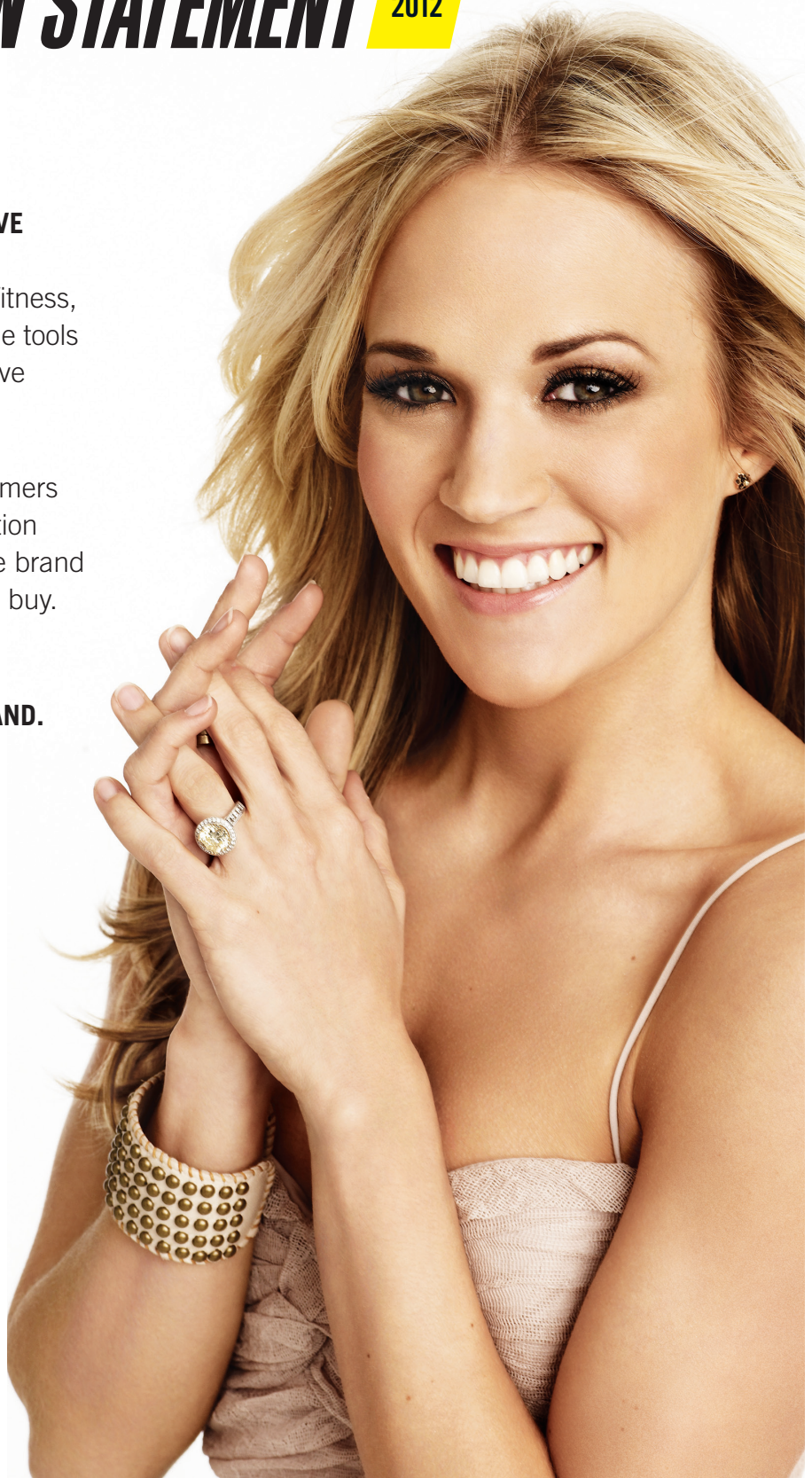


WH

MISSION STATEMENT

2012

- ▶ Women's Health is the **MUST-HAVE ACTION PLAN** for today's modern woman. From beauty to style to fitness, Women's Health gives readers the tools they need to make instant, positive changes in their lives.
- ▶ Women's Health **PROPELS** consumers into action. Providing the motivation and the inspiration, our immense brand drives 12.8 million consumers to buy.
- ▶ It's this approach that makes us **DIFFERENT THAN ANY OTHER BRAND.**



Women'sHealth