

Spring 2011 NHCS Pocketpiece



Spring 2011 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
ENGLISH-LANGUAGE GENERAL MARKET MAGAZINES													
AARP, THE MAGAZINE	24,230	10,388	13,842	65	65	66	\$51,000	\$55,000	\$47,000	22,395,670	1.08	0.46	0.62
ALL YOU	3,570	305*	3,265	43	39*	43	\$54,000	\$46,000*	\$55,000	1,328,454	2.69	0.23	2.46
ALLURE	4,808	628	4,180	38	42	37	\$61,000	\$42,000	\$64,000	1,108,834	4.34	0.57	3.77
THE AMERICAN LEGION	2,982	2,300	682	64	65	61	\$47,000	\$47,000	\$49,000	2,323,308	1.28	0.99	0.29
AMERICAN RIFLEMAN	3,928	3,534	394	54	55	53	\$55,000	\$57,000	\$39,000	1,812,431	2.17	1.95	0.22
AMERICAN WAY (AMERICAN AIRLINES)	1,800	980	820	53	51	54	\$93,000	\$98,000	\$87,000	318,415	5.65	3.08	2.58
ARCHITECTURAL DIGEST	2,323	953	1,369	54	53	55	\$58,000	\$56,000	\$59,000	823,280	2.82	1.16	1.66
ARTHRITIS TODAY	2,401	556	1,845	63	57	63	\$37,000	\$37,000	\$38,000	744,951	3.22	0.75	2.48
THE ATLANTIC	1,187	786	401	54	55	53	\$72,000	\$72,000	\$72,000	462,175	2.57	1.70	0.87
AUTOMOBILE	2,395	2,060	335*	47	47	46*	\$50,000	\$50,000	\$48,000*	560,541	4.27	3.68	0.60
AMERICAN BABY	3,310	475	2,835	31	31	30	\$45,000	\$36,000	\$46,000	2,002,423	1.65	0.24	1.42
BABY TALK	2,457	440*	2,017	29	26*	29	\$39,000	\$31,000*	\$39,000	2,016,872	1.22	0.22	1.00
BARRON'S	1,024	826	198	54	53	58	\$65,000	\$67,000	\$52,000	305,494	3.35	2.70	0.65
BASSMASTER	1,566	1,292	274*	44	43	51*	\$49,000	\$53,000	\$37,000*	521,300	3.00	2.48	0.53
HARPER'S BAZAAR	2,444	411	2,034	43	34	44	\$59,000	\$46,000	\$61,000	714,249	3.42	0.58	2.85
BETTER HOMES AND GARDENS	19,778	2,199	17,579	55	58	55	\$58,000	\$57,000	\$58,000	7,648,900	2.59	0.29	2.30
BICYCLING MAGAZINE	1,585	1,130	455	44	44	45	\$69,000	\$70,000	\$68,000	437,147	3.63	2.58	1.04
BLACK ENTERPRISE	2,093	955	1,138	51	52	50	\$59,000	\$71,000	\$42,000	507,765	4.12	1.88	2.24
BLOOMBERG BUSINESSWEEK	2,149	1,556	593	48	48	45	\$75,000	\$76,000	\$70,000	921,839	2.33	1.69	0.64
BOATING	1,090	885	205*	48	47	50*	\$42,000	\$45,000	\$40,000*	162,442	6.71	5.45	1.26
BON APPETIT	3,691	843	2,848	52	52	52	\$63,000	\$61,000	\$63,000	1,522,078	2.42	0.55	1.87
BRIDES	2,120	313*	1,807	32	31*	32	\$51,000	\$46,000*	\$54,000	313,707	6.76	1.00	5.76
ARTHUR FROMMER'S BUDGET TRAVEL	2,087	896	1,191	50	50	49	\$57,000	\$60,000	\$54,000	676,095	3.09	1.33	1.76
CAR AND DRIVER	5,113	4,479	634	46	46	47	\$69,000	\$70,000	\$57,000	1,238,416	4.13	3.62	0.51
CAR CRAFT	2,414	2,173	241*	40	40	45*	\$44,000	\$45,000	\$42,000*	209,218	11.54	10.39	1.15
CONSUMER REPORTS	11,461	6,840	4,620	60	60	58	\$70,000	\$71,000	\$69,000	N/A	N/A	N/A	N/A
CONTINENTAL	1,194	641	553	49	50	47	\$100,000	\$107,000	\$90,000	N/A	N/A	N/A	N/A
COOKING CLUB	2,185	636	1,549	52	50	52	\$33,000	\$29,000	\$35,000	576,530	3.79	1.10	2.69
COOKING LIGHT	6,898	930	5,968	53	53	53	\$57,000	\$58,000	\$57,000	1,783,808	3.87	0.52	3.35
COSMOPOLITAN	9,940	1,326	8,613	31	34	31	\$63,000	\$53,000	\$64,000	3,032,211	3.28	0.44	2.84
COUNTRY LIVING	5,773	852	4,921	58	58	57	\$48,000	\$41,000	\$49,000	1,625,196	3.55	0.52	3.03
COUNTRY WEEKLY	1,442	508*	934	49	55*	42	\$43,000	\$38,000*	\$45,000	68,940	20.92	7.37	13.55
CYCLE WORLD	1,208	968	241*	43	41	53*	\$65,000	\$65,000	\$64,000*	242,341	4.98	3.99	0.99
DISCOVER	2,760	1,751	1,009	53	55	51	\$62,000	\$62,000	\$62,000	716,079	3.85	2.45	1.41
EBONY	5,814	2,059	3,755	47	48	46	\$45,000	\$52,000	\$40,000	1,235,865	4.70	1.67	3.04
THE ECONOMIST	1,868	1,303	565	47	49	42	\$103,000	\$106,000	\$97,000	844,387	2.21	1.54	0.67
ELLE	3,734	481	3,253	36	39	36	\$58,000	\$33,000	\$63,000	1,132,860	3.30	0.42	2.87
ELLE DECOR	2,258	549	1,709	49	51	48	\$58,000	\$41,000	\$64,000	579,494	3.90	0.95	2.95
ENDLESS VACATION	2,182	1,012	1,170	54	59	50	\$79,000	\$82,000	\$76,000	N/A	N/A	N/A	N/A
ENTERTAINMENT WEEKLY	7,035	3,199	3,836	42	42	42	\$70,000	\$75,000	\$66,000	1,797,384	3.91	1.78	2.13
ESPN THE MAGAZINE	4,306	3,722	584	38	37	40	\$70,000	\$73,000	\$59,000	2,046,065	2.10	1.82	0.29
ESQUIRE	2,120	1,452	667	44	44	42	\$62,000	\$71,000	\$48,000	719,029	2.95	2.02	0.93

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ENGLISH-LANGUAGE GENERAL MARKET MAGAZINES													
ESSENCE	5,060	1,431	3,629	45	48	44	\$41,000	\$53,000	\$38,000	1,050,013	4.82	1.36	3.46
EVERY DAY WITH RACHAEL RAY	4,286	521*	3,765	46	46*	46	\$58,000	\$55,000*	\$59,000	1,749,877	2.45	0.30	2.15
EVERYDAY FOOD	3,452	754	2,698	53	60	52	\$57,000	\$48,000	\$61,000	1,058,521	3.26	0.71	2.55
FAMILY CIRCLE	11,330	719	10,611	60	57	60	\$48,000	\$34,000	\$49,000	3,816,958	2.97	0.19	2.78
DISNEY FAMILYFUN	3,937	532	3,405	38	42	38	\$58,000	\$52,000	\$60,000	2,128,351	1.85	0.25	1.60
THE FAMILY HANDYMAN	4,505	3,304	1,201	55	55	55	\$69,000	\$72,000	\$58,000	1,116,213	4.04	2.96	1.08
FIELD & STREAM	4,447	3,640	807	51	50	53	\$56,000	\$58,000	\$51,000	1,258,410	3.53	2.89	0.64
FIRST FOR WOMEN	3,453	247*	3,206	52	50*	52	\$54,000	\$59,000*	\$54,000	1,310,696	2.63	0.19	2.45
NORTH AMERICAN FISHERMAN	2,263	1,879	385*	53	53	56*	\$50,000	\$50,000	\$44,000*	502,806	4.50	3.74	0.77
FITNESS	4,350	825	3,525	42	43	42	\$66,000	\$75,000	\$63,000	1,501,244	2.90	0.55	2.35
FOOD & WINE	4,024	1,341	2,682	50	49	50	\$74,000	\$81,000	\$69,000	954,592	4.22	1.40	2.81
FORBES	2,935	2,084	850	53	54	50	\$72,000	\$77,000	\$58,000	928,900	3.16	2.24	0.92
FORTUNE	1,743	1,182	561	52	51	55	\$79,000	\$82,000	\$54,000	845,043	2.06	1.40	0.66
PETERSEN'S 4WHEEL & OFF-ROAD	2,523	2,149	374*	39	38	45*	\$61,000	\$62,000	\$57,000*	285,036	8.85	7.54	1.31
FOUR WHEELER	1,333	1,117	215*	38	37	43*	\$57,000	\$59,000	\$48,000*	190,924	6.98	5.85	1.13
GAME INFORMER	5,182	4,124	1,058	29	28	35	\$52,000	\$53,000	\$50,000	5,954,884	0.87	0.69	0.18
GARDENING HOW-TO	3,857	1,243	2,614	58	58	58	\$45,000	\$40,000	\$50,000	608,456	6.34	2.04	4.30
GLAMOUR	7,397	751	6,647	36	40	36	\$69,000	\$48,000	\$74,000	2,304,146	3.21	0.33	2.88
GLOBE	2,602	1,365	1,237	50	46	54	\$42,000	\$40,000	\$45,000	290,015	8.97	4.71	4.27
GOLF DIGEST	3,871	3,342	530	54	54	56	\$85,000	\$87,000	\$67,000	1,672,888	2.31	2.00	0.32
GOLF MAGAZINE	3,479	2,980	499	53	52	56	\$78,000	\$81,000	\$65,000	1,430,563	2.43	2.08	0.35
GOOD HOUSEKEEPING	13,453	1,025	12,427	57	56	57	\$56,000	\$48,000	\$57,000	4,336,711	3.10	0.24	2.87
GQ	3,343	2,352	991	35	36	31	\$72,000	\$79,000	\$54,000	939,067	3.56	2.50	1.06
GUNS & AMMO	3,872	3,526	346*	44	45	39*	\$54,000	\$55,000	\$46,000*	381,533	10.15	9.24	0.91
HANDY	1,425	1,129	295*	54	55	48*	\$48,000	\$49,000	\$40,000*	732,654	1.94	1.54	0.40
HEALTH	4,631	950	3,681	50	52	50	\$61,000	\$56,000	\$63,000	1,370,770	3.38	0.69	2.69
HEMISPHERES (UNITED AIRLINES)	1,015	587	428	48	47	49	\$143,000	\$138,000	\$150,000	N/A	N/A	N/A	N/A
HOT ROD	4,442	3,869	574	44	44	46	\$47,000	\$47,000	\$50,000	651,578	6.82	5.94	0.88
HOUSE BEAUTIFUL	4,196	397	3,800	56	51	57	\$55,000	\$51,000	\$55,000	821,707	5.11	0.48	4.62
NORTH AMERICAN HUNTER	3,635	3,020	615	47	48	44	\$53,000	\$53,000	\$56,000	860,138	4.23	3.51	0.72
PETERSEN'S HUNTING	2,656	2,272	384*	45	46	43*	\$49,000	\$49,000	\$46,000*	205,409	12.93	11.06	1.87
INSTYLE	5,131	491	4,640	40	39	41	\$84,000	\$57,000	\$87,000	1,713,802	2.99	0.29	2.71
INTOUCH WEEKLY	8,374	1,110	7,264	35	38	34	\$63,000	\$62,000	\$63,000	682,634	12.27	1.63	10.64
JET	7,016	2,818	4,199	47	49	46	\$44,000	\$57,000	\$36,000	820,557	8.55	3.43	5.12
KIPLINGER'S PERSONAL FINANCE	1,883	1,273	610	60	63	54	\$85,000	\$85,000	\$86,000	640,163	2.94	1.99	0.95
LADIES' HOME JOURNAL	9,175	686	8,489	61	59	61	\$52,000	\$54,000	\$52,000	3,267,239	2.81	0.21	2.60
LUCKY	3,464	562	2,901	36	45	35	\$64,000	\$47,000	\$69,000	1,122,736	3.09	0.50	2.58
MACWORLD	1,102	690	412	47	47	48	\$66,000	\$70,000	\$59,000	N/A	N/A	N/A	N/A
MAD	1,642	1,238	404	40	37	46	\$50,000	\$49,000	\$51,000	N/A	N/A	N/A	N/A
MARIE CLAIRE	2,874	396*	2,478	37	35*	38	\$63,000	\$62,000*	\$63,000	963,305	2.98	0.41	2.57
MARTHA STEWART LIVING	5,047	587	4,460	53	46	53	\$67,000	\$80,000	\$65,000	2,060,304	2.45	0.28	2.16
MAXIM	7,287	5,565	1,723	34	35	31	\$66,000	\$69,000	\$58,000	2,530,440	2.88	2.20	0.68

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ENGLISH-LANGUAGE GENERAL MARKET MAGAZINES													
MEN'S FITNESS	2,624	2,200	424	42	42	43	\$68,000	\$68,000	\$68,000	600,215	4.37	3.67	0.71
MEN'S HEALTH	4,625	3,988	637	45	46	42	\$79,000	\$81,000	\$66,000	1,892,760	2.44	2.11	0.34
MEN'S JOURNAL	1,345	1,086	259*	45	46	40*	\$73,000	\$73,000	\$78,000*	724,854	1.86	1.50	0.36
MIDWEST LIVING	2,371	350	2,020	60	63	59	\$55,000	\$53,000	\$56,000	979,488	2.42	0.36	2.06
MONEY MAGAZINE	4,531	3,012	1,519	54	56	51	\$81,000	\$86,000	\$70,000	1,918,430	2.36	1.57	0.79
MORE	1,650	228*	1,422	53	52*	53	\$70,000	\$68,000*	\$70,000	1,301,106	1.27	0.18	1.09
MOTOR TREND	3,962	3,538	424	46	47	45	\$64,000	\$65,000	\$57,000	1,129,326	3.51	3.13	0.38
MUSCLE & FITNESS	2,162	1,742	419	37	37	36	\$61,000	\$64,000	\$49,000	370,313	5.84	4.70	1.13
NATIONAL ENQUIRER	6,476	2,271	4,205	51	49	53	\$44,000	\$46,000	\$44,000	659,562	9.82	3.44	6.38
NATIONAL EXAMINER	2,653	989	1,665	48	47	48	\$36,000	\$37,000	\$35,000	N/A	N/A	N/A	N/A
NATIONAL GEOGRAPHIC	19,332	10,805	8,526	56	56	56	\$59,000	\$61,000	\$57,000	4,445,603	4.35	2.43	1.92
NATURAL HISTORY	1,022	535	488	53	53	54	\$48,000	\$57,000	\$41,000	N/A	N/A	N/A	N/A
NEW YORK MAGAZINE	1,470	697	773	52	52	53	\$72,000	\$77,000	\$66,000	405,398	3.63	1.72	1.91
THE NEW YORKER	3,091	1,562	1,528	58	58	58	\$68,000	\$74,000	\$64,000	1,035,579	2.98	1.51	1.48
NEWSWEEK	8,213	4,480	3,733	55	57	53	\$70,000	\$73,000	\$67,000	1,530,486	5.37	2.93	2.44
O, THE OPRAH MAGAZINE	8,975	954	8,021	53	50	54	\$57,000	\$44,000	\$58,000	2,461,464	3.65	0.39	3.26
OFFICIAL XBOX MAGAZINE	1,394	1,099	295*	31	30	43*	\$45,000	\$47,000	\$41,000*	N/A	N/A	N/A	N/A
OK! WEEKLY	7,410	1,254	6,156	33	34	32	\$65,000	\$61,000	\$65,000	747,040	9.92	1.68	8.24
OUTDOOR LIFE	3,425	2,806	619	51	51	51	\$54,000	\$56,000	\$45,000	755,103	4.54	3.72	0.82
OUTSIDE	963	600	363	45	46	42	\$75,000	\$79,000	\$62,000	678,566	1.42	0.88	0.53
PARENTING: EARLY YEARS	3,849	714	3,134	33	38	33	\$61,000	\$48,000	\$64,000	N/A	N/A	N/A	N/A
PARENTING: SCHOOL YEARS	2,713	408*	2,305	36	38*	36	\$51,000	\$51,000*	\$51,000	N/A	N/A	N/A	N/A
PARENTS	4,589	773	3,815	34	36	33	\$58,000	\$59,000	\$58,000	2,215,645	2.07	0.35	1.72
PC MAGAZINE	1,054	838	217*	48	48	44*	\$56,000	\$61,000	\$29,000*	N/A	N/A	N/A	N/A
PC WORLD	1,268	904	364*	52	52	54*	\$64,000	\$72,000	\$47,000*	405,049	3.13	2.23	0.90
PENTHOUSE	2,254	1,723	531*	35	36	31*	\$52,000	\$51,000	\$52,000*	137,744	16.36	12.51	3.85
PEOPLE	28,858	6,667	22,190	47	49	46	\$67,000	\$64,000	\$68,000	3,556,753	8.11	1.87	6.24
PLAYBOY	6,673	5,612	1,061	40	41	30	\$57,000	\$58,000	\$54,000	1,509,982	4.42	3.72	0.70
PLAYSTATION: THE OFFICIAL MAGAZINE	1,292	983	309*	30	28	39*	\$47,000	\$47,000	\$45,000*	N/A	N/A	N/A	N/A
POPULAR MECHANICS	4,447	3,964	482	53	53	50	\$64,000	\$66,000	\$50,000	1,214,383	3.66	3.26	0.40
POPULAR PHOTOGRAPHY	1,167	765	403	50	55	46	\$66,000	\$71,000	\$54,000	354,206	3.29	2.16	1.14
POPULAR SCIENCE	4,305	3,576	729	53	54	52	\$63,000	\$65,000	\$52,000	1,302,472	3.31	2.75	0.56
PREVENTION	6,624	1,010	5,614	59	60	59	\$53,000	\$53,000	\$53,000	2,903,417	2.28	0.35	1.93
READER'S DIGEST	16,243	5,882	10,361	61	62	60	\$51,000	\$59,000	\$48,000	5,653,440	2.87	1.04	1.83
REAL SIMPLE	5,138	620	4,518	48	56	47	\$83,000	\$120,000	\$80,000	2,011,092	2.55	0.31	2.25
REDBOOK	5,236	362*	4,873	50	45*	51	\$58,000	\$55,000*	\$58,000	2,211,659	2.37	0.16	2.20
ROAD & TRACK	2,629	2,410	219*	47	46	50*	\$70,000	\$72,000	\$44,000*	628,672	4.18	3.83	0.35
ROLLING STONE	4,293	2,542	1,751	36	37	35	\$67,000	\$71,000	\$63,000	1,467,739	2.92	1.73	1.19
RUNNER'S WORLD	2,162	1,089	1,073	41	42	39	\$102,000	\$88,000	\$115,000	716,867	3.02	1.52	1.50
THE SATURDAY EVENING POST	940	412	528	69	68	70	\$41,000	\$41,000	\$42,000	356,284	2.64	1.16	1.48
SCIENTIFIC AMERICAN	2,174	1,519	655	56	57	53	\$74,000	\$76,000	\$69,000	476,867	4.56	3.19	1.37
SELF	4,470	226*	4,244	41	47*	40	\$65,000	\$54,000*	\$66,000	1,545,247	2.89	0.15	2.75

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ENGLISH-LANGUAGE GENERAL MARKET MAGAZINES													
SEVENTEEN	4,227	377*	3,850	25	32*	24	\$52,000	\$52,000*	\$52,000	2,016,049	2.10	0.19	1.91
SHAPE	4,733	431	4,302	40	46	39	\$69,000	\$52,000	\$72,000	1,656,678	2.86	0.26	2.60
SKY (DELTA AIRLINES)	2,998	1,478	1,520	46	46	46	\$95,000	\$109,000	\$82,000	600,414	4.99	2.46	2.53
SMARTMONEY	1,981	1,354	627	56	57	54	\$76,000	\$82,000	\$59,000	812,305	2.44	1.67	0.77
SMITHSONIAN	5,639	2,994	2,645	63	64	63	\$59,000	\$60,000	\$56,000	2,075,114	2.72	1.44	1.27
SOAP OPERA DIGEST	3,125	359*	2,766	51	48*	51	\$46,000	\$45,000*	\$46,000	417,429	7.49	0.86	6.63
SOAP OPERA WEEKLY	1,645	209*	1,437	51	39*	51	\$34,000	\$50,000*	\$33,000	142,419	11.55	1.47	10.09
THE SOURCE	1,702	1,103	598	29	27	32	\$39,000	\$43,000	\$35,000	N/A	N/A	N/A	N/A
SOUTHERN LIVING	9,033	1,614	7,420	57	55	58	\$62,000	\$74,000	\$59,000	2,830,179	3.19	0.57	2.62
SPIN	1,081	613	467	34	37	32	\$62,000	\$55,000	\$75,000	459,168	2.35	1.34	1.02
SPIRIT (SOUTHWEST AIRLINES)	1,907	886	1,021	50	49	50	\$91,000	\$115,000	\$70,000	464,592	4.10	1.91	2.20
SPORTING NEWS	1,929	1,659	270*	43	43	45*	\$63,000	\$64,000	\$42,000*	507,313	3.80	3.27	0.53
SPORTS ILLUSTRATED	13,586	11,224	2,362	45	45	47	\$71,000	\$72,000	\$65,000	3,207,861	4.24	3.50	0.74
STAR	9,351	1,943	7,408	37	38	37	\$56,000	\$52,000	\$58,000	880,256	10.62	2.21	8.42
SUNSET	4,065	1,157	2,908	56	55	57	\$70,000	\$77,000	\$67,000	1,262,722	3.22	0.92	2.30
TENNIS	954	593	361	45	39	51	\$66,000	\$78,000	\$42,000	605,760	1.57	0.98	0.60
TEXAS MONTHLY	1,491	817	674	56	56	55	\$63,000	\$73,000	\$52,000	314,089	4.75	2.60	2.15
THIS OLD HOUSE	2,620	1,522	1,098	56	56	57	\$61,000	\$70,000	\$51,000	966,525	2.71	1.57	1.14
TIME	17,345	9,390	7,955	54	55	53	\$66,000	\$70,000	\$62,000	3,376,226	5.14	2.78	2.36
TOWN & COUNTRY	1,680	305*	1,375	52	61*	51	\$51,000	\$40,000*	\$56,000	460,117	3.65	0.66	2.99
TRADITIONAL HOME	2,253	312*	1,942	56	51*	57	\$60,000	\$59,000*	\$60,000	872,390	2.58	0.36	2.23
TRAVEL + LEISURE	2,899	1,226	1,673	53	54	52	\$74,000	\$77,000	\$72,000	970,733	2.99	1.26	1.72
CONDE NAST TRAVELER	2,043	863	1,180	52	58	48	\$66,000	\$64,000	\$68,000	811,754	2.52	1.06	1.45
NATIONAL GEOGRAPHIC TRAVELER	3,133	1,847	1,286	51	51	50	\$64,000	\$62,000	\$68,000	725,106	4.32	2.55	1.77
TV GUIDE	7,876	2,929	4,947	57	58	56	\$43,000	\$48,000	\$39,000	2,024,092	3.89	1.45	2.44
US AIRWAYS	1,498	713	786	51	50	51	\$92,000	\$109,000	\$80,000	299,730	5.00	2.38	2.62
U.S. NEWS & WORLD REPORT	3,846	2,339	1,507	60	61	59	\$59,000	\$61,000	\$56,000	N/A	N/A	N/A	N/A
US WEEKLY	10,550	1,906	8,644	35	36	34	\$70,000	\$59,000	\$73,000	1,980,862	5.33	0.96	4.36
VANITY FAIR	3,882	1,009	2,872	48	49	48	\$76,000	\$72,000	\$77,000	1,227,707	3.16	0.82	2.34
VOGUE	4,811	747	4,065	42	45	41	\$65,000	\$36,000	\$72,000	1,248,121	3.85	0.60	3.26
W MAGAZINE	1,096	286*	811	46	46*	47	\$52,000	\$47,000*	\$53,000	463,385	2.37	0.62	1.75
WEIGHT WATCHERS	3,415	467*	2,948	51	53*	51	\$52,000	\$45,000*	\$54,000	1,338,692	2.55	0.35	2.20
WIRED	1,904	1,306	598	42	40	50	\$76,000	\$82,000	\$57,000	798,020	2.39	1.64	0.75
WOMAN'S DAY	13,476	689	12,787	57	57	57	\$50,000	\$47,000	\$51,000	3,863,710	3.49	0.18	3.31
WOMAN'S WORLD	8,918	793	8,125	54	47	54	\$45,000	\$46,000	\$45,000	1,308,599	6.81	0.61	6.21
WORKBENCH: MY HOME MY STYLE	1,426	695	732	51	56	47	\$51,000	\$57,000	\$44,000	N/A	N/A	N/A	N/A
WORKING MOTHER	1,445	351*	1,094	45	51*	42	\$43,000	\$45,000*	\$41,000	833,601	1.73	0.42	1.31
YANKEE	1,637	776	861	60	57	62	\$52,000	\$56,000	\$49,000	357,903	4.57	2.17	2.41

Spring 2011 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
ENGLISH-LANGUAGE HISPANIC MARKET MAGAZINES													
LOWRIDER	1,863	1,498	365	34	34	34	\$42,000	\$41,000	\$46,000	55,416	33.62	27.03	6.59
HISPANIC MAGAZINE	1,247	721	526	44	43	46	\$53,000	\$55,000	\$49,000	N/A	N/A	N/A	N/A
LATINA STYLE	1,143	569	574	43	46	41	\$50,000	\$49,000	\$50,000	149,800	7.63	3.80	3.83
URBAN LATINO	615	330	285	34	30	40	\$37,000	\$43,000	\$33,000	N/A	N/A	N/A	N/A
SPANISH-LANGUAGE HISPANIC MARKET MAGAZINES (HISPANICS ONLY)													
AUTOMUNDO	571	415	156*	36	34	42*	\$50,000	\$61,000	\$25,000*	73,429	7.78	5.65	2.12
CASA & ESTILO INTERNACIONAL	474	173*	302	43	40*	45	\$36,000	\$52,000*	\$31,000	N/A	N/A	N/A	N/A
COSMOPOLITAN EN ESPANOL	1,234	292	942	34	33	34	\$49,000	\$51,000	\$49,000	105,328	11.72	2.77	8.94
ESPN DEPORTES LA REVISTA	748	613	135*	33	32	36*	\$49,000	\$53,000	\$37,000*	N/A	N/A	N/A	N/A
FURIA MUSICAL	752	471	281	35	34	36	\$43,000	\$43,000	\$42,000	N/A	N/A	N/A	N/A
HARPER'S BAZAAR EN ESPANOL	468	135*	333	42	36*	46	\$48,000	\$63,000*	\$39,000	N/A	N/A	N/A	N/A
MAXIM EN ESPANOL	540	357	182	34	35	32	\$50,000	\$59,000	\$42,000	N/A	N/A	N/A	N/A
NATIONAL GEOGRAPHIC EN ESPANOL	1,419	767	652	43	40	46	\$42,000	\$46,000	\$39,000	N/A	N/A	N/A	N/A
PEOPLE EN ESPANOL	2,756	881	1,874	37	37	37	\$45,000	\$50,000	\$43,000	569,081	4.84	1.55	3.29
SER PADRES	1,062	341	721	36	36	36	\$43,000	\$50,000	\$37,000	707,843	1.50	0.48	1.02
SIEMPRE MUJER	1,013	320*	694	36	27*	37	\$45,000	\$47,000*	\$44,000	514,558	1.97	0.62	1.35
TV NOTAS	1,534	470	1,063	36	35	37	\$43,000	\$47,000	\$42,000	48,723	31.48	9.65	21.82
TV Y NOVELAS	2,626	824	1,802	40	38	41	\$41,000	\$44,000	\$39,000	284,739	9.22	2.89	6.33
VANIDADES	2,326	670	1,656	42	41	43	\$42,000	\$42,000	\$43,000	311,292	7.47	2.15	5.32
ENGLISH- & SPANISH-LANGUAGE HISPANIC MARKET MAGAZINES (HISPANICS ONLY)													
AARP VIVA	546	266	279	62	60	64	\$50,000	\$54,000	\$40,000	N/A	N/A	N/A	N/A
LATINA	1,003	279	724	41	41	41	\$48,000	\$61,000	\$44,000	505,173	1.99	0.55	1.43

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