

# MNI NEWS EDUCATION OPPORTUNITY

## AMERICA'S BEST COLLEGES 2010

**MNI NEWS AD CLOSE  
AND MATERIALS DUE:**

**July 6, 2010**

*U.S. News & World Report  
Best Colleges Issue:  
September 2010*

### THE SMARTEST PLACE FOR YOUR AD DOLLARS

Only MNI News offers the country's best newsmagazines packaged together in one convenient buy.

Advertising in MNI News delivers:

- Unrivaled credibility for reaching your most desirable audience.
- Your choice of 182 individual markets to maximize your ad budget and minimize waste.
- America's most trusted newsmagazines in one cost-effective advertising package.

### The Authority on Education

MNI News provides award-winning coverage, commentary, and analysis of today's most important issues in education. The MNI News magazines publish over 1,000 learning-related editorial pages per year!

*Source: 2008 Hall's Magazine Reports, full year.*

### Graduate to a Higher Level of Exposure in Your Target Markets with MNI News

% COVERAGE  
(6X INSERTIONS)

Currently working toward post graduate degree .....	62%
Education influential .....	56%
Education professionals .....	56%
Currently attending college/university .....	53%
HHI \$100K+ and likely to have child attending college next year .....	50%
Took an adult education course in the past year.....	48%

*Source: MRI, Spring 2009.*

### MNI NEWS READER PROFILE

Male/Female: 61%/39%

Median Age: 44

Median HHI: \$73,885



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Targeted Ads. Get Results.

MNI NEWS EDUCATION OPPORTUNITY  
**AMERICA'S BEST COLLEGES 2010**

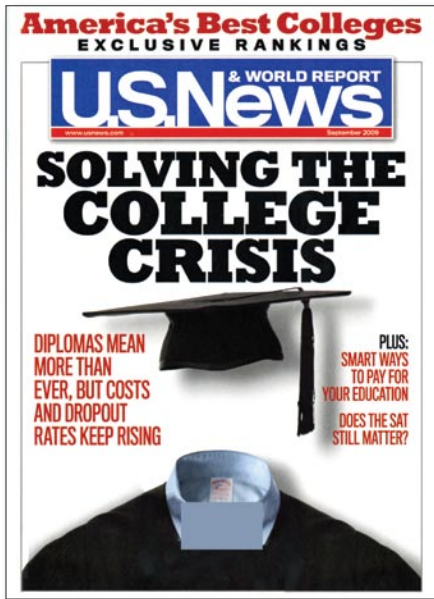
**Newsweek**

**Sports Illustrated**

**THE WEEK**

**TIME**

**U.S. News** WORLD REPORT



**America's Best Colleges and MNI News:  
The Highest Degree of Success**

Advertise in the MNI News channel and take advantage of an excellent opportunity—the highly anticipated, top-selling *America's Best Colleges* issue of *U.S. News & World Report*.

The *America's Best Colleges* issue is an indispensable annual resource for objective, comprehensive rankings of the country's colleges and universities. It's used by thousands of families in your priority markets, who are looking for an up-to-date, practical guide to negotiate today's complex world of higher education.

**Maximum Impact. No Waste.**

Besides being one of the most trusted and definitive surveys of its kind, *America's Best Colleges* attracts multiple reads and intense national media exposure. Together with MNI News, you'll have an unbeatable targeted advertising package that puts your message in the most critically acclaimed newsmagazines in the markets you need to get results.

**Reserve Your Space Today!**

To find out more about this exclusive advertising opportunity, contact your MNI Account Executive, visit [mni.com](http://mni.com), or call 800.255.3457.

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