

MNI thought leader



The MNI Thought Leader audience is authoritative and influential.

READER PROFILE

Median Age: 48
 Male/Female: 55%/45%
 Median HHI: \$76,902



Readers of the MNI Thought Leader magazines are recognized and respected decision makers in the public and private sectors. They're affluent, educated professionals with broad interests in business and finance, politics, culture, and the global marketplace. They rely on this trusted portfolio of magazines for information and perspective. Efficiently reach these sought-after influentials, in up to **66 markets** nationwide, only in MNI Thought Leader.

MNI Thought Leader consumers are

- Tech-savvy early adopters
- Decision makers for business and home purchases
- Frequent travelers for both business and leisure
- Affluent and college educated
- Relied upon on for financial and investing advice

Reach more influential consumers.

Target: Influential Opinion Leader

% Coverage (6 insertions)



Source: GfK MRI, Doublebase 2011.



MEDIA NETWORKS, INC.

Very Targeted. Very Simple.

Bloomberg Businessweek

Bloomberg Businessweek, one of the most respected business publications in the world, reports on the events, ideas, and people that shape the global economy. Timely, analytical, and relevant, it helps set the agenda for business, offering insight on a broad range of vital issues, with the highest quality writing, photography, and design.

Median Age: 45
 Male/Female: 65%/35%
 Median HHI: \$94,372

Forbes

Forbes gives advertisers exclusive access to an influential community of business leaders, entrepreneurs, affluent investors, and avid consumers. *Forbes'* distinct editorial viewpoint has stood for the unshakable belief in the power of free enterprise for more than 80 years. This unique audience and point of view make *Forbes* one of the world's most influential business publications.

Median Age: 45
 Male/Female: 65%/35%
 Median HHI: \$93,800

FORTUNE

Written for successful executives who want to know about business trends and analysis, *Fortune* is famous for its in-depth profiles of the hard-to-access movers and shakers of the business world. *Fortune* specializes in stories about business personalities, technology, marketing, personal finance, politics, and important corporate trends.

Median Age: 45
 Male/Female: 60%/40%
 Median HHI: \$102,704

Newsweek

For over six decades, *Newsweek* has found innovative ways to communicate the news to readers interested in national, international, social, economic, and political trends. News commentary and analysis encompass the week's developments throughout the nation and the world. *Newsweek* graphically illustrates its articles with charts, maps, cartoons, and photographs.

Median Age: 49
 Male/Female: 56%/44%
 Median HHI: \$77,143

Smithsonian

Award-winning *Smithsonian* magazine delivers fresh perspectives and experiences through compelling narrative and breathtaking photography. Written for educated, well-rounded readers with diverse interests, *Smithsonian* offers comprehensive coverage of history; archeology; science and nature; travel and culture. *Smithsonian* also features in-depth articles about the most fascinating people and places around the world.

Median Age: 57
 Male/Female: 49%/51%
 Median HHI: \$73,577

THE WEEK

Created for the busy, affluent reader, *The Week* distills information from national and international media outlets and packages it into a convenient guide, covering a variety of topics appealing to time-pressed readers. *The Week* includes the most intriguing stories and the most thoughtful commentary, ranging from current events and politics to technology and the arts. With a balanced perspective and a straightforward, informative format, *The Week* promises to bring readers up to speed on everything that matters.

Median Age: 45
 Male/Female: 63%/37%
 Median HHI: \$94,366

TIME

For more than 75 years, *Time* has set the pace in providing information in an ever-changing world. Each issue organizes domestic and world news into a format that is useful to the reader. The main editorial section examines the issues, events, and trends that affect readers' lives, while "Reviews" provides commentary on popular culture.

Median Age: 48
 Male/Female: 53%/47%
 Median HHI: \$75,043

For additional coverage of influential decision makers in your priority markets, consider adding:

MNI News

Newsweek

Sports Illustrated

THE WEEK

TIME



Source: GfK MRI, Doublebase 2011.





MNI Thought Leader

	AUD (000)	COMP %	COV %	INDEX
Adults	38,905	100	17	100
Men	21,318	55	19	113
Women	17,586	45	15	88
MEDIAN/AVERAGES				
Median Age	48			
Average Age of Children	10			
Median Individual Employment Income	\$47,886			
Median Household Income	\$76,902			
Median Home Value	\$245,282			
AGE				
18-24	4,041	10	14	82
25-34	6,010	15	15	86
35-44	6,771	17	16	96
45-54	8,193	21	18	108
55+	13,889	36	19	112
Adults, 25-54	20,974	54	17	97
Men, 25-54	11,544	30	18	108
HOUSEHOLD INCOME				
\$50,000+	27,108	70	20	120
\$75,000+	19,885	51	22	131
\$100,000+	14,197	36	25	145
\$200,000+	3,453	9	33	194
Dual Income	11,387	29	19	111
EDUCATION				
Any College	28,599	74	23	134
Currently Attending College	3,776	10	20	118
College Graduate+	17,882	46	29	170
OCCUPATION				
Professional/Managerial	13,203	34	26	150
Top Management	2,732	7	29	172
HOUSEHOLD STATUS				
Own a Home	28,850	74	18	105
Married	22,325	57	18	105
Any Children	14,351	37	15	91
RACE				
White Only	28,813	74	17	98
Black/African American	4,822	12	19	110
Hispanic	4,435	11	14	83
Other	5,228	13	17	100
QUALITATIVE STATISTICS				
Readers Per Copy	5.47			
Average Time Spent Reading	40 minutes			



2012 Editorial Highlights

	MNI THOUGHT LEADER	COVER DATE	EDITORIAL HIGHLIGHTS	SUBSCRIBER SHIP DATE
JAN.	<i>Businessweek</i>	1/9	General Editorial	12/30/11
	<i>Forbes</i>	1/16	30 Under 30	12/26/11
	<i>Fortune</i>	1/16	Shape The Future	12/26/11
	<i>Newsweek</i>	1/9	General Editorial	1/2
	<i>The Week</i>	1/20	General Editorial	1/13
	<i>Time</i>	1/9	The Year Ahead	1/2
	<i>Smithsonian</i>	January	Evolution World Tour	12/15/11
FEB.	<i>Businessweek</i>	2/6	Davos	1/27
	<i>Forbes</i>	2/13	NBA/NHL Values	1/23
	<i>Fortune</i>	2/6	100 Best Companies To Work For	1/16
	<i>Newsweek</i>	2/20	General Editorial	2/13
	<i>The Week</i>	2/17	General Editorial	2/10
	<i>Time</i>	2/27	General Editorial	2/20
	<i>Smithsonian</i>	February	Eradicating Snakes On Guam	1/17
MAR. Close 1/3/12	<i>Businessweek</i>	3/5	General Editorial	2/24
	<i>Forbes</i>	3/26	The World's Billionaires	3/5
	<i>Fortune</i>	3/19	World's Most Admired Companies	2/27
	<i>Newsweek</i>	3/19	General Editorial	3/12
	<i>The Week</i>	3/23	General Editorial	3/16
	<i>Time</i>	3/26	Society: The Richer Sex	3/19
	<i>Smithsonian</i>	March	General Editorial	2/21
APR. Close 2/6/12	<i>Businessweek</i>	4/2	Enterprise	3/23
	<i>Forbes</i>	4/23	The Midas List	4/2
	<i>Fortune</i>	4/9	Greatest Entrepreneurs Of All Time	3/19
	<i>Newsweek</i>	4/23	General Editorial	4/16
	<i>The Week</i>	4/27	General Editorial	4/20
	<i>Time</i>	4/23	Health Special Report 3	4/16
	<i>Smithsonian</i>	April	General Editorial	3/22
MAY Close 3/5/12	<i>Businessweek</i>	5/7	Enterprise	4/27
	<i>Forbes</i>	5/7	The Forbes Global 2000	4/16
	<i>Fortune</i>	5/21	Fortune 500	4/30
	<i>Newsweek</i>	5/21	General Editorial	5/14
	<i>The Week</i>	5/25	General Editorial	5/18
	<i>Time</i>	5/21	General Editorial	5/14
	<i>Smithsonian</i>	May	General Editorial	4/17
JUN. Close 4/2/12	<i>Businessweek</i>	6/4	General Editorial	5/24
	<i>Forbes</i>	6/4	Celebrities	5/14
	<i>Fortune</i>	6/11	Road Warrior	5/21
	<i>Newsweek</i>	6/18	General Editorial	6/11
	<i>The Week</i>	6/22	General Editorial	6/15
	<i>Time</i>	6/25	Business	6/18
	<i>Smithsonian</i>	June	General Editorial	5/16

All editorial and dates are subject to change.
Updated 1/25/12.



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JUL. Close 5/1/12	<i>Businessweek</i>	7/2	General Editorial	6/22
	<i>Forbes</i>	7/16	Best Places	6/25
	<i>Fortune</i>	7/2	Retirement Guide	6/11
	<i>Newsweek</i>	7/30	General Editorial	7/23
	<i>The Week</i>	7/27	General Editorial	7/20
	<i>Time</i>	7/16	General Editorial	7/9
	<i>Smithsonian</i>	Jul/Aug	General Editorial	6/21
AUG. Close 6/4/12	<i>Businessweek</i>	8/6	General Editorial	7/27
	<i>Forbes</i>	8/6	Collectors/Int'l Investors	7/16
	<i>Fortune</i>	8/13	Executive Dream Team	7/23
	<i>Newsweek</i>	8/27	General Editorial	8/20
	<i>The Week</i>	8/17	General Editorial	8/10
	<i>Time</i>	8/27	Health Special Report 5: Diet & Fitness	8/20
	<i>Smithsonian</i>	-	-	-
SEP. Close 7/9/12	<i>Businessweek</i>	9/3	Energy	8/24
	<i>Forbes</i>	9/10	Most Powerful Women	8/20
	<i>Fortune</i>	9/3	Businessperson's Guide To Election 2012	8/13
	<i>Newsweek</i>	9/24	General Editorial	9/17
	<i>The Week</i>	9/21	General Editorial	9/14
	<i>Time</i>	9/24	Money Issues	9/17
	<i>Smithsonian</i>	September	General Editorial	8/21
OCT. Close 8/6/12	<i>Businessweek</i>	10/1	General Editorial	9/21
	<i>Forbes</i>	10/22	Private Equity	10/1
	<i>Fortune</i>	10/8	Most Powerful Women In Business	9/17
	<i>Newsweek</i>	10/22	General Editorial	10/15
	<i>The Week</i>	10/26	General Editorial	10/19
	<i>Time</i>	10/29	General Editorial	10/22
	<i>Smithsonian</i>	October	General Editorial	9/18
NOV. Close 9/4/12	<i>Businessweek</i>	11/5	General Editorial	10/26
	<i>Forbes</i>	11/19	World's Most Powerful People/Education	10/29
	<i>Fortune</i>	11/12	Best Advice I Ever Got	10/22
	<i>Newsweek</i>	11/19	General Editorial	11/12
	<i>The Week</i>	11/23	General Editorial	11/16
	<i>Time</i>	11/26	Culture: Tech Video Games	11/19
	<i>Smithsonian</i>	November	General Editorial	10/23
DEC. Close 10/8/12	<i>Businessweek</i>	12/3	Enterprise	11/23
	<i>Forbes</i>	12/3	Investment Guide	11/12
	<i>Fortune</i>	12/3	Business Person of the Year	11/12
	<i>Newsweek</i>	12/17	General Editorial	12/10
	<i>The Week</i>	12/21	General Editorial	12/14
	<i>Time</i>	12/24	Year's Best In Culture	12/17
	<i>Smithsonian</i>	December	General Editorial	11/16

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State	Market	Rate Base	Page Rate
AL	Birmingham	86,190	\$27,075
AZ	Phoenix	120,620	\$37,270
CA	Los Angeles Metro	441,990	\$106,985
	Los Angeles	328,300	\$79,465
	Orange County	113,690	\$35,130
	Sacramento	74,480	\$23,780
	San Diego	120,030	\$37,090
San Francisco Metro	San Francisco	375,560	\$90,905
	San Francisco	297,410	\$73,460
	San Jose/Santa Clara	78,150	\$24,955
CO	Denver	155,280	\$45,580
CT	Connecticut	101,040	\$31,220
	Fairfield/Westchester	92,180	\$28,960
DC	Washington, D.C. Metro	303,490	\$73,460
FL	Jacksonville/Tallahassee	123,160	\$38,055
	Miami/Ft. Lauderdale/Palm Beach	176,860	\$49,185
	Orlando	71,220	\$22,740
	Tampa/St. Petersburg/Clearwater	91,220	\$28,655
GA	Atlanta	151,620	\$44,510
HI	Honolulu	46,220	\$15,470
IA	Cedar Rapids/Des Moines	56,030	\$19,375
IL	Chicago Metro	331,940	\$80,345
	Chicago City/ Suburban North	190,870	\$53,080
	Chicago West/ Suburban South	141,070	\$43,590
IN	Indianapolis	56,390	\$18,005
KS	Kansas City	71,250	\$22,750
KY	Louisville/Lexington	58,450	\$18,665
LA	New Orleans/Baton Rouge	58,940	\$18,820
MA	Boston	230,660	\$64,145
MD	Baltimore	98,820	\$31,045
MI	Detroit	155,430	\$45,625
	Grand Rapids	40,990	\$13,720
MN	Minneapolis/St. Paul	153,750	\$45,135
MO	Kansas City	71,250	\$22,750
	St. Louis	96,040	\$30,170
MS	Jackson	36,590	\$12,250

State	Market	Rate Base	Page Rate
NC	Charlotte/Greensboro	104,160	\$32,185
	Raleigh/Durham	88,280	\$27,735
NE	Omaha	46,200	\$15,465
NH	Burlington/Manchester	95,980	\$30,150
NJ	Northern New Jersey	198,620	\$55,235
	Southern New Jersey	127,750	\$39,475
NV	Las Vegas/Reno	68,480	\$21,865
NY	Albany/Poughkeepsie	82,740	\$26,420
	Buffalo	43,070	\$14,420
	New York Metro	629,340	\$152,330
	Fairfield/Westchester	92,180	\$28,960
	Long Island	107,110	\$33,095
	New York City	231,430	\$64,360
Northern New Jersey		198,620	\$55,235
	Rochester/Syracuse	85,940	\$27,000
OH	Cincinnati	70,430	\$22,490
	Cleveland	74,480	\$23,780
	Columbus	72,190	\$23,050
OR	Portland	95,980	\$30,150
PA	Harrisburg/Lancaster/York	61,180	\$19,535
	Philadelphia	172,770	\$49,065
	Pittsburgh	88,240	\$27,720
RI	Providence	35,980	\$12,045
SC	South Carolina	102,500	\$31,675
TN	Nashville/Memphis	97,600	\$30,660
TX	Austin	63,870	\$20,395
	Dallas/Ft. Worth	171,060	\$48,925
	Houston	142,600	\$44,065
San Antonio		60,270	\$19,245
	San Antonio	60,270	\$19,245
UT	Salt Lake City	63,510	\$20,280
VA	Norfolk/Richmond	115,990	\$35,840
	Washington, D.C. Metro	303,490	\$73,460
VT	Burlington/Manchester	95,980	\$30,150
WA	Seattle/Tacoma	176,860	\$49,185
WI	Milwaukee	82,360	\$26,300

Businessweek not available in Connecticut.
MNI Thought Leader is available every month, but not all magazines are published monthly.

