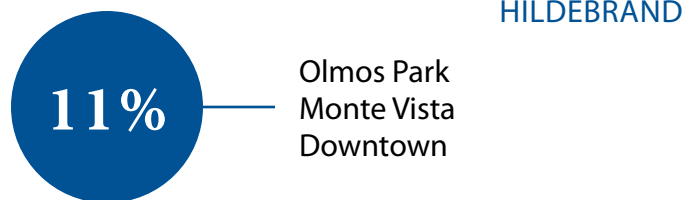
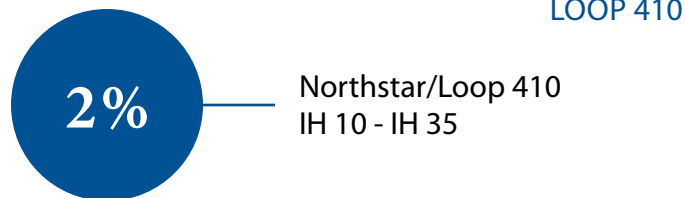
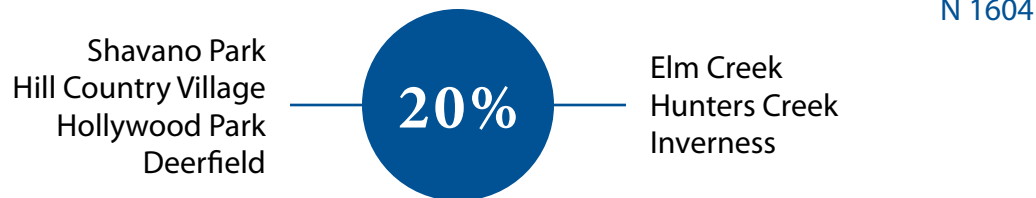
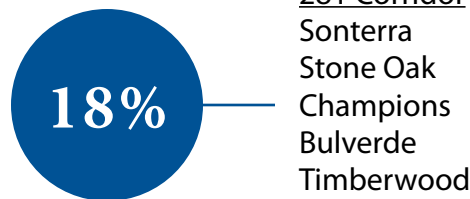
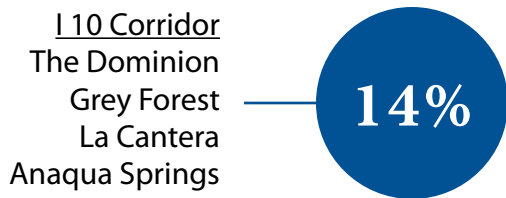
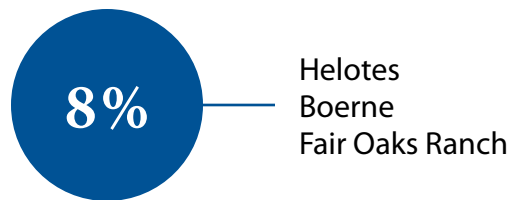


WHERE OUR READERS LIVE

WHERE DO YOUR CUSTOMERS LIVE?



*Readership demographics and metrics are from two different samples (one random of paid subscribers and a second self-selected of newsstand buyers) collected and recorded between July 1, 2010 and September 30, 2010 and further verified by additional surveys collected in the same time period in 2011.

READERSHIP DEMOGRAPHICS

AGE DISTRIBUTION OF READERS

21 to 35	7.8%
36 to 45	10.8%
46 to 55	19.6%
56 to 65	34.3%
Over 65	27.5%

LENGTH OF RESIDENCE OF READERS

Less than 3 years	15.7%
3 to 5 years	12.7%
5 to 10 years	19.6%
10+ years	51.0%

OCCUPATIONS OF READERS

Licensed Professional	23.5%
Business Owner/Partner	16.7%
Business Executive	11.8%
Public Sector	2.0%
Retired	27.5%
Other Occupation	19.6%

GENDER OF READERS

Male	32.4%
Female	66.7%

EDUCATION OF READERS

High School	6.9%
Some College	16.7%
Associate's Degree	5.9%
Bachelor's Degree	33.3%
Post Grad/Professional	36.3%

HOUSEHOLD INCOME OF READERS

\$15,000 to \$35,000	3.9%
\$35,000 to \$60,000	7.8%
\$60,000 to \$80,000	7.8%
\$80,000 to \$100,000	9.8%
\$100,000 to \$150,000	23.5%
Over \$150,000	21.6%
Did Not Disclose	24.5%

READERSHIP METRICS

Here are the facts from our readership survey respondents.

How many people in your household read *S.A. Scene*?

- **Average Number of Readers in Household = 1.83 Readers**

How many visitors to your household read/look at *S.A. Scene*?

- **Average Number of Visiting Readers = 1.28 Readers**

How many times per month do members of your household read *S.A. Scene*?

- **Average Times Each Issue is Read = 2.07 Times**

How long do you keep issues of *S.A. Scene*?

- **Average Shelf-life of Each Issue = 4.67 Months**