

DATAPOINTS

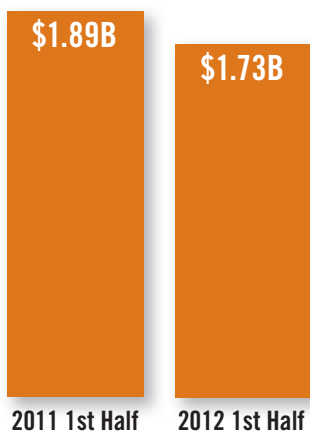
Retail Magazine Sales Fall

Retail sales of magazines continued to decline in the first half of 2012, and in fact fell at a faster pace than they did a year ago, according to data released last week by MagNet, based in Metairie, La. Supermarket chains captured 34% of retail sales, down from 34.4% in 2011, although the channel remains by far the top venue for sales. Ahold USA, parent of the Stop & Shop, Giant-Landover and Giant-Carlisle chains, appeared for the first time on the list of the top 10 retailers selling magazines in the first half, joining

Kroger Co., Safeway and Publix Super Markets among the traditional supermarket operators on the list. Wal-Mart Stores remains the top seller of magazines, followed by Barnes & Noble. While some magazine titles saw increases in sales — 13 of the top 50 — many of the most popular titles saw declines through the first half, MagNet reported.

SOURCE: MagNet Business Insights (www.magnetdata.net)

Retail Magazine Sales (U.S. and Canada)



SUPERMARKETS ARE TOP CHANNEL

(1st-half sales in millions)

CLASS OF TRADE	2012 SALES	CHANGE VS. '11
Supermarkets	\$586.4	-7.3%
Supercenters	\$250.7	-8.9%
Drug stores	\$198.5	-5.0%
Book stores	\$168.0	-19.3%
Terminals	\$130.1	-9.9%
Mass merchants	\$123.1	-5.0%
C-stores	\$81.8	-15.5%
Newsstands	\$40.1	-12.4%
Club stores	\$43.6	-2.0%
Home and garden*	\$21.4	-8.9%

* NOTE: The category "other" actually ranked above home and garden with \$24.5 million in sales and a 3.9% decline from the first half of 2011.

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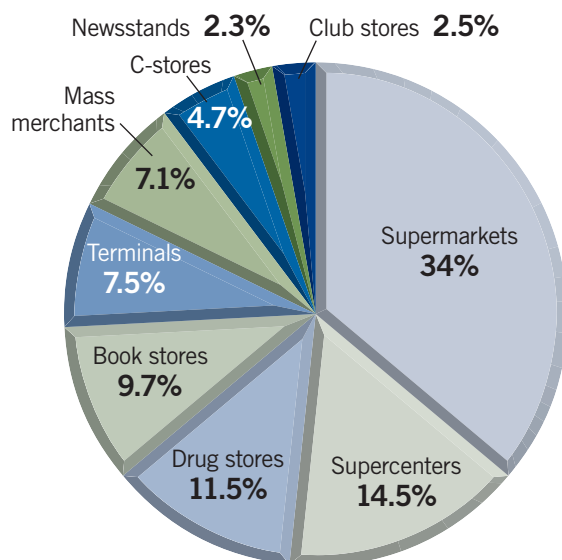
of the top 100
magazine titles
caused 93% of
the sales decline

Top 10 Chains

1. Wal-Mart Stores
2. Barnes & Noble
3. Kroger Co.
4. CVS/Caremark Corp.
5. Safeway
6. Walgreens
7. Hudson News (terminals)
8. Target Corp.
9. Publix Super Markets
10. Ahold USA

Channel Market Share

(1st half 2012)



TOP 10 MAGAZINE CATEGORIES

(1st-half sales in millions; change vs. year ago)

Celebrity	\$401.5	-12.4%
Women's	\$281.6	-9.5%
Food/wine	\$125.2	-2.0%
Game/puzzle	\$69.1	-10.4%
Automotive	\$65.6	-7.8%
General interest	\$64.0	+27.7%
Health/fitness	\$64.0	-13.6%
Sports	\$55.2	-14.7%
Home	\$55.1	-2.4%
Lifestyle	\$54.5	-6.1%

-8.7%

decline in total
retail magazine
sales in 1st half

“Some retail chains — those who continue to promote the category — performed much better than the industry during the first six months of the year.”

— MAGNET'S INDUSTRY INSIGHTS