

2010 EDUCATION SPECIAL ISSUES

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

March 1

*U.S. News & World Report
Best Graduate Issue:
May 2010*

July 6

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

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Source: 2009 Hall's Magazine Reports, full year.

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% 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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