

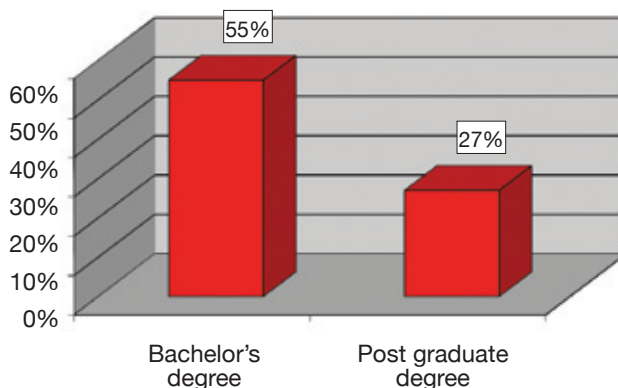


YANKEE MAGAZINE'S SUBSCRIBER STUDY

The *Yankee* subscriber is an educated, responsive consumer engaged with her/his community and our magazine, and on average our subscribers have been reading our magazine for 12.6 years.

Female	66%
Married	73%
Median Age:	58.9
Own home	81%
Average HHI:	\$91,300
Average Home Value:	\$345,130

EDUCATION



ACTIONS TAKEN AFTER READING YANKEE MAGAZINE:

- 70% cooked a recipe
- 64% visited advertiser's Web site
- 61% saved the whole issue for future reference
- 58% made travel plans
- 56% gave the issue to friend/family
- 51% visited YankeeMagazine.com
- 40% purchased product/service
- 29% saved an advertisement

On average, our subscribers have been reading our magazine for 12.6 years!

Influential/Active in community:

- 85% voted in election
- 58% do volunteer work
- 34% are engaged with fundraising

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

T 800-736-1100

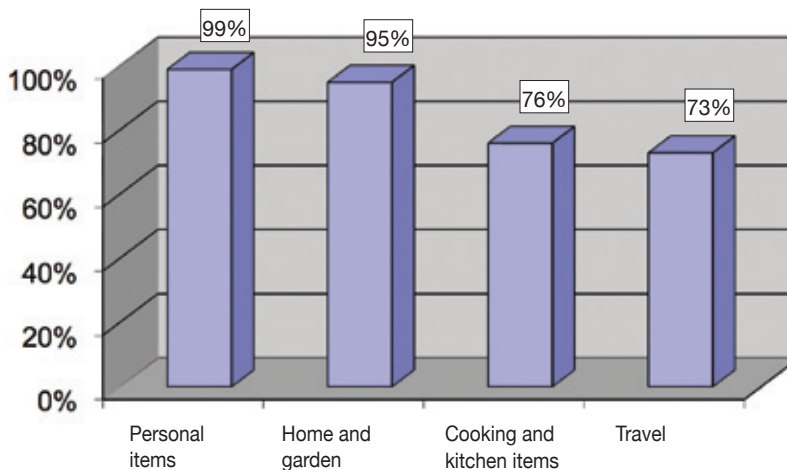
F 603-563-8732

YANKEEMAGAZINE.COM
NEWENGLAND.COM

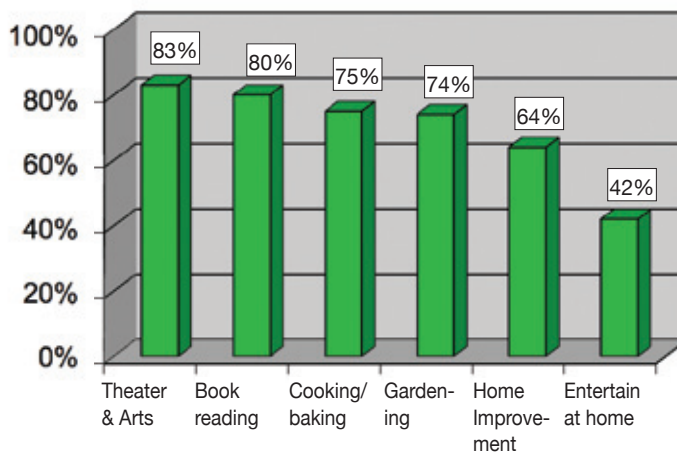


YANKEE MAGAZINE'S SUBSCRIBER STUDY cont.

YANKEE SUBSCRIBERS' PURCHASING BEHAVIOR IN THE PAST YEAR DEMOGRAPHICS

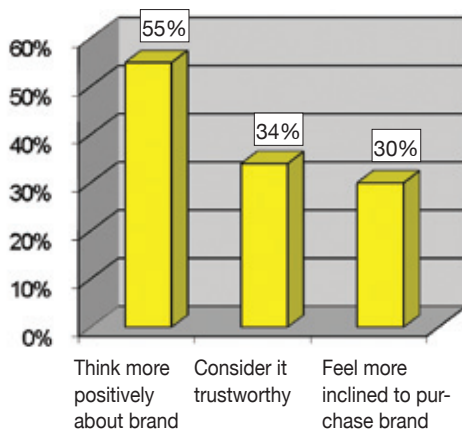


YANKEE SUBSCRIBERS ARE INTERESTED IN ...



Source: Accelara Publishing Survey, January 2011

BRAND PERCEPTION WHEN ADVERTISING IN YANKEE



Yankee subscribers strongly agree with the following statements:

- 95% value products that last
- 81% seek brands to trust
- 71% are brand loyal when it is deserved
- 69% buy locally

Source: Accelara Publishing Survey, January 2009

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