

Leveraging Media Trends

Monetizing the Future

Online Media Index (OMI)

$$\text{OMI} = \frac{\text{MONTHLY UNIQUE VISITORS TO WEBSITE}}{\text{MAGAZINE CIRCULATION}}$$

A	=	5.0 and up
B	=	1.0 - 4.9
C	=	.5 - .99
D	=	.1 - .49
F	=	0 - .09

Magazine Publisher OMI

MAGAZINE TITLE	CIRCULATION	WEBSITE UV	OMI
BETTER HOMES & GARDENS	7,621,456	1,925,610	0.25
READER'S DIGEST	5,527,183	784,212	0.14
GOOD HOUSEKEEPING	4,354,740	1,018,071	0.23
FAMILY CIRCLE	4,143,942	89,830	0.02
NATIONAL GEOGRAPHIC	4,125,152	5,720,157	1.39
PEOPLE	3,637,633	16,387,269	4.50
WOMAN'S DAY	3,374,479	462,715	0.14
TIME	3,281,175	11,038,181	3.36
TASTE OF HOME	3,268,549	2,661,987	0.81
LADIES HOME JOURNAL	3,230,450	37,553	0.01

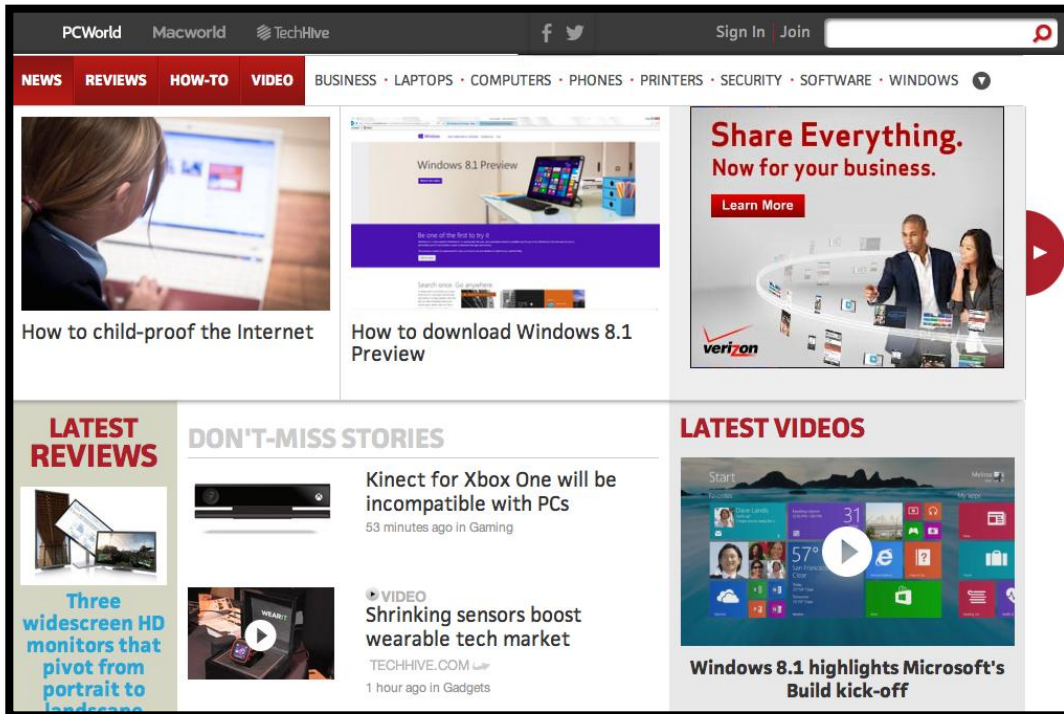
Sources: Alliance for Audited Media, Quantcast (US)

Nimble Niche Players

MAGAZINE TITLE	OMI	WEBSITE UV	CIRCULATION
PC WORLD	7.12	2,529,551	355,117
FORBES	6.69	6,188,478	925,051
EATING WELL	3.43	2,159,971	629,022
THE ECONOMIST	3.24	4,741,244	1,464,122
WIRED	2.74	2,246,209	819,457
MEN'S HEALTH	1.89	3,596,976	1,901,100
AUTOWEEK	1.04	327,330	315,530

*Sources: Alliance for Audited Media, Quantcast
(US except Economist is global)*

PC World




PCworld.com | Monthly UV: 2,529,551 | Circulation: 355,117 | OMI: 7.12

Forbes - **New Posts** (+1 posts this hour) **Popular** (Most Expensive Homes) **Lists** (Most Powerful Celebrity) **Video** (Business Of Glenn)

Top Stories

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 **Deen Dumped By Partners As Sears, QVC Mull Next Move**
Despite her teary apology tour, Paula Deen's business partners are dropping like deep-fried flies. The latest companies to part ways with the Southern chef: Home Depot and diabetes drug manufacturer Novo Nordisk.
Clare O'Connor, Forbes Staff

Corzine Slapped With Charges Over MF Global Collapse
Steve Schaefer, Forbes Staff

The Final Frontier: PayPal Is Figuring Out How To Buy Things In Space
Abram Brown, Forbes Staff

N.Y. Fed Chief Says More QE For Longer If Economy Underperforms
Agustino Fontevicchia, Forbes Staff

Myanmar To Grant Wireless Licenses To Norway's Telenor, Qatar Telecom
Simon Montlake, Forbes Staff

Streetcars Are Rolling All Over, As Minneapolis Jumps On Board
Micheline Maynard, Contributor

Canada Tops List Of The World's Most Reputable Countries



Forbes.com | Monthly UV: 6,188,478 | Circulation: 925,051 | OMI: 6.69

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- Easy Salmon Recipes
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 Get recipes to make your favorite comfort foods healthy.

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 Clean up your diet by limiting some foods and making room for these healthy ingredients.

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 Lose up to 2 pounds a week with this delicious meal plan.

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EATINGWELL MAGAZINE

COMFORT FOOD MADE HEALTHY SLOW-COOKER SPECIAL!

EatingWell

WHERE GOOD TASTE MEETS GOOD HEALTH February 2012

24 Healthy in a Hurry Recipes

EASY, COZY Winter Meals

NEW RECIPES FOR A NEW YOU!
 Super Smoothies
 31 Heart-Healthy Dishes
 Tex-Mex Makeovers

YOUR ULTIMATE GET-SLIM GUIDE
 25 Tools to Help You Lose Weight
 Portion-Controlled Dinners You'll Love
 Delicious Meal Plans & Quick Recipes

Sublime Citrus Desserts pg 62

Grapefruit & Avocado Salad / Slow-Cooker Chicken Stew / Banana-Caramel Crepes

EatingWell.com | Monthly UV: 2,159,971 | Circulation: 629,022 | OMI: 3.43

Thank You