

Money

MARKETPLACE 2010

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Money, America's largest financial publication is the trusted resource for over 7.9 million readers who are looking to make financial purchasing decisions. Each month, its readers turn to Money for unbiased information and guidance on all areas of investing and finance, including: stocks, bonds, sectors, retirement, college savings, estate planning and wealth management. If it deals with money, they find it in the Money Marketplace.

Demographics

Gender:

Men	62.3%
Women	37.7%
Median Age	47.2
Median HHI	\$94,475
Median Indiv. Income	\$57,716

Any Children

42.5%

Own Home

78.1%

Education:

Graduate College+	51.0%
Attended/Grad College+	79.1%

Age in Ranges:

Age 18-24	5.4%
Age 25-34	17.8%

Age 35-54

46.6%

Age 55-64

17.4%

Age 65+

12.9%

Occupation:

Professional	20.9%
Mgmt/Business/Finance	20.7%
Professional/Managerial	41.6%
Top Management	16.8%

Source: MRI Spring 2009

A Decidedly Responsive Upscale Audience!

Money Marketplace is a direct response advertising section geared to reader interest and involvement. When these affluent buyers are in the market for new products or services, they turn to the Money Marketplace.

Money delivers more Top Managers and Business Decision Markers – B2B marketer's main target – than do the business magazines.

The MONEY Audience Controls \$204 Billion In Investments

An unbeatable combination of Reach, Quality and Mindset

Reach

- Own \$213 billion in securities
- Own \$115 billion in mutual funds
- Own \$88 billion in stocks

Quality

- Own \$50,000+ in mutual funds
- Purchased any mutual funds in the past year
- Own \$50,000+ in stocks
- Purchased any stocks in the past year

Mindset

- 98% of affluent Money subscribers say in order to achieve the good life in retirement they must be financially secure
- 91% of affluent Money subscribers, who use a financial professional, trust the advice they are given

Source: MMR 2007



Investors in Business

Money's sophisticated, forward-looking edit provides vital insight to a vast audience of senior level professionals, which provides an ideal environment for business-to-business advertisers.

- Made \$587 billion purchase decisions last year – more than Forbes, Fortune or Business Week
- Money reaches 2.6 million Business Decision makers
- Money reaches 1,141,000 Top Managers

The Payoff for Advertisers

Reach the largest, most affluent magazine audience in America, Money delivers the scale to move your business. Money readers spent:

- \$8.6 billion on vacation travel
- \$7.2 billion on home remodeling
- \$4.8 billion on luxury cars/SUVs
- \$10.3 billion on technology products

Investors in Consumer Technology

Money magazine delivers the largest and most affluent audience of early adopters. This hybrid audience is made up of accomplished professionals and affluent consumers with the passion to live more productive, efficient and enjoyable lives. Technology plays a vital role in the lives of Money readers. It helps them to get more out of their personal and professional lives.

- Spent \$10.3 billion on technology products
- 3.3 million Money readers are defined as techno-savvy
- Ordered a computer off the Internet
- Spend \$500 on software in the last 12 months

Source: MMR 2007



Money reflects the role money plays in all aspects of our lives

Start Thought-provoking ideas and actionable advice driven by today's financial news and trends

Plan Hands-on, hardworking service to help readers better manage and protect their families' finances

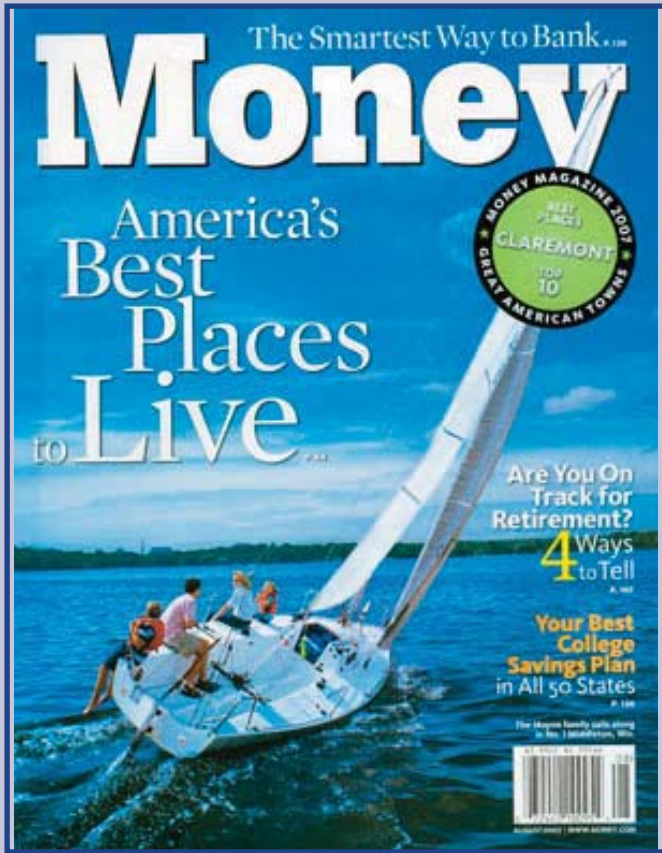
Home From remodeling to refinancing, tips for protecting and increasing our biggest asset

Invest Smart investment strategies to help readers build wealth and secure their financial futures

Spend A celebration of good living with guidance on getting the best life at the best price



8 Million Readers



Money

Published 12x year
 8 Million Readers
 1,900,000 Paid Circulation

ADVERTISING RATES

Display Rates:
 \$1,295.00 per inch (1" h x 1.6" w)

Classified Rates:
 \$32.95 per word / 14 word minimum

ABOUT THE READERS

Male/Female: 65% / 35%
 Median Age: 48
 Median HHI: \$84,778

Money

Money marketplace is the ultimate buying resource for affluent investors and business executives. Every month, technologically-savvy decision makers consult Money for the latest tips, resources and information.

Some Letters From Our Advertisers...

As a regular advertiser for many years in Money Magazine, I feel that consistency is the key to being recognized. You have helped me to obtain this goal and our company has proposed greatly! Without you we could not reach millions every month.

Leland VonSyring

Just a short note to let you know how well our ad in Money Magazine is doing nationwide. On a cost to lead basis both are bringing a large volume of calls to our answering services and the amount of sales from the leads generated is higher and of a better quality than some of the other publications we run in.

Ralph S. Peek

HOW TO PLACE YOUR AD

Simply complete the order form and fax it back to us at (352) 597-6201 or mail it to:
AMERICA'S MediaMarketing
 13169 Jacqueline Rd.
 Brooksville, FL 34613

ISSUE CLOSE DATE ON-SALE

If you have any questions, please call your representative:

Or call (800) 675-7636

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