

*The Magazine
Retail Sales
Experience*

2007

Key Industry Performance Figures

2007

All Magazines

<i>Dollar Sales</i>	<i>\$4.9 billion</i>	<i>Plus 2.98%</i>
<i>Unit Sales</i>	<i>1.42 billion</i>	<i>Minus 0.5%</i>

Audited Magazines Only (ABC and BPA)

<i>Dollar Sales</i>	<i>\$3.21 billion</i>	<i>Plus 3.3%</i>
<i>Unit Sales</i>	<i>930 million</i>	<i>Plus 0.4%</i>

<i>2007 Sales Efficiency.(1stHalf)</i>	<i>37.8%</i>
<i>2006 Sales Efficiency.(1st Half)</i>	<i>36.2%</i>