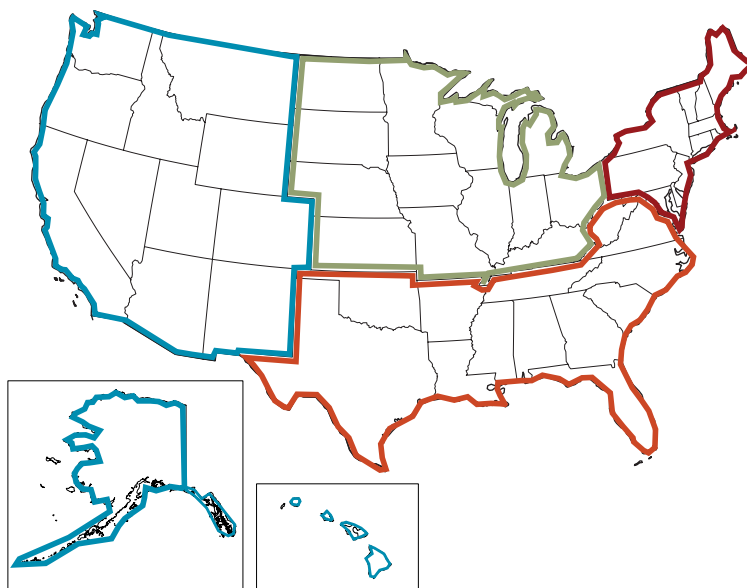




YANKEE MAGAZINE'S CIRCULATION

Yankee Magazine is New England's magazine enjoyed nationally. The *Yankee* community shares an affinity for New England and a love of *Yankee Magazine*. *Yankee's* marketing partners benefit from exposure to an active, engaged, and influential audience across the country.

Northeast: 78%
 South: 10%
 Midwest: 6%
 West: 6%



BREAKOUT BY STATE

Alabama	955	Kentucky	918	North Dakota	103
Alaska	302	Louisiana	579	Ohio	5,830
Arizona	2,172	Maine	17,394	Oklahoma	766
Arkansas	406	Maryland	4,295	Oregon	1,178
California	9,567	Massachusetts	95,338	Pennsylvania	17,627
Colorado	2,320	Michigan	3,468	Rhode Island	14,828
Connecticut	39,586	Minnesota	1,354	South Carolina	1,891
Delaware	933	Mississippi	397	South Dakota	181
District of Columbia	286	Missouri	1,424	Tennessee	1,718
Florida	13,834	Montana	344	Texas	3,995
Georgia	2,678	Nebraska	479	Utah	396
Hawaii	237	Nevada	642	Vermont	9,821
Idaho	397	New Hampshire	27,595	Virginia	5,879
Illinois	3,614	New Jersey	17,813	Washington	2,188
Indiana	2,056	New Mexico	633	West Virginia	671
Iowa	702	New York	38,212	Wisconsin	1,505
Kansas	755	North Carolina	3,614	Wyoming	237
				Canada	891

Source: ABC Report ending June 30, 2009. Report measured total circulation at 365,545.

1121 MAIN STREET
 P.O. BOX 520
 DUBLIN, NH
 03444-0520

T 800-736-1100

F 603-563-8732

YANKEEMAGAZINE.COM
 NEWENGLAND.COM