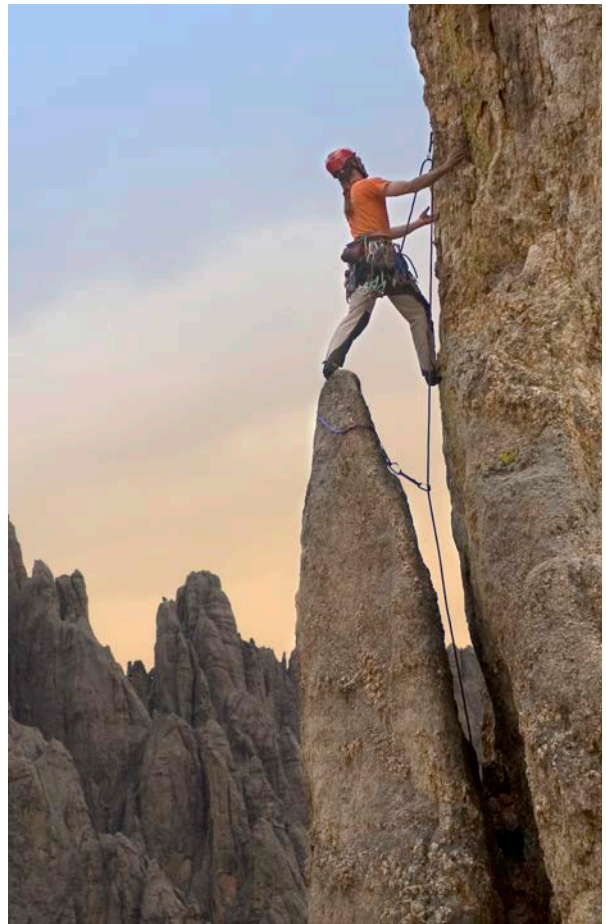
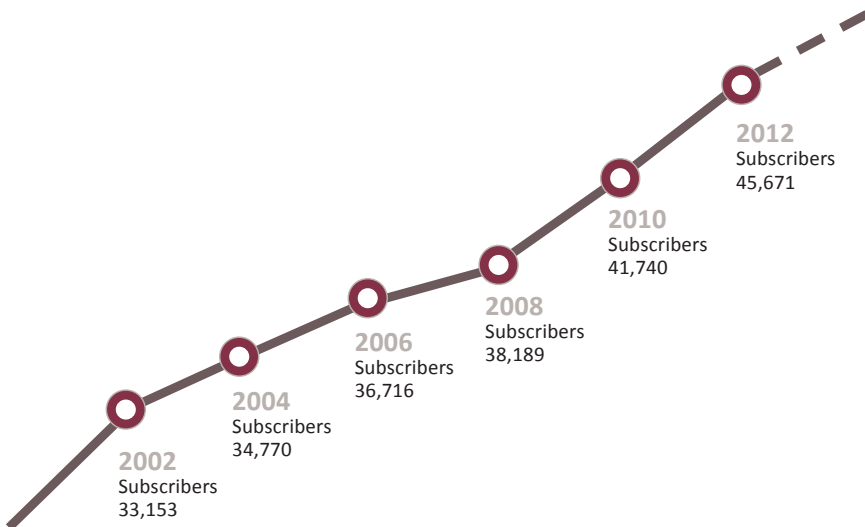


Steady Growth in paid subscribers for 28 years



MAGAZINE READERSHIP

Frequency 6 issues/year
 Total Audience 186,730
 Circulation 45,671
 Readers per Copy 4
 Distribution 46,683 / issue
 Subscription Price \$23 for 6 issues
 Cover Price \$4.95
 Renewal Rate 86.5%
(Industry standard with similar publications: 40-60%)

ONLINE FOLLOWERS

Monthly Visitors* 109,862
 Monthly Page views* 171,364
 Unique Visits 72%
 Facebook Followers 11,500
 Twitter Followers 5,500
 Monthly E-Newsletter Subscribers 12,300
 *Based on average of one year.

AN AVERAGE OF FOUR READERS
 ENJOY EACH ISSUE OF THE
 MAGAZINE — MAKING OUR
 READERSHIP OVER 180,000!

ANNUAL POSTAL STATEMENT

Every time we publish and circulate a magazine, we file a statement with the U.S. Postal Service. And once a year we publish a summary statement. Not many media companies can provide such specific information on circulation and readership. We're always happy to share all of our data and numbers with our advertisers. Below you'll find our most recent annual USPS statement.

Extent and Nature of Circulation		Average number of copies per issue preceding 12 mos.	Actual number of copies in Nov./Dec. 2013
a. Total no. copies (net press run)		49,128	48,145
b. Paid and/or requested circulation	(1) Paid/request outside-county sales, and other non-USPS paid distribution mail subscriptions stated on Form 3541	44,969	44,523
	(2) Paid in-county subscriptions stated on Form 3541	0	0
	(3) Sales through dealers and carriers street vendors, counter sales, and other non-USPS paid distribution	2,960	2,994
	(4) Other classes mailed through the USPS	0	0
c. Total paid and/or requested circulation		47,939	47,517
d. Free distribution by mail	(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541	0	0
	(2) Free or Nominal Rate In-County Copies included on PS Form 3541	0	0
	(3) Free or Nominal Rate Copies Mailed at other Classes Through the USPS (e.g. First-Class Mail)	0	0
	(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	205	205
e. Free distribution outside the mail		205	205
f. Total distribution		48,144	48,322
g. Copies not distributed		1,150	600
h. Total		49,294	48,322
i. Percent Paid and/or Requested Circulation		99.6	99.6