

Pure

PUBLIC PLACE

*Understanding The Dynamic Nature of This
Important Source of Magazine Distribution*

Misperception Public Place circulation is..... “Bulk” circulation as bundles of magazines that are indiscriminately dumped somewhere of dubious value!

Our mission is to correct this misperception by communicating the facts about public place audience & circulation delivery in order to support the buying & selling process through a “best practices” platform.

DJG & WRSS come highly credentialed – both leaders in their respective areas. DJG is the premiere full services marketing agency specializing in audience development. WRSS pioneered Public Place ('88) and distributes the lion's share of all copies in the market.

**Defying the BULK
Myth**

Public Place Delivers Critical Mass in Total Audience & RPC

Public Place Must Be Used Strategically To Enhance MRI Metrics

Public Place Readers Are Engaged

Public Place Is Perceived Valuable By The Venue & The Patron

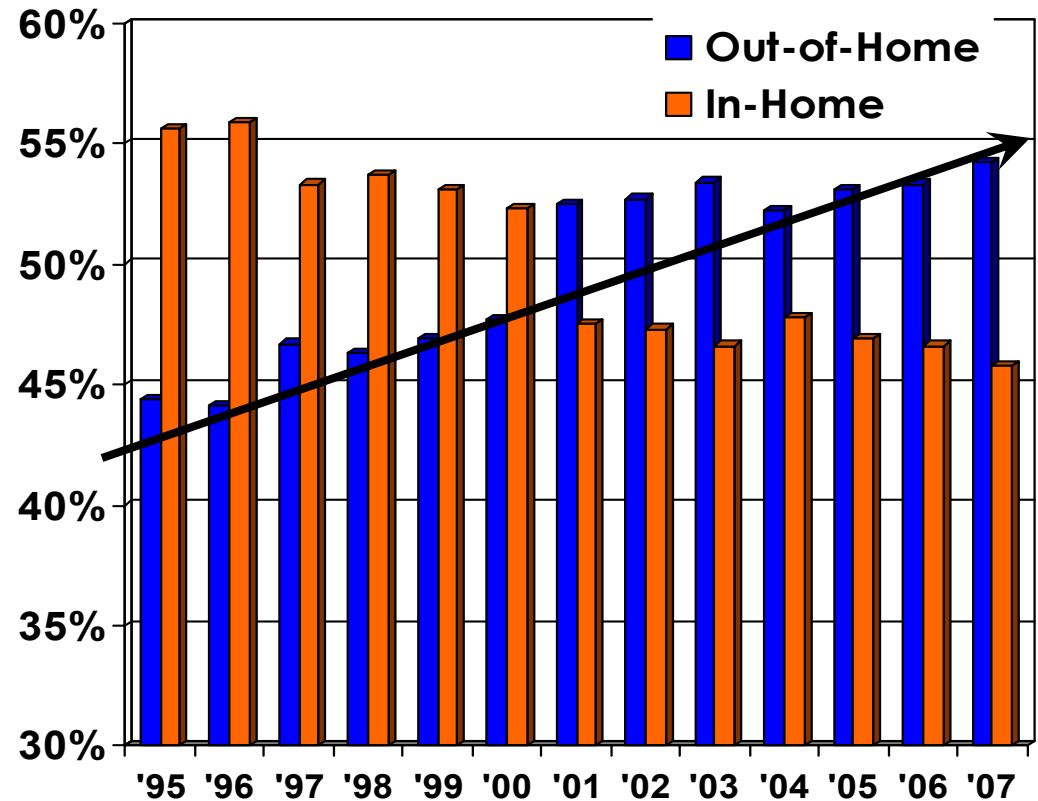
Public Place Is Not A Commodity: Quality Fundamentals Matter

Qualitative Development Process Must Continue

Since 2001A Gradual Fundamental Shift in Magazine Readership
 Out-of-Home (OOH) copies have consistently delivered more readers overall than In-home.

MRI OOH Categories

- Doctor's Office
- Dentist Office
- Barbershops
- Beauty Salons
- Library/School
- Business Reception
- Airplane
- Traveling To/From Work
- Traveling: Other
- At Work
- At Newsstand/Store
- Someone Else's Home
- Other

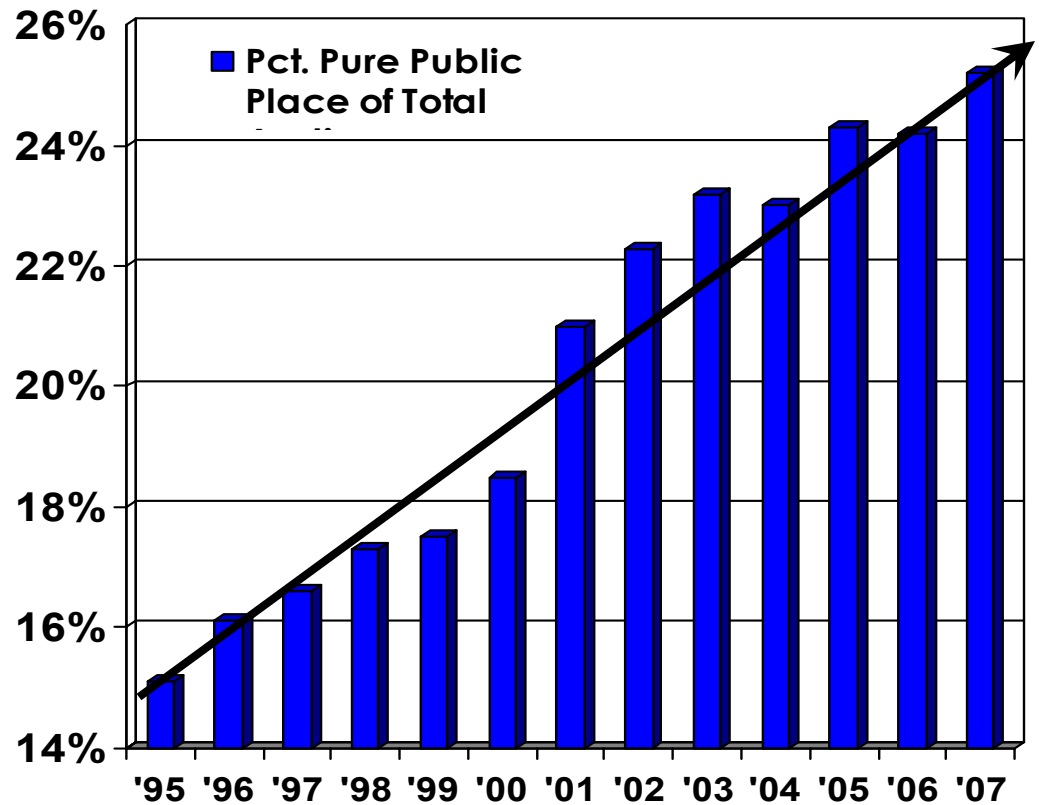


Readership in Pure Public Places Drives Fundamental Shift....

1-in-4 of all MRI measured magazines readers originates in a waiting room!

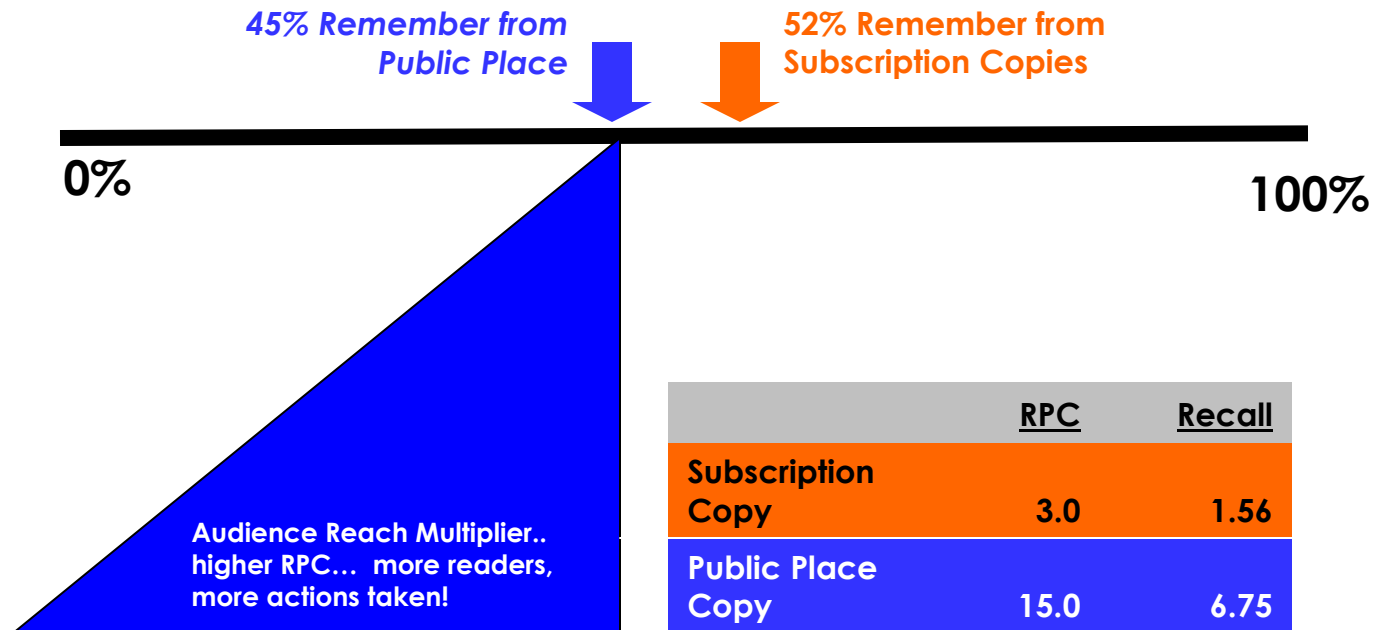
MRI OOH Categories

- Doctor's Office
- Dentist Office
- Barbershops
- Beauty Salons
- Library/School
- Business Reception
- Airplane
- Traveling To/From Work
- Traveling: Other
- At Work
- At Newsstand/Store
- Someone Else's Home
- Other



Ad Recall Measurement By Source of Readership:

When factoring in higher RPC - Public Place copies provide a reach environment with many more readers taking action!



Source: Affinity Research

VISTA Print Effectiveness Tracking Service

Variables Relating Directly To Fundamental Shift In Readership To Public Place

External

Socioeconomic Factors

Lack of Time

Media Competition

Internal

Growth In Available Venues

Database Technology

Targeting Advances

Trial & Sampling Opportunities

Need To Find New Generation of Readers

Quantitative

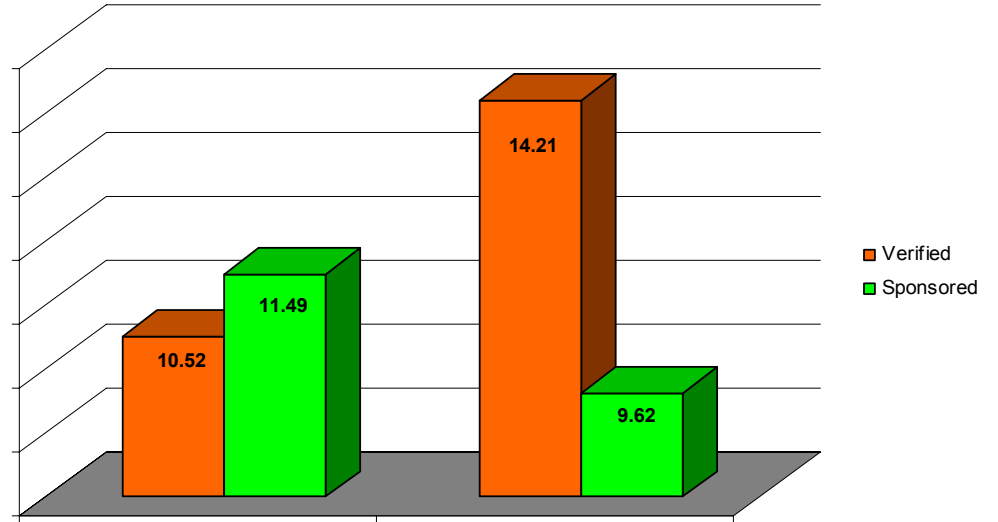
Insert Card Response

High Renewal Rate

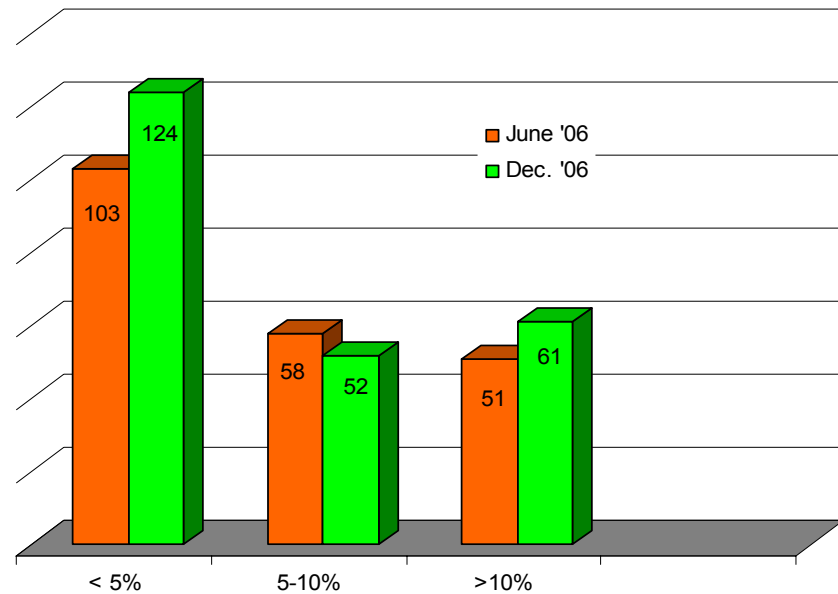
Aggregate Audience Delivery

Ability to Affect Specific Audience Objectives

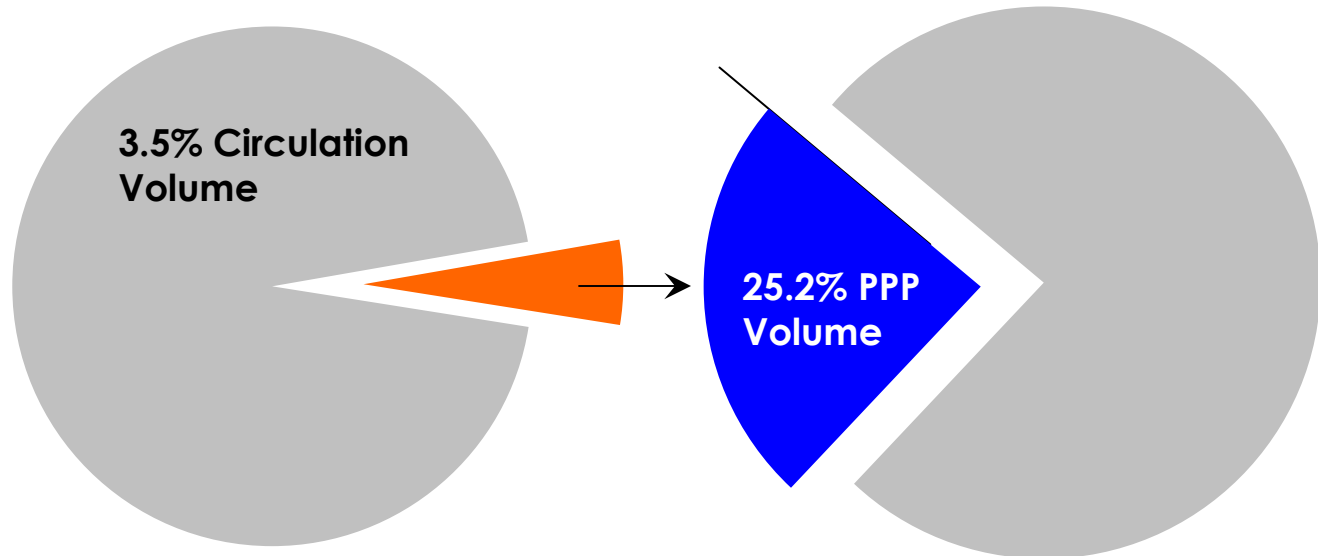
Accumulative use of Verified & Sponsored (source ABC)



Title Reporting Splits: Verified Percentage of Total Circulation (source ABC)



Public Place distribution is enormously effective efficient....A small number of circulated copies (3.5%) produces a disproportionately large share of audience (25% Pure Public Place).



A Proven Public Place Success Formula -

Quality Database +

Editorial Affinity Matching +

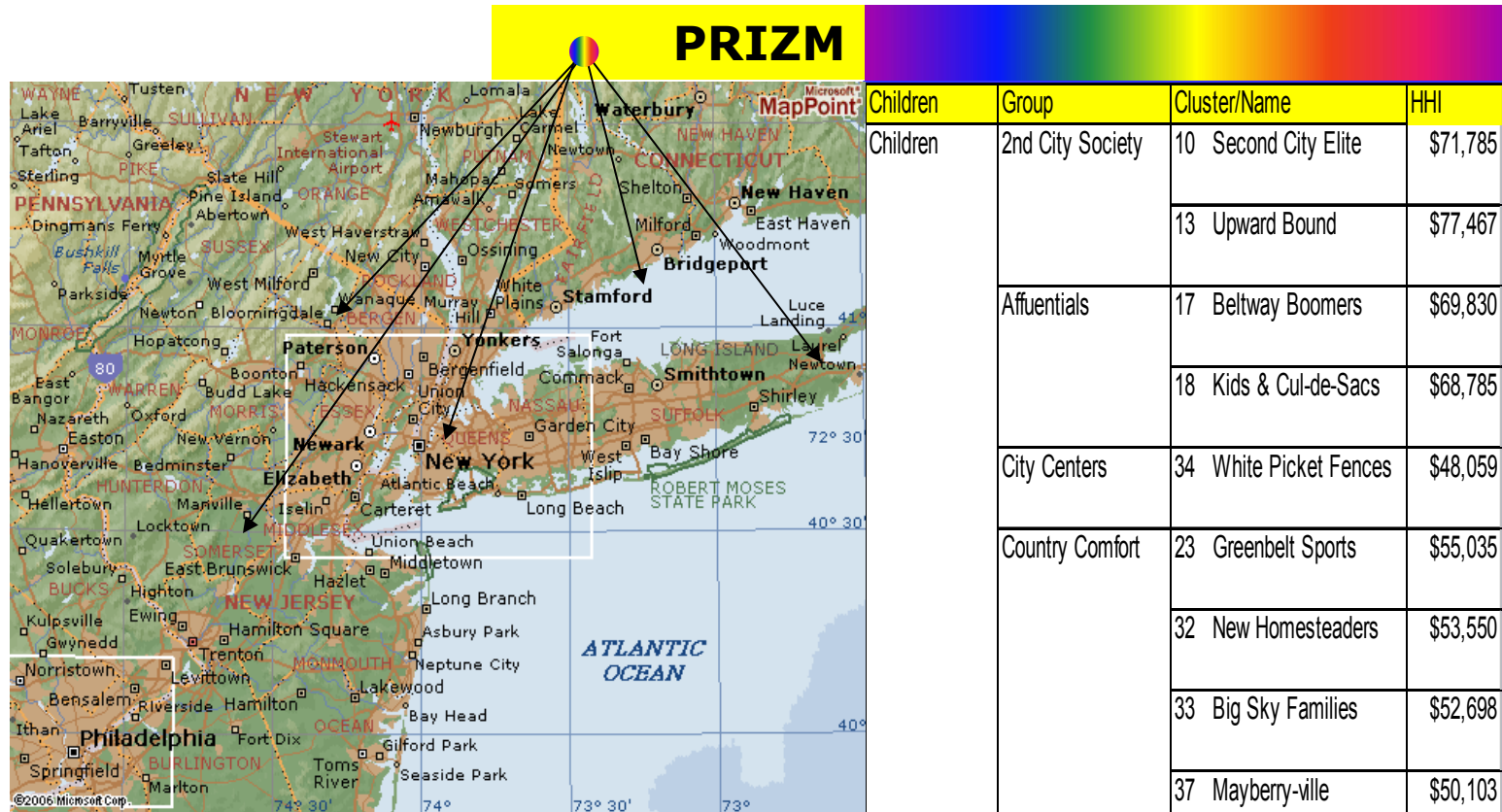
**Careful Geographic &
Demographic Targeting =**

Effective Public Place

Database Example: Depth of Affinity

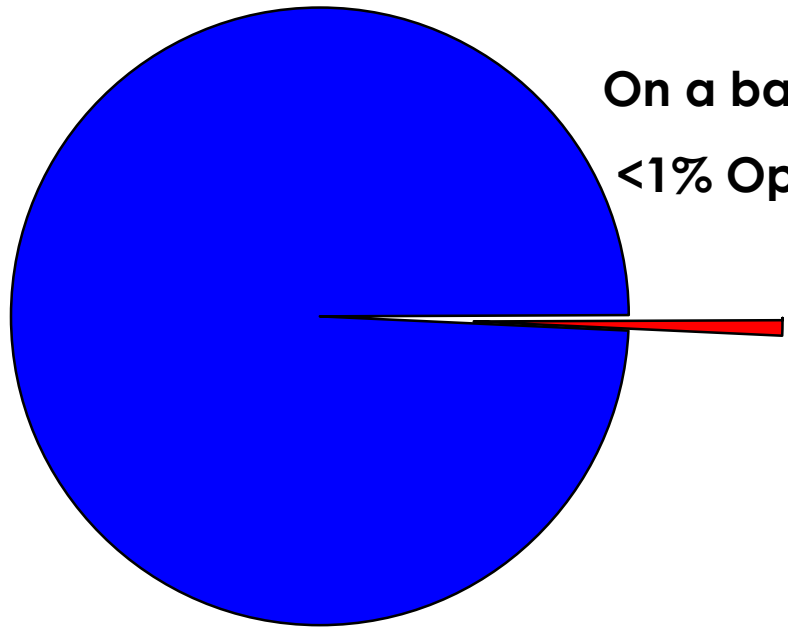
Pediatric	General		36,036
	Pediatric Specialties	Allergy	103
		Cardiology	305
		Critical Care	22
		Endocrinology	62
		Gastroenterology	68
		Nephrology	31
		Oncology	70
		Orthopedic	64
		Psychology	304
		Pulmonary	58
		Radiology	12
		Surgery	122

Using geo-demographic targeting is the key to building and delivering the optimum audience



WRSS

2007 WRSS Opt-Out Results



**On a base of 1.5MM venues
<1% Opt-Out**

**As An Industry.....Our In-Home Paid Focus No Longer Singularly Fits.....
The Print Media Consumption Habits of Our Customers.**

Public place is:

- Individually addressed
- Strategically targeted
- ABC auditable
- Copies of proven readership value seen as an asset to the venue & a benefit to their customers
- A great trial and audience development tool for publishers ...
- And..... a fundamental value advertisers receive as they represent over 1 in 4 magazine readers!

