

*** Media Director Series ***
*** Magazine Reach & Frequency Analysis ***

MARKET: NATIONAL
 TARGET DEMO: WOMEN 35-64
 TARGET DEMO POP: 58,010,000

DATE: 1-Nov-07
 FILE: MAGRF
 CLIENT: DEMO
 REMARKS: SAMPLE
 ONE MONTH

#	PUBLICATION	RATE	TARGET DEMO CIRCULATION	CPM NET REACH	PUB # COMBOS	DUPLICATION PERCENT	PAIR DUPLICATION	GROSS IMPRESSIONS	COMBO NET REACH
1	GOOD HOUSEKEEPING- FP/4C	\$78,715.00	541,500	\$145.36	1 & 2	5.70%	49,809	873,836	824,027
2	METROPOLITAN HOME- FP/4C	\$63,200.00	332,336	\$190.17	1 & 3	7.10%	157,094	2,212,589	2,055,495
3	OPRAH MAGAZINE- FP/4C	\$101,910.00	1,671,089	\$60.98	1 & 4		-	-	-
4				\$0.00	1 & 5		-	-	-
5				\$0.00	2 & 3	5.00%	100,171	2,003,425	1,903,253
		\$243,825.00	2,544,925		2 & 4		-	-	-
					2 & 5		-	-	-
					3 & 4		-	-	-
					3 & 5		-	-	-
					4 & 5		-	-	-

NET REACH PERSONS- 2,254,872
 NET REACH %- 3.9%
 AVG FREQUENCY- 1.1
 TOTAL GRPs- 4.4
 AVG CPM NET REACH- \$108.13

REPORT PREPARED BY: XYZ AGENCY
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