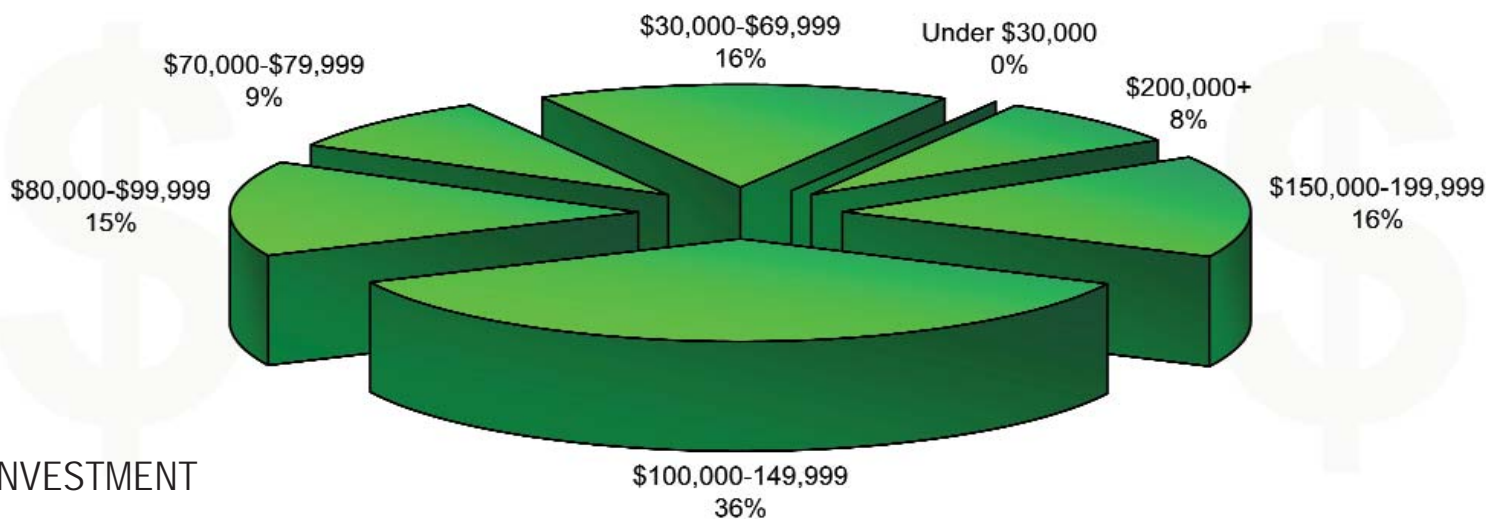


READERSHIP DEMOGRAPHICS*

OUR READERS HOUSEHOLD INCOMES



INVESTMENT

OUR READERS HOUSHOLD INCOMES

- ▶ 8% have an annual household income of more than \$200,000
- ▶ 60% have an annual household income of more than \$100,000.
- ▶ 84% have an annual household income of more than \$70,000.

VALUE OF OUR READERS HOMES

- ▶ 73% own a residence valued at more than \$300,000
- ▶ 45% own a residence valued at more than \$450,000
- ▶ 25% own a residence valued at more than \$600,000.
- ▶ Almost 50% own a home while 18% owns two or more homes

CHILDREN/DEPENDENTS

- ▶ 29% have at least one child between 1 and 5
- ▶ 29% have at least one child between 6 and 12
- ▶ 26% have at least one child between 13 and 18
- ▶ 71% have at least one child older than 18

VALUE OF OUR READERS INVESTMENTS PORTFOLIOS (EXCLUDING MAIN RESIDENCE):

▶ less than \$50,000	23%
▶ \$50,000-\$99,999	16%
▶ \$100,000-\$149,999	13%
▶ \$150,000-\$299,999	20%
▶ \$300,000-\$449,999	10%
▶ \$450,000-\$599,999	7%
▶ \$600,000-\$799,999	4%
▶ \$800,000-\$999,999	2%
▶ \$1,000,000+	5%

The average value of our readers investments is \$237,685.

TRAVEL

OUR READERS ANNUAL TRAVEL DESTINATIONS (AT LEAST ONCE A YEAR)

▶ Asia/Pacific	41%
▶ Europe	67%
▶ Middle East	22%
▶ South America	22%
▶ Central America/Caribbean	28%
▶ Canada	17%

95% are members of a frequent-flyer program.

*All data based on reader survey conducted in 12/2005