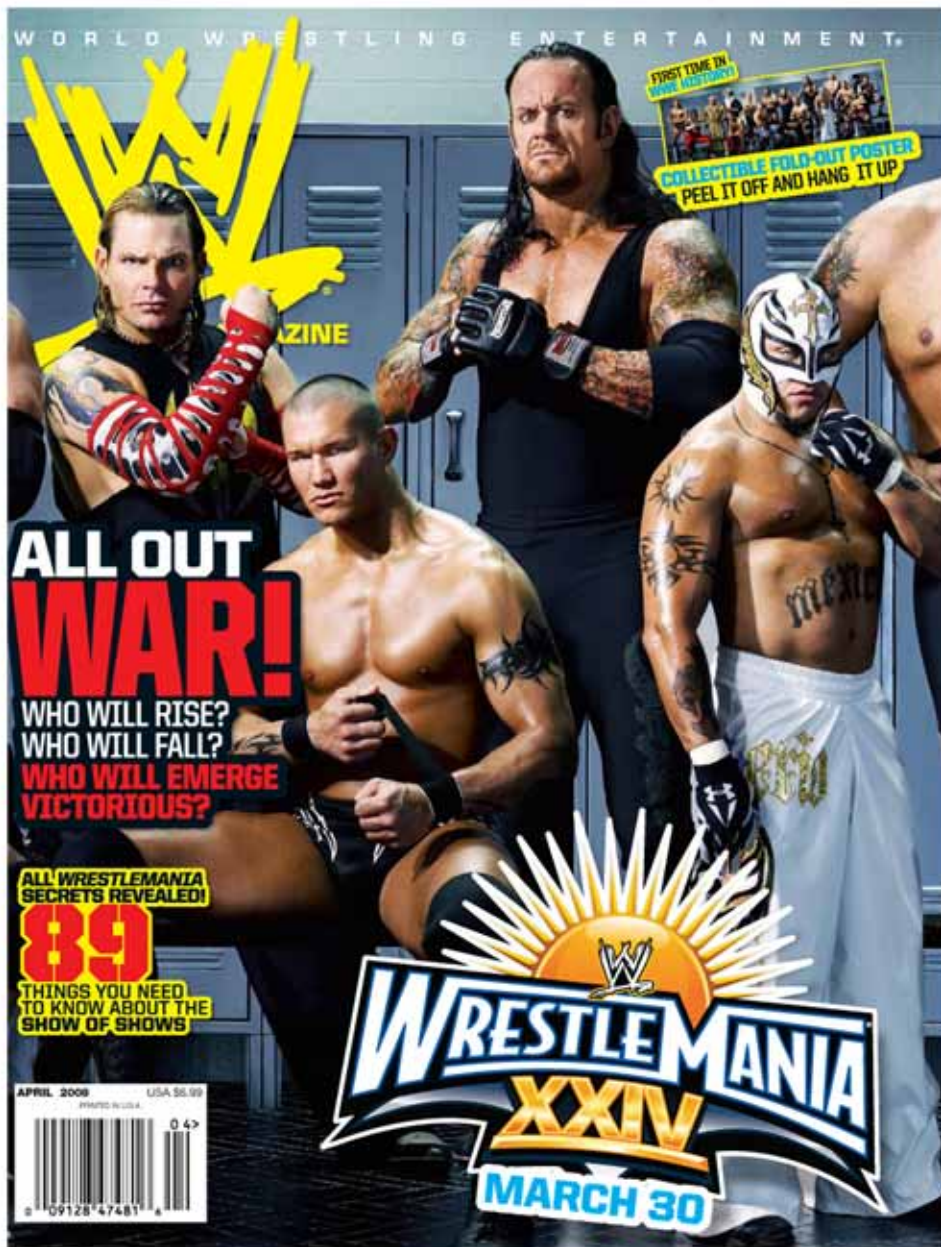


# QUICK FACTS | AUDIENCE INFO



## READER DEMOGRAPHICS

- \* Male 70%
  - \* Female 30%
  - \* Age 18-24 30%
  - \* Age 18-34 62%
  - \* Med. Age 30.1
- 2007 Spring MRI

## WWE MAGAZINE INFORMATION

- \* 4.5 million readers
- \* #1 sports title sold at Wal-Mart and Target
- \* Top 5 retail revenue over Rolling Stone; Muscle & Fitness; XXL and GQ
- \* 3.2 million newsstand copies sold in 2007
- \* BPA Audited
- \* Rate Base 300,000
- \* Cover Price \$6.99
- \* Newsstand 60%
- \* Subscription 40%
- \* Issues/Year 13
- \* Full Page \$31,650 (open)



## BEHIND THE SCENES. BEYOND THE RING.

**WWE Magazine** is a thriving, men's lifestyle publication leveraging the power of its brand to deliver unique content to our most essential asset - our fans (your audience). **WWE Magazine** engages young, male readers (our fans) by delivering a new twist to the traditional men's title, editorial formula. WWE Superstars and Divas are more than subjects; they share their thoughts on the topics that interest this incredible audience the most: games, auto, fitness, fashion, relationships, grooming, gadgets and more. Packed with features, photos, exclusive interviews and unfettered backstage access, **WWE Magazine** focuses on our talent outside the ring.

