

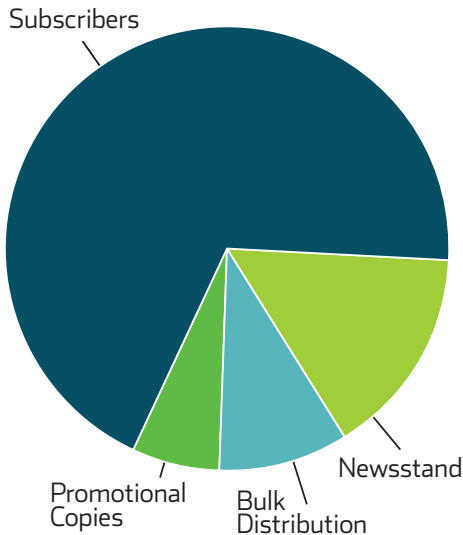
CIRCULATION DISTRIBUTION

Where do the 20,948 copies of *Madison Magazine* go every month?

127,000 READERS*

Our circulation is audited annually by the Circulation Verification Council.

***Madison Magazine* is the only local magazine that audits circulation.**



Subscribers: 14,432

Newsstand: 3,200

Bulk Distribution: 1,981

Promotional Copies: 1,335

Total Average Distribution: 20,948

***Average 2010 distribution of Madison Magazine as audited by CVC (Circulation Verification Council, March 2011).*



SUBSCRIBERS: 99% of our subscriptions are requested, 58% of which are paid. 45% of our subscribers have subscribed for more than 3 years.

NEWSSTAND: Every month *Madison Magazine* is sold at dozens of major newsstands throughout Dane County.

BULK DISTRIBUTION: *Madison Magazine* is distributed to hotels, medical clinic waiting areas and banks. It is also used by Convention and Visitor's Bureaus, area Chambers of Commerce and realtors in relocation and visitor kits.

PROMOTIONAL COPIES: Includes requested sample copies, and distribution at local events (Madison Food & Wine Show, Best of Madison Business, etc.). Additional copies of *Madison Magazine* are mailed during subscriber promotions.

**The Media Audit, Demographic Study, December 2010. Google Analytics Web Traffic Report, January, 2011.*

Madison
MAGAZINE