

MNI NEWS HEALTH CARE OPPORTUNITY AMERICA'S BEST HOSPITALS 2010

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

June 7, 2010

*U.S. News & World Report
America's Best Hospitals issue
including Best Children's Hospitals:
August 2010*

THE PERFECT PRESCRIPTION FOR MAXIMIZING YOUR MEDIA DOLLARS

MNI News keeps influential consumers informed with the latest innovations in health care, fitness, nutrition, and medical research. The high-potency

combination of the world's most trusted newsmagazines delivers ideal environments for showcasing your message to health-focused readers.

The Targeted Advertising Cure

Only MNI combines the prestige of world-class magazines with the power of ZIP code targeting, so you can connect directly and precisely with thousands of health-conscious readers in your choice of 182 individual markets.

- Targeted coverage of a health-conscious, influential audience.
- Efficiently reaching your prospects in the select markets you need means no wasted dollars.
- Unmatched consumer interest, long-term exposure, and high pass-along readership.

MNI News: Delivering Healthy Exposure to Prime Prospects

	% COVERAGE (6X INSERTIONS)
Business decision maker for insurance.....	52%
HHI \$75,000+ and have health insurance.....	51%
Obtained medical information online.....	50%
Health-conscious.....	49%
Influential for the health care category.....	48%
Medical professional.....	47%

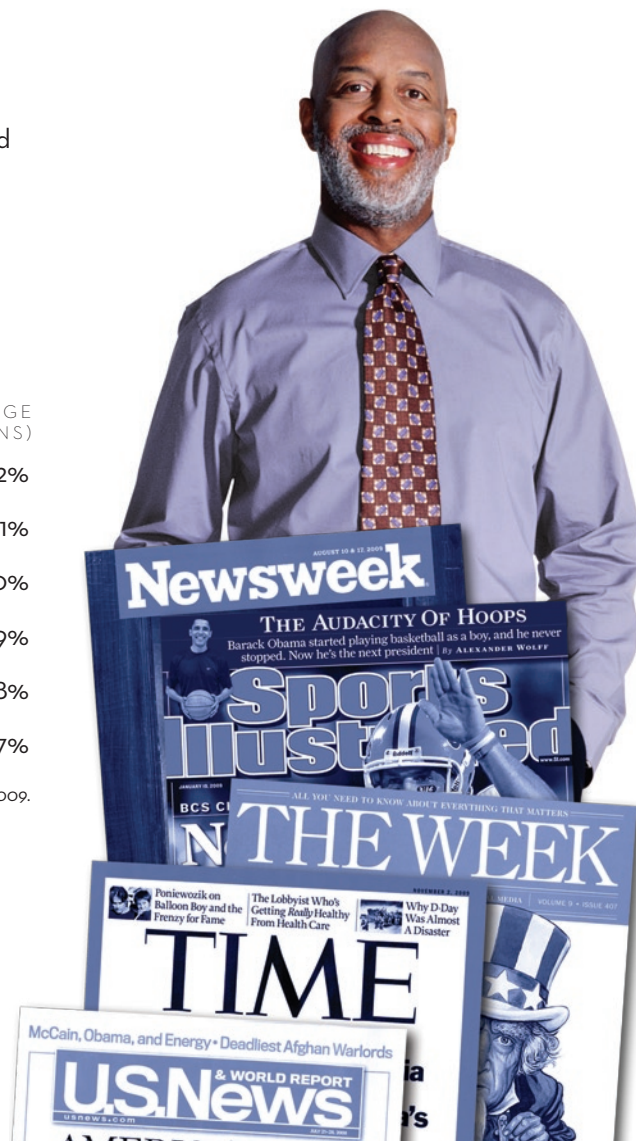
Source: MRI, Spring 2009.

MNI NEWS READER PROFILE

Male/Female: 61%/39%

Median Age: 44

Median HHI: \$73,885



MEDIA NETWORKS, INC.

Targeted Ads. Get Results.

AMERICA'S BEST HOSPITALS 2010

Newsweek

Sports
Illustrated

THE WEEK

TIME

U.S. News & WORLD REPORT



The America's Best Hospitals and MNI News— The Cure for the Common Media Buy

The *America's Best Hospitals* special issue of *U.S. News & World Report* features the most current and comprehensive ranking of the nation's best physicians, practices, care, and research facilities. This annual guide is a highly trusted and anticipated must-read for millions of the most influential, educated, affluent, health-conscious consumers and health care professionals in your priority markets.

No Second Opinion Needed

The *America's Best Hospitals* issue, together with MNI News, is an unbeatable package that puts your ad in the most critically acclaimed newsmagazines. Only MNI offers this must-read issue in targeted geographies to maximize your media investment.

The Healthiest Environment for Your Message

The nation's most widely recognized newsmagazines feature up-to-the-minute editorial on the latest breakthroughs and innovations in the worlds of medicine, health, fitness, and nutrition—about 630 pages a year! Renowned for timely coverage and insightful analysis, the MNI News magazines command respect and deliver results.

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

Reserve Your Space Today!

To find out more about this exclusive advertising opportunity, contact your MNI Account Executive, visit mni.com, or call 800.255.3457.

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