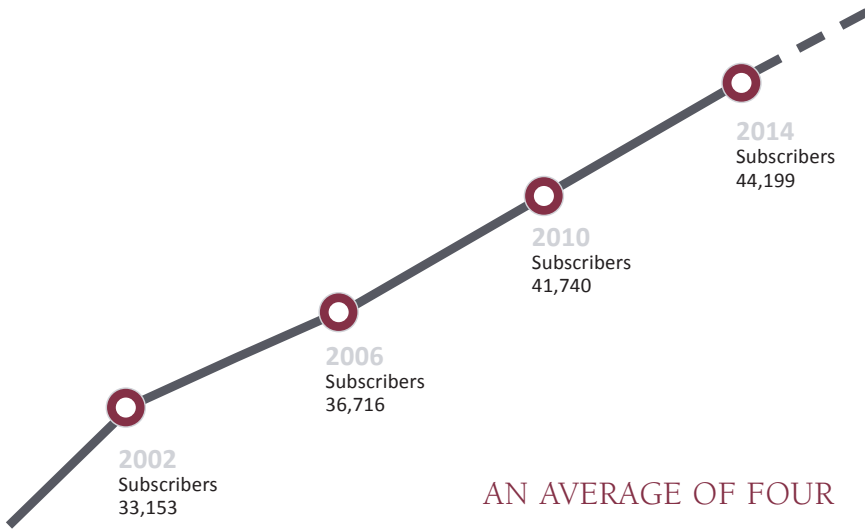


Steady Growth in paid subscribers for 30 years



AN AVERAGE OF FOUR
READERS ENJOY EACH ISSUE
OF THE MAGAZINE — MAKING OUR
READERSHIP OVER 176,000!



MAGAZINE READERSHIP

Frequency 6 issues per year
 Total Audience 176,000
 Circulation 44,000
 Readers per Copy 4
 Distribution 46,700 per 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* 125,715
 Monthly Page Views* 186,344
 Unique Visits 78.89%
 Facebook Followers 18,570
 Twitter Followers 8,843
 Monthly E-Newsletter Subscribers 13,552
 *Based on average of one year.

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. 2014 |
|--|--|--|---|
| a. Total no. copies (net press run) | | 47,732 | 47,250 |
| b. Paid and/or requested circulation | (1) Paid/request outside-county sales, and other non-USPS paid distribution mail subscriptions stated on Form 3541 | 43,486 | 43,439 |
| | (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 | 3,051 | 3,006 |
| | (4) Other classes mailed through the USPS | 0 | 0 |
| c. Total paid and/or requested circulation | | 46,537 | 46,445 |
| 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 | | 46,742 | 46,650 |
| g. Copies not distributed | | 990 | 600 |
| h. Total | | 47,732 | 47,250 |
| i. Percent Paid and/or Requested Circulation | | 99.6 | 99.6 |