

CVC Audited CIRCULATION

The Media Audit

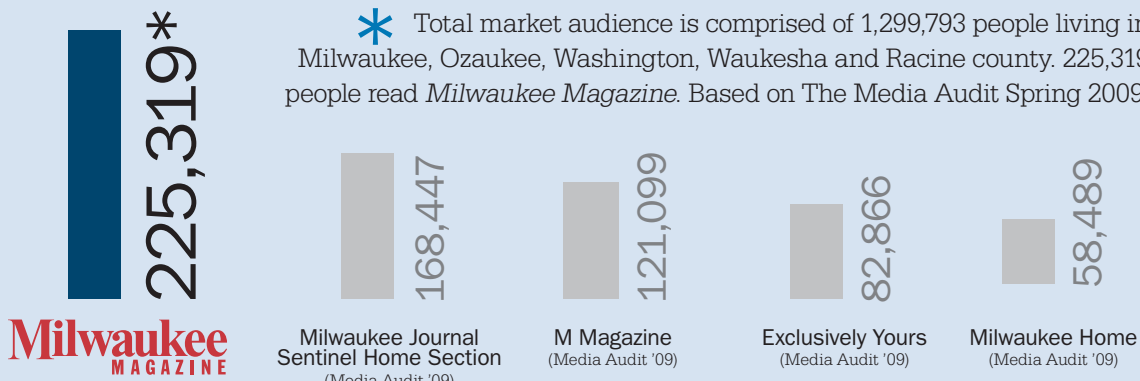
Total Paid & Non-Paid Circulation

Distribution includes subscriptions, newsstand, paid, non-paid circulation and bulk purchases. {Circulation statement for the 3-month period ending Sept. 2009.}

34,371

MEDIA AUDIT AUDIENCE REPORT

* Total market audience is comprised of 1,299,793 people living in Milwaukee, Ozaukee, Washington, Waukesha and Racine county. 225,319 people read *Milwaukee Magazine*. Based on The Media Audit Spring 2009.



OTHER FACTS:

- » *Milwaukee Magazine* strongly promotes the importance of a **paid subscriber base**. In recent circulation campaigns, the magazine added 2,100 new subscribers to its list.
- » **Everybody's reading it!** *Milwaukee Magazine* readers are renewing their subscriptions at a rate of 74%. The national average is approximately 60.2%.
- » **Medical Office Distribution:** 1,500+ copies monthly
- » **Newsstand Outlets:** 500
- » The average reader refers to the magazine **2.9 times** per issue[†]
- » Average reading time per issue is approximately **1 hour**[†]
- » **91.5% of readers** have read 3 or more of the last 4 issues[†]

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