

CIRCULATION & DISTRIBUTION

The Saturday Evening Post has an established and expanding appeal among highly sought-after demographics. Leading the way is the 45+ audience—one of the fastest growing markets and one that boasts 40% of the country's total discretionary income. On average, our audience spends 41 minutes reading the *Post*.

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—————| Stable rate base since 2002 |—————

—————| Base rate of 350,000 guaranteed paid subscribers |—————

—————| Pass-along rate of 8.3 translates to 2.9 million readers per issue |—————

—————| 62% of readers are female |—————

—————| 97% subscription / 3% newsstand |—————

—————| Verified circulation is not included in our total circulation |—————

—————| 62% subscription renewal rate |—————

—————| More than 85% of *Post* subscribers result from in-house direct mail |—————

—————| Readers pay an average of \$2.08 per copy |—————

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—————| THE SATURDAY EVENING POST |—————