39	37	\$81,800	\$91,790	\$66,150	703,593	2.75	1.78	0.96
WOMAN'S DAY	13250	719	12531	57	54	57	\$51,100	\$49,420	\$51,290	3,920,867	3.38	0.18	3.20
WOMAN'S WORLD	9091	729	8363	53	55	53	\$52,380	\$47,310	\$52,770	1,332,904	6.82	0.55	6.27
WORKBENCH	1680	1175	505	54	56	47	\$62,500	\$67,490	\$55,620	278,702	6.03	4.22	1.81
WORKING MOTHER	1422	317	1106	42	43	42	\$58,220	\$54,660	\$59,930	829,087	1.72	0.38	1.33
YANKEE	1653	761	892	52	51	52	\$58,530	\$62,840	\$53,020	351,331	4.70	2.17	2.54
ENGLISH-LANGUAGE HISPANIC MARKET MAGAZINES													
LOWRIDER	2571	1740	831	33	33	32	\$51,840	\$51,130	\$55,190	68,542	37.51	25.39	12.12
HISPANIC MAGAZINE	1226	504	722	44	43	45	\$67,550	\$72,460	\$65,360	316,500	3.87	1.59	2.28
HISPANIC BUSINESS	875	404	471	44	44	45	\$74,560	\$63,130	\$95,430	271,647	3.22	1.49	1.73
LATINA STYLE	1381	490	891	43	44	42	\$53,750	\$62,230	\$47,330	N/A	N/A	N/A	N/A
URBAN LATINO	1257	560	697	43	40	45	\$53,980	\$51,130	\$58,210	N/A	N/A	N/A	N/A
SPANISH-LANGUAGE HISPANIC MARKET MAGAZINES (HISPANICS ONLY)													
AARP SEGUNDA JUVENTUD	620	278	342	51	49	53	\$45,650	\$54,580	\$38,990	N/A	N/A	N/A	N/A
AUTOMUNDO	554	430	124	40	38	45	\$44,490	\$45,030	\$41,050	N/A	N/A	N/A	N/A
CASA & ESTILO INTERNACIONAL	384	151	233	38	35	40	\$45,630	\$54,540	\$24,650	N/A	N/A	N/A	N/A
COSMOPOLITAN EN ESPANOL	1169	318	851	35	35	35	\$ 38,890	\$ 40,750	\$ 38,080	129,049	9.06	2.46	6.59
FAMA MAGAZINE	491	262	229	37	35	39	\$ 38,060	\$ 43,640	\$ 35,690	N/A	N/A	N/A	N/A
FURIA MUSICAL	1149	605	544	33	33	35	\$ 35,630	\$ 38,140	\$ 32,710	N/A	N/A	N/A	N/A
HARPERS BAZAAR EN ESPANOL	366	108	258	40	39	41	\$ 44,650	\$ 48,540	\$ 43,260	N/A	N/A	N/A	N/A

Fall 2008 NCS/NHCS	AUDIENCE (000)			MEDIAN AGE			MEDIAN HH INCOME			AIA CIRC #	READERS PER COPY		
	Total Adults	Total Men	Total Women	Adults	Men	Women	Adults	Men	Women		Adults	Men	Women
MAXIM EN ESPANOL	655	494	161	30	29	35	\$ 51,660	\$ 56,470	\$ 37,850	N/A	N/A	N/A	N/A
MIRA!	920	337	583	36	36	36	\$ 39,770	\$ 42,220	\$ 38,950	93,259	9.86	3.61	6.25
NATIONAL GEOGRAPHIC EN ESPANOL	1153	677	475	40	41	40	\$ 40,590	\$ 45,180	\$ 32,920	39,533	29.17	17.12	12.02
NEWSWEEK EN ESPANOL	529	329	200	43	42	45	\$ 41,160	\$ 48,450	\$ 31,990	N/A	N/A	N/A	N/A
PEOPLE EN ESPANOL	2847	982	1865	37	35	37	\$ 43,710	\$ 45,090	\$ 42,670	552,234	5.16	1.78	3.38
READERS DIGEST SELECCIONES	1569	683	886	43	43	43	\$ 39,110	\$ 37,580	\$ 40,040	376,877	4.16	1.81	2.35
SER PADRES	1107	317	790	35	35	35	\$ 37,890	\$ 46,840	\$ 33,480	N/A	N/A	N/A	N/A
TV NOTAS	1360	507	852	33	32	34	\$ 39,210	\$ 40,880	\$ 38,600	N/A	N/A	N/A	N/A
TV Y NOVELAS	2675	831	1844	35	34	35	\$ 37,900	\$ 41,850	\$ 36,300	184,368	14.51	4.51	10.00
VANIDADES	2110	542	1568	42	40	42	\$ 39,950	\$ 38,830	\$ 40,560	153,424	13.75	3.53	10.22
ENGLISH- & SPANISH-LANGUAGE HISPANIC MARKET MAGAZINES (HISPANICS ONLY)													
LATINA	1667	562	1105	37	36	38	\$48,880	\$54,410	\$44,400	526,329	3.17	1.07	2.10

Fall 2008 NCS/NHCS	AUDIENCE (000)			MEDIAN AGE			MEDIAN HH INCOME			AIA CIRC #	READERS PER COPY		
	Total Adults	Total Men	Total Women	Adults	Men	Women	Adults	Men	Women		Adults	Men	Women