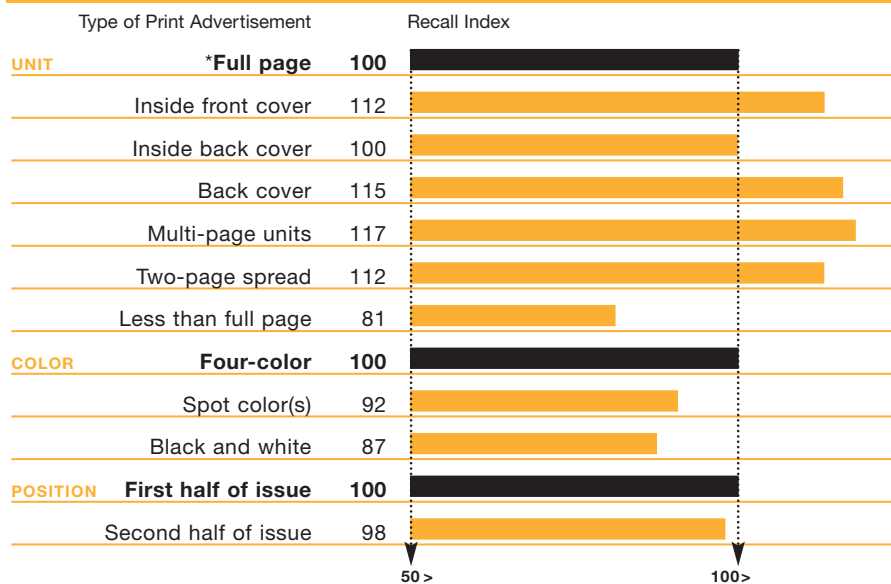


Readership by Advertising Unit Type

The Impact of Magazine Advertising by Creative and Positioning Units

Impact of Magazine Advertising by Type of Unit, Color and Position



Based on a compilation of studies done by Affinity Research, the following indices show average recall scores among readers with a full page unit as the base. Comparable recall rates among readers for ads in both the first half and second half of magazine issues demonstrate reader's interest in the magazine is sustained throughout the entire issue.

*Four color, two color and black and white. Source: Affinity Research Vista Print Rating Service, 2006