

Category	Publication	Circ	Net CPM or CPI	Neg. Net Rate	Issuance	Size	DECEMBER				JANUARY				FEBRUARY					MARCH				APRIL					MAY					Total Insert	Total Net Cost
							7	14	21	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30			
Magazines	Cooking Light	1,622,543	\$106.47	\$172,747.40	Monthly	1P, BRC																Family Dinner (OS 2/13)				The Fast Issue (OS 4/10)					2	\$345,494.80			
	Cooking Light	1,622,543	\$73.96	\$120,004.70	Monthly	C4																Start the Year off Right (OS 12/26)									1	\$120,004.70			
	Food Network	6,203,500	\$9.35	\$58,016.75	10 Per Year	1P																				Spring Celebration (OS 3/17)					1	\$58,016.75			
	Food Network	6,203,500	\$11.69	\$72,520.74	10 Per Year	C4																Healthy Game On (OS 1/6)									1	\$72,520.74			
	Food Network	6,203,500	\$0.50	\$3,012.50	10 Per Year	Tablet Edition Link																									2	\$6,025.00			
	Health	9,500,000	\$8.93	\$84,822.35	10 Per Year	1P, BRC																				Naturally Gorgeous (OS 3/13)					1	\$84,822.35			
	Health	9,500,000	\$11.16	\$114,544.30	10 Per Year	C4																Kick Start The New Year (OS 12/26)									1	\$114,544.30			
	Weight Watchers	1,021,545	\$59.27	\$60,551.49	6 Per Year	C4																New Year, Healthier You (OS 1/1)				Spring Into Action (OS 2/17)					2	\$121,102.98			
	House Beautiful	710,389	\$135.04	\$95,932.40	10 Per Year	1P																				Indoor/Outdoor Living (OS 3/24)					1	\$95,932.40			
	House Beautiful	710,389	\$175.56	\$124,717.40	10 Per Year	C4	Home for the Holidays (OS 12/1)																				1	\$124,717.40							
	O. The Oprah Magazine	2,056,496	\$49.47	\$101,737.18	Monthly	1P																				Spring Spiff Up (OS 2/17) Are You Ready for Change? (OS 3/17) 15th Anniversary Issue (OS 4/14)					3	\$305,211.54			
	O. The Oprah Magazine	2,056,496	\$64.32	\$132,265.78	Monthly	C4	Brave New You (OS 12/9)																				1	\$132,265.78							
	Women's Health	1,198,479	\$106.45	\$127,574.80	10 Per Year	1P																				Beach Ready (OS 4/17)					1	\$127,574.80			
	Women's Health	1,198,479	\$138.39	\$165,853.45	10 Per Year	C4	Shape Up (OS 12/23)																				1	\$165,853.45							
Online	cbs.com		\$10.24				45,000,000				6,000,000				6,000,000					6,000,000				25,000,000					6,000,000					94,000,000	\$962,560.00
	Hotels.com		\$10.24				30,000,000				5,000,000				5,000,000					5,000,000				12,500,000					5,000,000					62,500,000	\$640,000.00
	LivingSocial.com		\$10.24				30,000,000				5,000,000				5,000,000					5,000,000				12,500,000					5,000,000					62,500,000	\$640,000.00
	Hotwire.com		\$10.24				30,000,000				5,000,000				5,000,000					5,000,000				12,500,000					5,000,000					62,500,000	\$640,000.00
	Ticketmaster.com		\$10.24				30,000,000				5,000,000				5,000,000					5,000,000				12,500,000					5,000,000					62,500,000	\$640,000.00
	Priceline.com		\$10.24				30,000,000				5,000,000				5,000,000					5,000,000				12,500,000					5,000,000					62,500,000	\$640,000.00
OOH	New York			\$164,742.75																											4	\$658,971.00			
	Washington			\$63,849.45																											4	\$255,397.80			
	Boston			\$127,896.00																											4	\$511,584.00			
	Philadelphia			\$120,523.00																											4	\$482,092.00			
Direct Mail	Specia K Original List	100,000	\$0.00	\$0.00																											1	\$0.00			
	Weight Watchers List	700,000	\$108.00	\$5,705.00																											1	\$5,705.00			
Grocery Store Advertising	New York			\$59,005.59																											3	\$177,016.77			
	Washington			\$27,364.05																											3	\$82,092.15			
	Boston			\$34,825.56																											3	\$104,476.68			
	Philadelphia			\$41,030.56																											3	\$123,091.68			
							<b>TOTAL</b>																										<b>\$8,437,074.07</b>		