



Demographic Profile

Total Adults (000) 18,331
Readers Per Copy 6.96

Total Women (000) 15,440
Readers Per Copy 5.87

Women	Audience (000)	Comp (%)	Index
Age			
18-24	5,128	33.2	274
25-34	4,089	26.5	154
18-34	9,218	59.7	203
35-49	4,175	27.0	95
Median	30.3		
IEI			
\$20,000+	6,837	44.3	114
\$25,000+	5,754	37.3	111
Median	\$26,409		
HHI			
\$30,000+	11,946	77.4	106
\$40,000+	10,254	66.4	105
Median	\$57,298		
Education			
Attended/Graduated College+	9,791	63.4	115
Employment			
Total Employed	10,835	70.2	123
Full-Time	7,922	51.3	120
Marital Status			
Single	6,983	45.2	202
Married	5,932	38.4	72
Div/Wid/Sep	2,524	16.3	68
Other			
Women w/ children	8,396	54.4	127
Working women w/ children	5,795	37.5	136
County			
A/B	11,687	75.7	106
C/D	3,753	24.3	85



To connect with the most involved readership

	“One of My Favorites”	Mean Reading Time
COSMOPOLITAN	53.8%	71 Minutes
Vogue	39.6%	59
Lucky	37.8%	48
InStyle	35.0%	46
Elle	32.8%	61
Glamour	34.7%	57
Self	37.9%	59
Marie Claire	27.8%	51
Allure	31.8%	50



To accumulate its audience faster than the competition

	<u>Week 2</u>		<u>Week 4</u>	
	%	Aud (000)	%	Aud (000)
COSMOPOLITAN	44%	6,757	65%	10,089
Allure	39%	2,096	59%	3,191
Elle	34%	1,559	52%	2,430
Glamour	24%	2,755	47%	5,320
InStyle	36%	3,171	57%	4,914
Lucky	37%	841	54%	1,221
Marie Claire	40%	1,383	57%	1,965
Self	40%	2,289	60%	3,377
Vogue	38%	3,690	58%	5,614

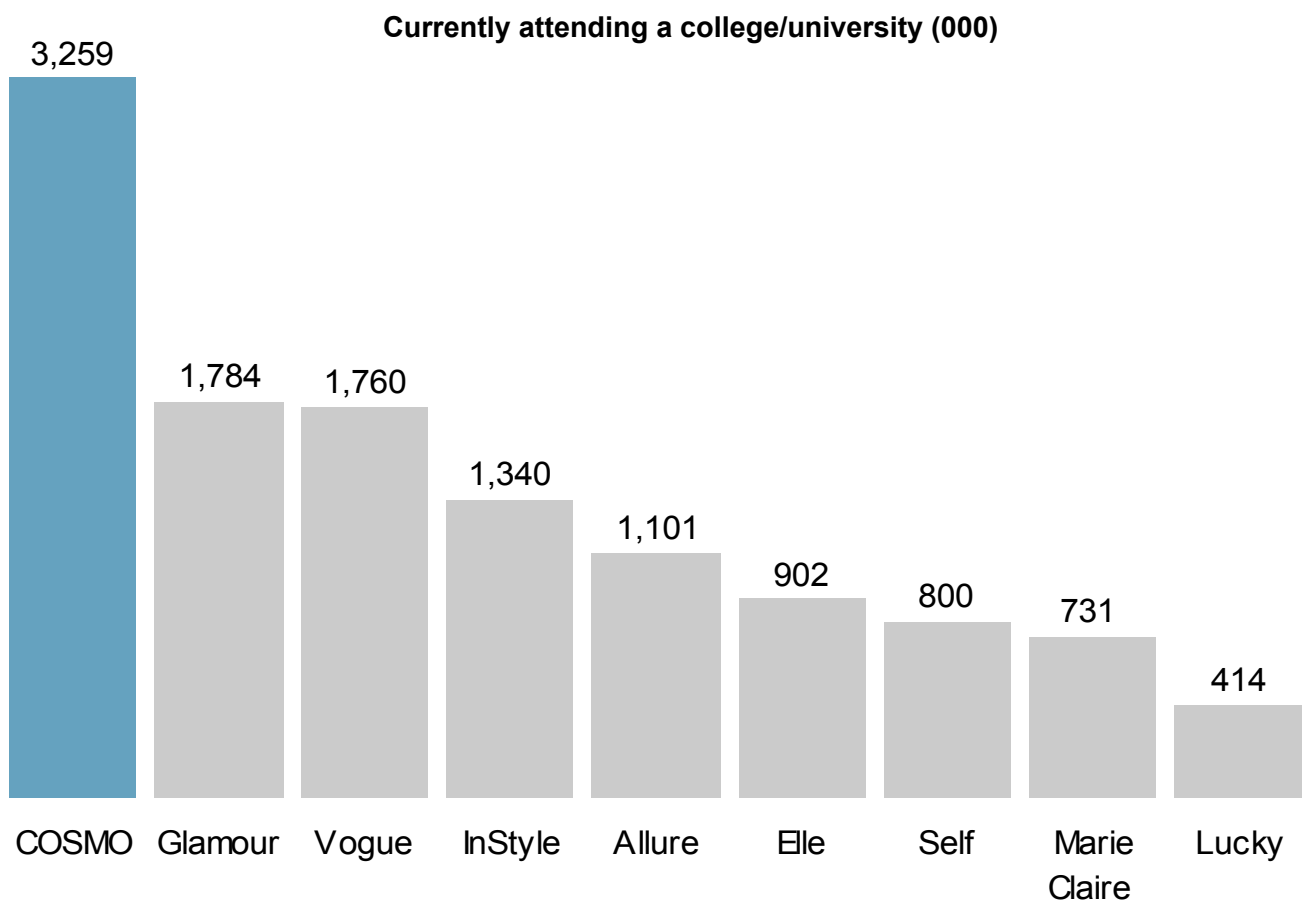


More loyal readers who are more likely to see your ad

Number of Issues Read

	3 out of 4		4 out of 4		3-4 out of 4	
	Aud (000)	% Comp	Aud (000)	% Comp	Aud (000)	% Comp
COSMOPOLITAN	1,847	12.0	6,222	40.3	8,069	52.3
Glamour	1,562	13.7	4,220	36.9	5,782	50.6
Vogue	1,190	12.3	2,982	30.8	4,171	43.1
InStyle	1,041	12.0	2,849	32.8	3,890	44.7
Self	707	12.5	2,186	38.5	2,893	51.0
Allure	519	9.6	1,509	28.0	2,028	37.6
Elle	534	11.5	1,354	29.2	1,888	40.7
Marie Claire	503	14.5	1,034	29.8	1,537	44.4
Lucky	154	6.9	1,103	49.2	1,257	56.0

To strengthen your connection to the college market



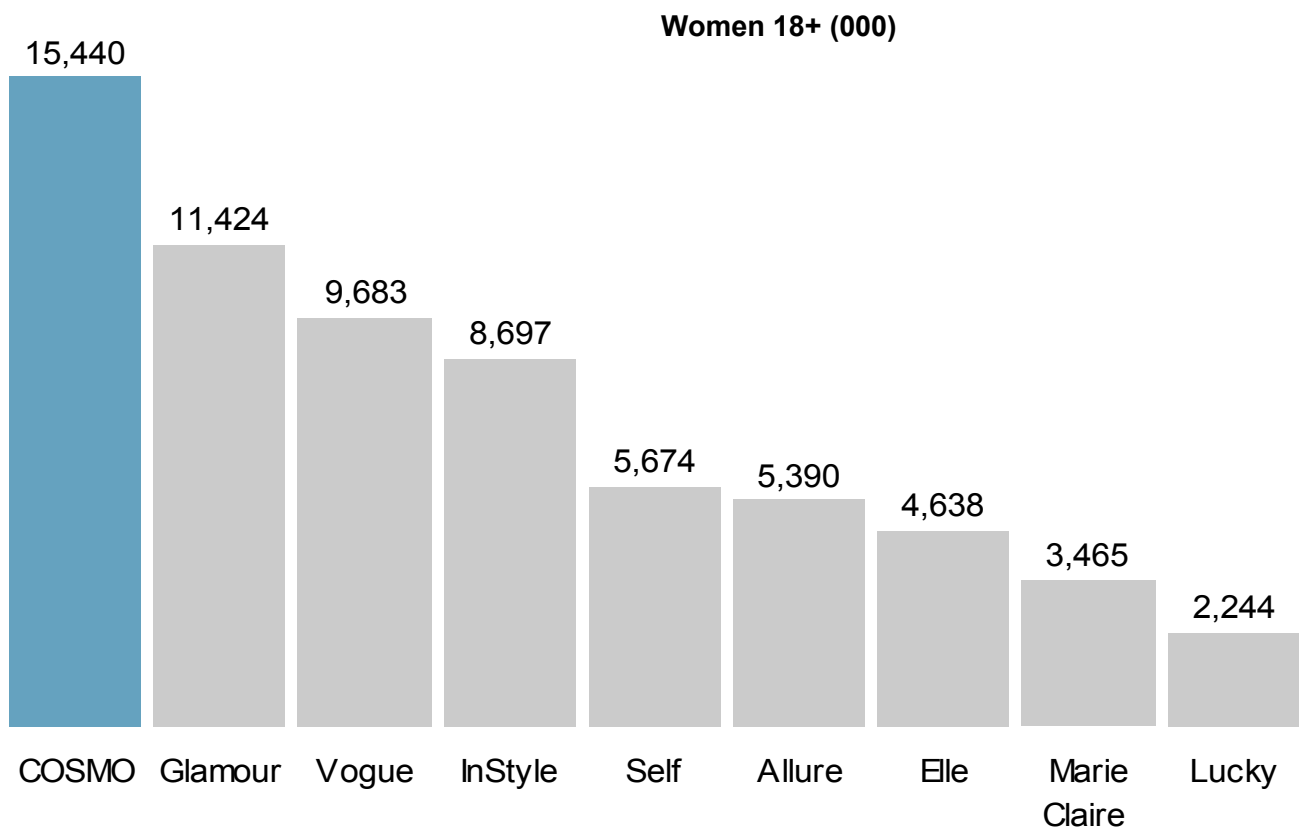


The best-selling title in the college market

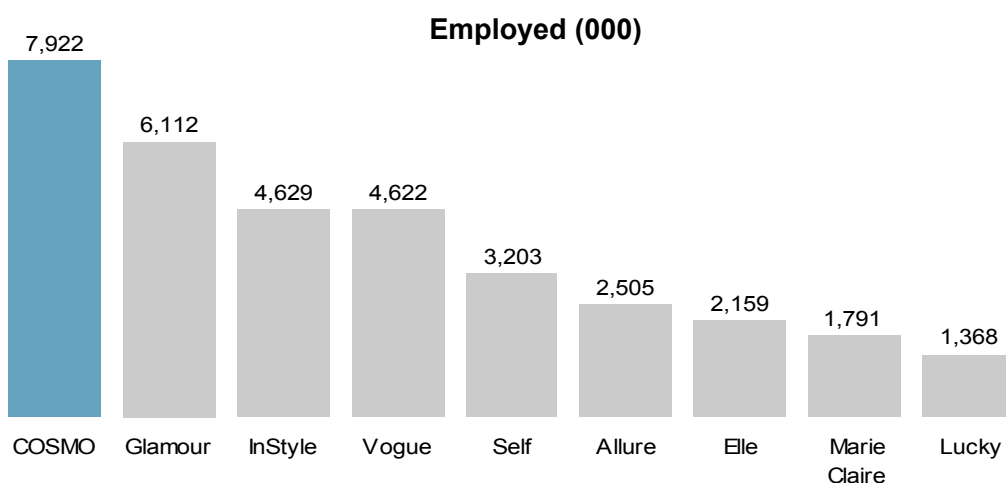
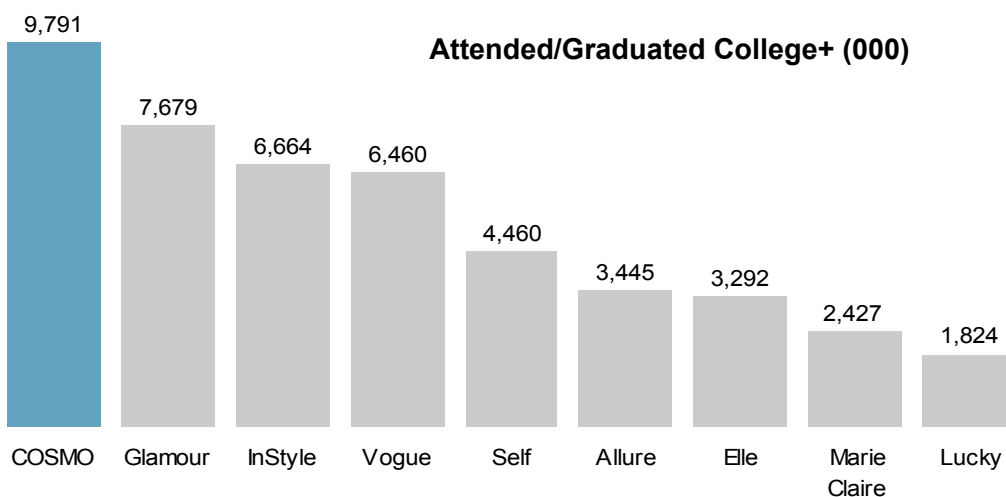
According to College Store Executive, the national news magazine of the college store industry, Cosmopolitan is the best-selling magazine in college bookstores for 25 years!

1	COSMOPOLITAN
2	People Weekly
3	Glamour
4	Us Weekly
5	Time
6	In Touch
7	Maxim
8	Newsweek
9	Rolling Stone
10	In Style

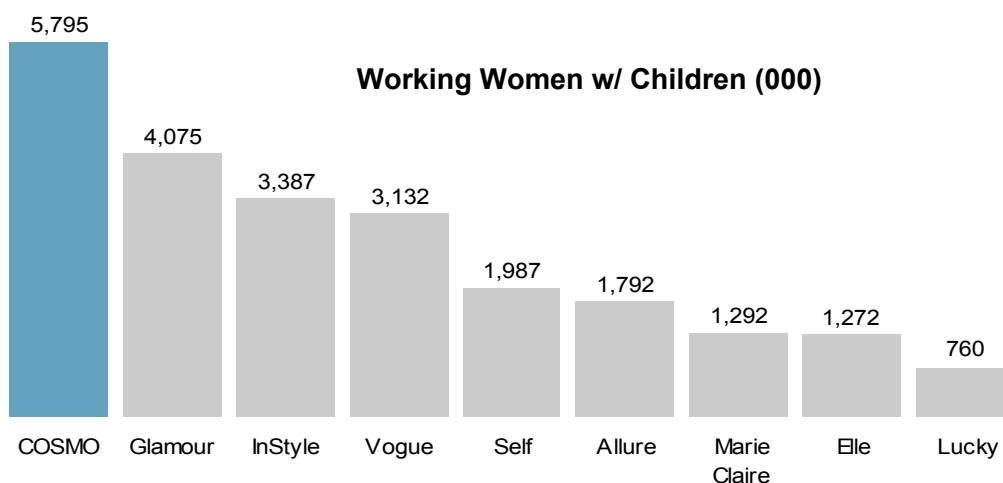
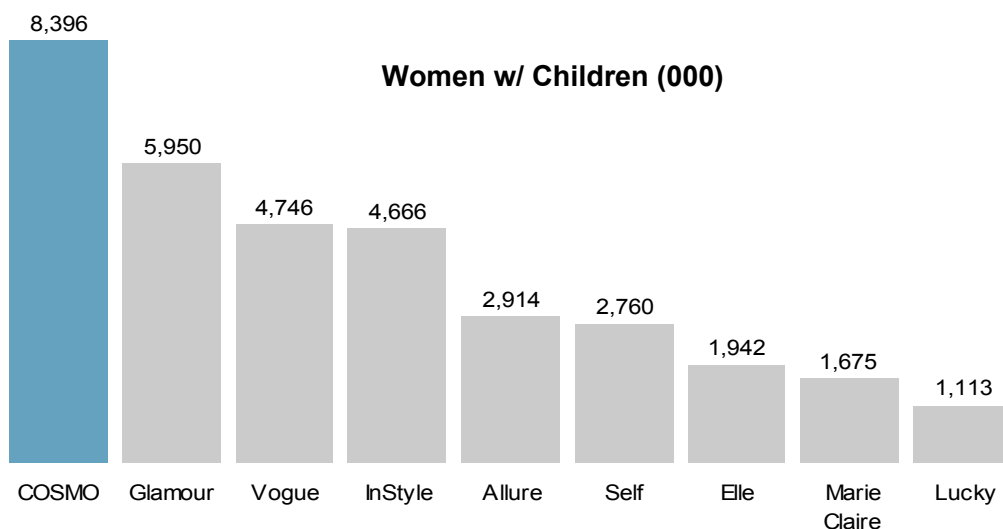
To strengthen your connection to the young women's market



To connect you with well-educated and working women



To strengthen your connection to more moms



COSMOPOLITAN

COSMO RADIO COSMOPOLITAN TV COSMO MOBILE **FUN FEARLESS FEMALE** COSMOPOLITAN.COM



To reach career-oriented women

Employed Full-Time	7.9 million
Consider job a career	5.2 million
IEI \$30,000+	5.9 million
Managers/Professionals	3.7 million

The most effective magazine to reach major market segments

