







SUCCESS[®]

What Achievers Read™

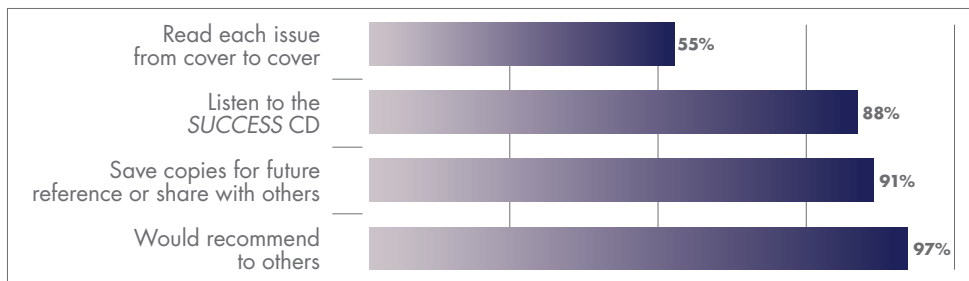
AUDIENCE PROFILE

Adults		SUCCESS Magazine*	National Index**
Male / Female		58.9% / 41.1%	48.3% / 51.7%
Married		73.0%	58.6%
Age	Median:	48.3	43.6
Household Income	Median:	\$101,700	\$73,600
Home Ownership		83.3%	73.1%
Home Value	Median:	\$270,800	\$232,000
Own Property Other		39.2%	12.5%
Self-Employed		53.6%	6.4%
Business Owner / Partner		37.9%	10.3%
College Education		89.0%	60.7%

* Source: 2008 SUCCESS Magazine Readership Profile Study, MRI Market Solutions
 ** Source: MRI Market Solutions' own national survey



SUCCESS Reader Survey



Source: SUCCESS Readership Survey, September 2009