

WH // CIRCULATION SUMMARY 2012

/ CIRCULATION /

	RATE BASE	NEWSSTAND SALES	TOTAL CIRC	BONUS CIRC	COVER PRICE	AVERAGE SUB PRICE		MISSED RATE BASE
						ANNUALLY	PER ISSUE	
WOMEN'S HEALTH	1,500,000	293,444	1,575,425	75,425	\$4.99	\$14.00	\$1.40	0
FITNESS	1,500,000	155,393	1,517,838	17,838	\$3.50	\$10.16	\$1.02	2
GLAMOUR	2,250,000	461,626	2,329,005	79,005	\$3.99	\$12.60	\$1.05	0
HEALTH	1,350,000	87,232	1,373,122	23,122	\$4.09	\$10.17	\$1.02	0
MARIE CLAIRE	950,000	214,903	970,716	20,716	\$3.58	\$11.12	\$0.93	4
SELF	1,475,000	226,905	1,536,644	61,644	\$3.99	\$11.57	\$0.97	1
SHAPE	1,650,000	224,017	1,612,367	-37,633	\$4.99	\$15.37	\$1.28	9

Source: ABC 2011

- Higher Newsstand Sales than *Self*, *Shape*, *Fitness*, *Health* and *Marie Claire*!
- Highest Price Paid by Subscribers Per Issue!
- Winner! 2011 ASME award for General Excellence.

Contact your Women's Health Sales Representative or Laura Frerer-Schmidt, Publisher, at 212.808.1707 or Laura.Frerer-Schmidt@rodale.com

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