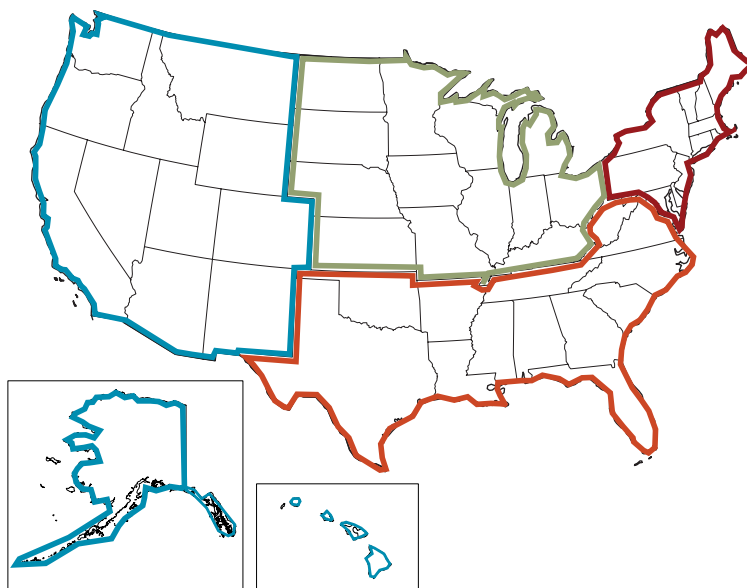




YANKEE MAGAZINE'S CIRCULATION

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: 77.1%
 South: 10.5%
 Midwest: 6.4%
 West: 5.8%



BREAKOUT BY STATE

Alabama	980	Kentucky	975	North Dakota	108
Alaska	274	Louisiana	573	Ohio	6,101
Arizona	2,169	Maine	19,208	Oklahoma	773
Arkansas	433	Maryland	4,311	Oregon	1,176
California	9,818	Massachusetts	93,663	Pennsylvania	17,391
Colorado	2,368	Michigan	3,597	Rhode Island	14,589
Connecticut	41,199	Minnesota	1,383	South Carolina	2,018
Delaware	1,032	Mississippi	390	South Dakota	191
District of Columbia	528	Missouri	1,490	Tennessee	1,974
Florida	13,542	Montana	372	Texas	4,066
Georgia	2,862	Nebraska	505	Utah	403
Hawaii	229	Nevada	650	Vermont	10,549
Idaho	410	New Hampshire	29,545	Virginia	5,658
Illinois	3,482	New Jersey	12,216	Washington	2,204
Indiana	2,162	New Mexico	670	West Virginia	677
Iowa	742	New York	32,867	Wisconsin	1,597
Kansas	778	North Carolina	3,854	Wyoming	235
				Canada	570

Source: ABC Report ending Dec. 31, 2009. Average circulation at 360,035.

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