

PER ISSUE READERSHIP

	Mother Earth News*	Utne Reader**	Natural Home***	Total
Circulation	389,895	100,000	75,000	564,895
Pass-along	1,785,719	90,000	142,500	2,018,219
Audience	2,070,000	218,500	217,500	2,506,000
Online Uniques per Issue	1,356,176	158,210	52,010	1,566,396
Total Audience	3,531,790	348,210	269,510	4,149,510

*2007 MRI Doublebase study ; Dec 2007 ABC Publisher's Statement **2005 MRI subscriber study ; 2007 Publisher's Own Data ***Signet 2006; 2007 Publisher's Own Data

PREMIERE SEASON READERSHIP

	Mother Earth News	Utne Reader	Natural Home	Total
Number Ad Insertions	4	3	6	
Circulation	1,559,580	300,000	450,000	2,309,580
Pass-along	7,142,876	270,000	855,000	8,267,876
Online Uniques per Issue	5,424,704	474,630	312,060	6,211,394
Total Audience	14,127,160	1,044,630	1,617,060	16,788,850

