

REFRESHBOOK

love your life

The one thing happily married women won't do

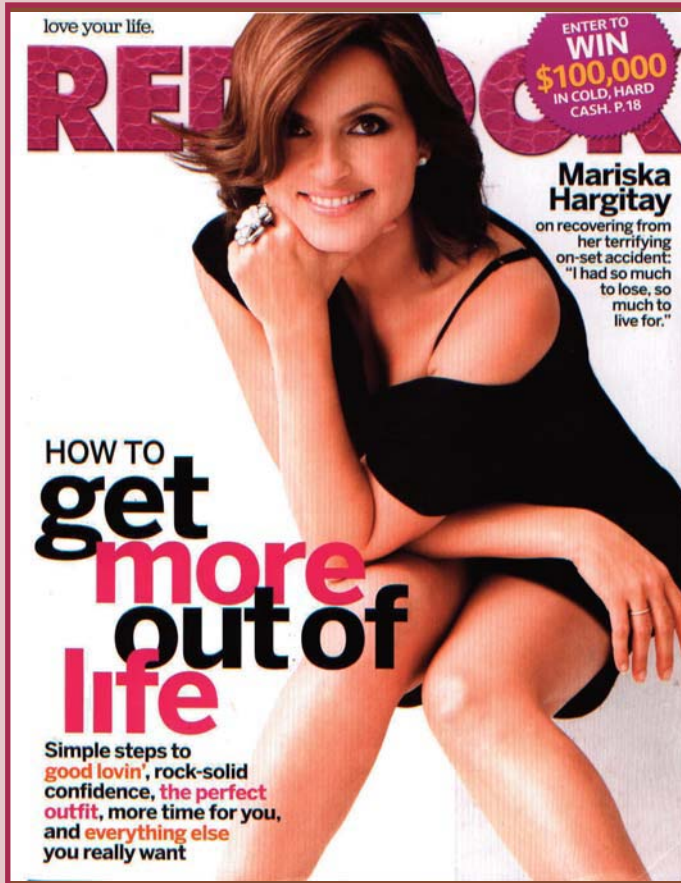
SLASH YOUR RISK FOR DEADLY DISEASE

Alicia Silverstone, 33
Connie Britton, 42
Ashlee Simpson, 25

Love your **20s**
30s
40s

LOOK AND FEEL YOUR HOTTEST NOW

9.8 Million Readers



Redbook

Published 12x year

9,509,000 Readers

2,227,957 Paid Audited Circulation

ADVERTISING RATES

Display Rates:

\$2,695.00 per inch B/W

Classifieds:

\$47.95 per word (14 word min.)

ABOUT THE READERS

Age: 25-49: 51.2%

HHI \$50,000+: 62.9%

Employed FT: 49.3%

Owns Home: 76.3%

Married or Engaged: 67.3%

Kids in HH, Age 5-13: 30.1%

Redbook

Redbook is the definitive handbook for a woman's decade of change, as she moves from single to married, and often, married to mom. For Redbook's thirty-something readers, "Wife" and "Mother" are words that describe her, never her roles that define her, so Redbook delivers key content that speaks to the three main aspects of her life - herself, him and home. Redbook brings the latest health, beauty & fashion news, as well as stories about how to be the best "you" ever. Also, stories on parenting, pregnancy, and projects for her kids.

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

Redbook



Mission Statement

Welcome to Your Grown-Up Life, Girlfriend!

When I was growing up, I always knew I would be a mother. It was a big, defining dream, to be able to raise and adore a child. But that was never my only dream, and one of the challenges of my grown-up life is to keep feeling wonderful about who I can be, beyond a diaper-changing, runny-nose-wiping love machine.

—Stacy Morrison,
Editor-in-Chief, REDBOOK

Redbook magazine is the total-life guide for every woman blazing her own path through adulthood and taking on new roles—wife, mom, homeowner—without letting go of the unique woman she’s worked so hard to become.

We recognize that every ordinary life is extraordinary, and that’s why REDBOOK speaks to all sides of this woman: her sense of style, her sense of self, her sense of community, and, most important, her sense of discovery and optimism about this hectic, thrilling, exciting, and yes, occasionally exhausting stage of life.

REDBOOK offers a vibrant mix of just-for-her fashion and beauty coverage; get-stuff-done edit (from money and mealtime to health and home); thoughtful features on marriage, relationships, and family; and rich, affirming content to keep her connected to the part of herself that belongs to her and her alone.



2010 Editorial Overview

JANUARY: Be the Best You Ever

***FEBRUARY:** Love & Romance

MARCH: Instant Updates: Fashion, Beauty, Home

***APRIL:** The Best Things in Life Are Free

MAY: The Moms Issue

JUNE: Men We Love

JULY: Summer Fun

***AUGUST:** Get More Out of Life

***SEPTEMBER:** How We Live Now

OCTOBER: Look & Feel Your Best: 20s, 30s, 40s

NOVEMBER: REDBOOK Heroes

DECEMBER: Simple & Stylish Holidays

Contact Chris McLoughlin,

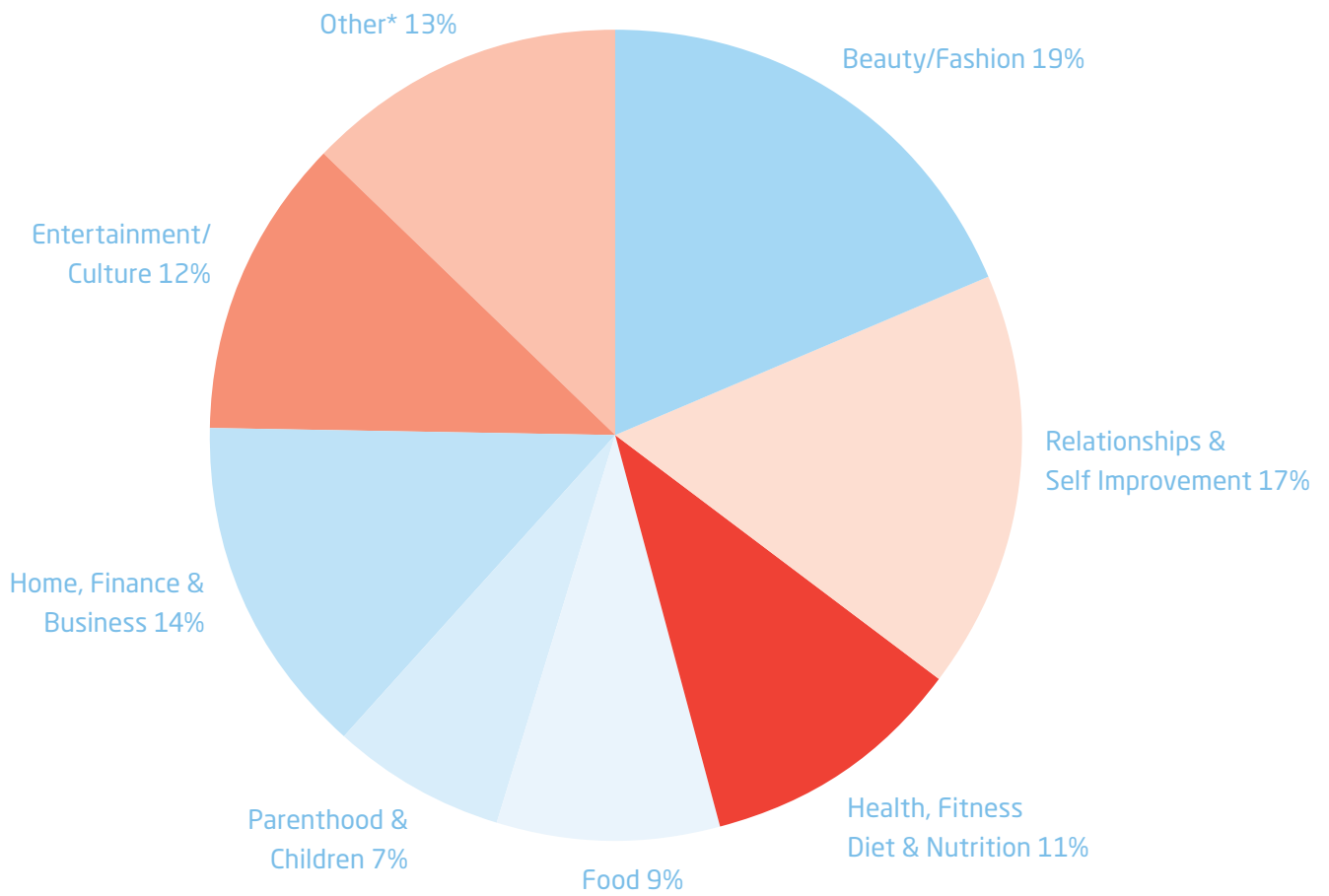
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*Special themed issues
Note: subject to change



Delivering Balanced Editorial

For Today's Modern Woman

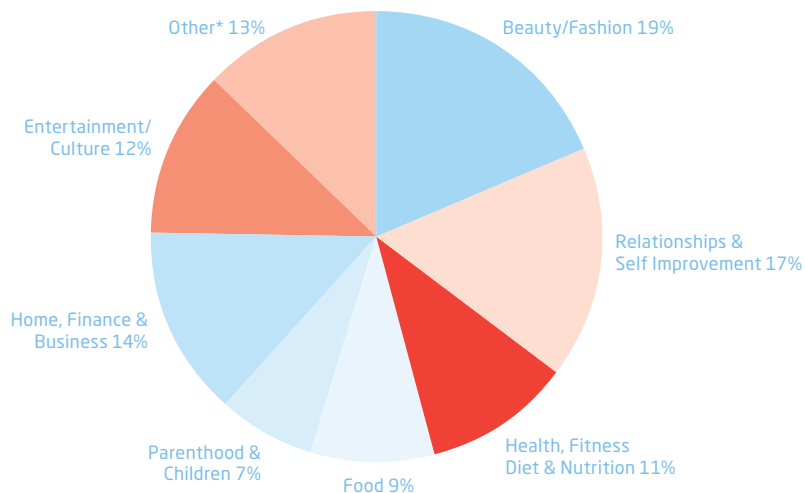




Targeted Editorial

A Unique Mix Of Edit Reflecting Her Varied Interests

	Redbook	Cosmo	Glamour	Parenting	Health	Oprah	Real Simple	Martha Stewart Living
Beauty/Fashion	19%	33%	48%	5%	16%	24%	21%	2%
Health & Fitness	11%	8%	10%	6%	52%	9%	6%	4%
Relationships & Self Improvement	17%	36%	14%	6%	2%	22%	8%	--
Entertainment	12%	10%	10%	5%	3%	14%	4%	3%
Home/Finance	14%	3%	4%	8%	5%	8%	31%	51%
Food	9%	1%	1%	5%	13%	9%	21%	34%
Parenting	7%	--	--	50%	1%	2%	--	--



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*Other Includes: Travel & National Affairs · General & Miscellaneous
Source: January–December 2008; Hall’s Magazine Reports



Award Winning Journalism

Contact Chris McLoughlin,
Associate Publisher, at
212.649.3392 or your
Account Manager for
more information.

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2009 National Health Information Awards: Gold for Autism Series by Nancy Rones (2008); Silver for "There's a Pill for That" by Kathleen McGowan (March 2008); Bronze for "What's Really in Your Food" by Jessica DeCostole (August 2008); Bronze for "Can you Spot the Hidden Dangers" by Janis Graham (February 2008)

2008 Gold Triangle Award for "What's your UV-Q?" by Cheryl Kramer Kaye (June 2008). (American Academy of Dermatology)

2008 Maggie Award for "Your (Very Personal) Health At 20, 30, 40, 50" by Andrea Cooper (September 2007). (Planned Parenthood Federation of America)

2008 Clarion Award for Magazine Series, External Publication—Circulation of 500,000 or more for "The Fertility Diaries" by Gina Shaw. (Association for Women in Communications)

2008 AHCJ Award: First Place to Fran Smith, General Interest Magazines, for "How Bad Does the Health-Care Crisis Have to Get?" (Association of Health Care Journalists)

2007 National Magazine Award Finalist for Personal Service: October 2006 Special Package on Domestic Violence. (American Society of Magazine Editors)

2007 Clarion Award for Best Overall External Magazine—Circulation of 500,000 or more. (Association for Women in Communications)

2007 National Health Information Awards: Gold for "The Deadliest Cancer Women Face Now" (July 2006); Bronze for "The Total Guide to Your Guy's Health" (June 2006). (National Health Information Resource Center)

2007 Folio: FAME Award: Best Awards/Recognition Program—Bronze for REDBOOK Heroes: The Strength & Spirit Awards. (Folio: Magazine)

2007 Folio: EDDIE Awards for Editorial Excellence: Consumer (Women's Fashion/Lifestyle)—Bronze for Full Issue (October 2006); Silver for Single Article ("The Fertility Diaries"). (Folio: Magazine)

*Above 1 Million in Circulation



REDBOOK Everywhere

Each month nearly 10 million readers turn to the pages of REDBOOK for information and inspiration to face life's complexities and joys with energy, optimism, intelligence and style. So, it is no surprise that media outlets also turn to REDBOOK as the ultimate source and authority to engage and inform today's young woman.

National Television Appearances

Today Show
Good Morning America
Early Show
Inside Edition
Access Hollywood
E! Daily
Extra!
Entertainment Tonight
The Doctors

Primetime Television Integration

Lifetime's How to Look Good Naked
The Celebrity Apprentice
America's Favorite Mom
HGTV Dream Home

Daytime Television Integration

All My Children

National Print

Us Weekly
OK! Magazine
USA Today

Online/blogs

People.com
Cbsshowbuzz.com
CNNMoney.com
Abcnews.com
PageSix.com
MSN.com/entertainment
Celebritybabies.com (blog)
Hollywoodscoop.com (blog)

Plus radio, trade publications and local newspapers and television outlets.

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more information.

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Key Audience

**A18+
TOTAL AUDIENCE:**
8,660,000

MEDIAN HHI:
\$66,688

**W18+
TOTAL AUDIENCE:**
7,901,000

MEDIAN HHI:
\$66,104

Reach nearly 9 million readers!

WOMEN 18+	AUD (000)	INDEX	COMP
Age 25-49	4,224	117	53.5%
Age 30-49	3,577	122	45.3%
HHI \$50,000+	5,079	118	64.3%
HHI \$75,000+	3,368	119	42.6%
HHI \$100,000+	2,245	123	28.4%
IEI \$35,000+	2,450	129	31.0%
IEI \$50,000+	1,320	128	16.7%
Married	4,899	116	62.0%
Married & Owns Home	4,030	116	51.0%
Employed Full-time	4,074	121	51.6%
Professional/Managerial	2,121	117	26.8%
Dual Income HH	2,793	130	35.3%
Working Mom	2,429	128	30.7%
Parent	3,438	119	43.5%
Kids in HH, Ages 6-12	1,977	115	25.0%
W30-49 & Married	2,543	132	32.2%
W30-49 & Has a Kid in HH	2,608	128	33.0%
W30-49 & HHI \$60,000	2,271	137	28.7%

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Source: MRI, Spring 2009; Base: Women

Untapped Audience



Female Duplication

	REDBOOK	ALLURE	COSMO	GLAMOUR	INSTYLE	MARIE CLAIRE	REAL SIMPLE	MSL	OPRAH	MORE	PARENTING	SELF	HEALTH	SHAPE
REDBOOK		9	29	29	16	10	16	20	24	5	13	18	9	12
ALLURE	14		49	48	34	25	13	13	28	4	14	20	9	17
COSMO	15	17		39	20	12	9	11	19	2	14	13	7	13
GLAMOUR	20	23	53		28	14	13	15	22	2	16	19	10	15
INSTYLE	14	21	36	37		14	22	21	29	4	15	20	10	16
MARIE CLAIRE	24	39	53	46	36		19	19	30	6	14	27	8	21
REAL SIMPLE	16	9	18	19	25	8		36	34	7	9	16	8	12
MSL	16	7	17	17	19	7	29		35	4	12	11	10	11
OPRAH	14	11	22	19	19	8	20	26		5	12	12	9	11
MORE	26	17	18	19	26	15	41	25	45		7	26	18	22
PARENTING	12	9	25	21	16	14	8	14	19	1		9	10	8
SELF	25	19	36	38	31	16	22	20	29	6	13		15	39
HEALTH	13	10	19	22	17	6	12	19	23	5	16	16		13
SHAPE	19	18	40	34	28	15	19	21	29	6	13	45	14	