

Top 25 Consumer Magazines by Total Paid & Verified Circulation

Preliminary Figures as filed with the Audit Bureau of Circulations -- Subject to Audit

Publication	Total Paid & Verified 6 months ending 12/31/08	Total Paid & Verified 6 months ending 12/31/07	% Change
AARP BULLETIN	24,500,078	23,815,128	2.88%
AARP THE MAGAZINE	24,349,637	24,444,293	-0.39%
READER'S DIGEST	8,168,667	9,322,833	-12.38%
BETTER HOMES AND GARDENS	7,659,823	7,687,533	-0.36%
NATIONAL GEOGRAPHIC	5,060,377	5,042,672	0.35%
GOOD HOUSEKEEPING	4,684,811	4,632,531	1.13%
WOMAN'S DAY	3,920,867	3,930,566	-0.25%
FAMILY CIRCLE	3,914,927	4,011,530	-2.41%
AAA WESTWAYS	3,842,577	3,775,228	1.78%
LADIES' HOME JOURNAL	3,840,645	3,911,188	-1.80%
PEOPLE	3,691,819	3,618,718	2.02%
GAME INFORMER MAGAZINE	3,517,598	3,438,065	2.31%
TIME-THE WEEKLY NEWSMAGAZINE	3,360,135	3,351,872	0.25%
PREVENTION	3,339,616	3,383,408	-1.29%
TV GUIDE	3,256,962	3,288,740	-0.97%
SPORTS ILLUSTRATED	3,218,133	3,213,025	0.16%
TASTE OF HOME	3,202,493	3,163,669	1.23%
COSMOPOLITAN	2,926,683	2,902,797	0.82%
SOUTHERN LIVING	2,834,589	2,802,258	1.15%
AAA VIA	2,807,830	2,829,413	-0.76%
NEWSWEEK	2,701,893	3,109,228	-13.10%
PLAYBOY	2,617,116	2,700,262	-3.08%
MAXIM	2,521,709	2,548,610	-1.06%
AMERICAN LEGION MAGAZINE	2,430,285	2,542,176	-4.40%
O, THE OPRAH MAGAZINE	2,365,333	2,405,177	-1.66%