

**ATTACHMENT K - PAID MEDIA SCHEDULE
U.S. MEDIA OVERVIEW**

CONSUMER MAGAZINES

PUBLICATION	CIRCULATION	ISSUE FREQUENCY	UNIT SIZE	PLAN FREQUENCY
ATLANTIC MONTHLY	431,625	10X/YR	FULL PG	1
HARPER'S	214,840	MONTHLY	FULL PG	1
NEW YORK MAGAZINE	429,116	WEEKLY	FULL PG	1
NEW YORKER	1,062,018	WEEKLY	FULL PG	1
NEWSWEEK	2,600,000	WEEKLY	FULL PG	1
PEOPLE	3,450,000	WEEKLY	FULL PG	1
THE ECONOMIST	672,000	WEEKLY	FULL PG	1
TIME	3,250,000	WEEKLY	FULL PG	1
TOTAL	12,109,599			8

SUNDAY SUPPLEMENTS

PUBLICATION	CIRCULATION	FREQUENCY	UNIT SIZE	PLAN FREQUENCY
PARADE	32,400,000	WEEKLY	2/5 PG	1
USA WEEKEND	23,000,000	WEEKLY	2/5 PG	1
TOTAL	55,400,000			2

NATIONAL NEWSPAPERS

PUBLICATION	CIRCULATION	FREQUENCY	UNIT SIZE	PLAN FREQUENCY
WALL STREET JOURNAL	2,011,882	MON-FRI	1/4 PAGE	1
WASHINGTON POST	945,393	SUNDAY	1/4 PAGE	1
NEW YORK TIMES	1,500,394	SUNDAY	1/4 PAGE	1
LOCAL NEWSPAPERS - US TERRITORIES	555,295	DAILY	1/4 PAGE	1
TOTAL	5,012,964			4

INDUSTRY PUBLICATIONS

PUBLICATION	CIRCULATION	FREQUENCY	UNIT SIZE	PLAN FREQUENCY
PUBLISHER'S WEEKLY	21,737	WEEKLY	FULL PG	2
THE NEW YORK REVIEW OF BOOKS	134,329	20X/YEAR	JR PAGE	2
VARIETY	28,243	DAILY	FULL PG	1
POETS & WRITERS	56,000	BI-MONTHLY	FULL PG	1
THE WRITER	30,181	MONTHLY	FULL PG	1
WRITER'S JOURNAL	24,100	BI-MONTHLY	FULL PG	1
WRITER'S DIGEST	110,000	BI-MONTHLY	FULL PG	1
TOTAL	404,590			9

INDUSTRY WEBSITES

WEBSITE	IMPRESSIONS	FREQUENCY	UNIT SIZE	PLAN FREQUENCY
PUBLISHERSWEELY.COM	219,859	24/7	BANNER	1
WRITERSDIGEST.COM	625,000	24/7	BANNER	1
LITERARYMARKETPLACE.COM	VARIES	24/7	BANNER	1

INTERNATIONAL PRINT MEDIA OVERVIEW**NATIONAL AND REGIONAL PUBLICATIONS**

PUBLICATION	CIRCULATION	TOTAL # OF Pubs	UNIT DIMENSIONS	TOTAL # OF ADS RUNNING
TIER 1			7" x 9.75"	
UNITED STATES (SEE SEPARATE PLAN)	72,927,515	21	7.25" x 10"	23
TIER 2			7" x 9.75"	
47 COUNTRIES	106,630,384	332	7.25" x 10"	384
TIER 3			7" x 10"	
34 COUNTRIES	8,815,102	144	6.6875" x 8.8125"	170
TIER 4			7" x 10"	
60 COUNTRIES	3,331,391	159	7.125" x 9.75"	201
TIER 5				
71 COUNTRIES	2,640,626	141	7" x 10"	141
TOTAL	121,417,503			896

EXHIBIT: MEDIA DISTRIBUTION BY TIERS

Tier 1 Territories Media					
Country	Language	Title	Distribution	Circulation	No of Insertions
U.S.	Arabic	Newsweek Bil Logha Al-Arabia	National	1,800	1
U.S.	Spanish	Newsweek en Espanol	National	9,670	1
Guam	English	Pacific Daily News	National	22,451	1
Puerto Rico	Spanish	El Nuevo Dia	National	241,129	2
Puerto Rico	English	San Juan Star	National	105,597	
U.S. Virgin Islands	English	Virgin Island Daily News	National	16,362	1
Northern Mariana Islands	English	Marianas Variety	National	5,000	1
Samoa	English	Samoa Observer	National	5,000	1
Tier 2 Media					
Country	Language	Title	Distribution	Circulation	No of Insertions
Argentina	Spanish	La Nacion	National	170,000	2
Argentina	Spanish	Clarín	National	670,000	2
Argentina	English	Economist	National	1,724	1
Argentina	Spanish	Wall Street Journal	Regional	140,940	1
Australia	English	Daily Telegraph and Sunday Telegraph	National	731,336	2
Australia	English	Sydney Morning Herald	Regional	360,000	1
Australia	English	Melbourne Age	Regional	299,800	1
Australia	English	Time	National	72,000	1
Australia	English	Economist	National	18,920	1
Australia	English	International Herald Tribune	National	87	1
Australia	English	Wall Street Journal	Regional	230	1
Australia	English	Newsweek	National	774	1
Austria	German	Kurier	National	171,434	1
Austria	German	Neue Kronen Zeitung	National	944,600	2
Austria	English	Time	National	5,770	1
Austria	English	Economist	National	6,839	1
Austria	English	International Herald Tribune	National	3,657	1
Austria	English	Wall Street Journal	Regional	3,526	1
Austria	English	Newsweek	National	2,006	1
Belgium	Dutch	Het Nieuwsblad	National	277,477	1
Belgium	French	Le Soir	National	119,454	1
Belgium	Dutch	Het Laatste Nieuwsblad	National	287,857	1
Belgium	English	Time	National	11,320	1
Belgium	English	Economist	National	13,527	1
Belgium	English	International Herald Tribune	National	3,571	1
Belgium	English	Wall Street Journal	Regional	5,006	1
Belgium	English	Newsweek	National	8,760	1
Brazil	Portuguese	O Globo	Regional	367,000	1
Brazil	Portuguese	Folha de Sao Paolo	Regional	380,450	1
Brazil	Portuguese	Veja (Nationwide)	National	1,064,172	1
Brazil	English	Economist	National	5,293	1
Brazil	Portuguese	Wall Street Journal	Regional	54,583	1
Brazil	English	Newsweek	National	29,532	1
Canada	English	Globe and Mail	National	419,343	1
Canada	English	National Post	National	394,507	1
Canada	English	Toronto Star	Regional	657,722	1
Canada	French	Journal de Montreal	Regional	320,658	1
Canada	English	Time	National	210,000	1
Chile	Spanish	El Mercurio	National	340,000	2
Chile	Spanish	La Tercera	National	203,000	1
Chile	English	Economist	National	1,477	1
Chile	Spanish	Wall Street Journal	Regional	143,301	1
Chile	English	Newsweek	National	163	1

China, People's Republic of	Chinese (Simplified)	Renmin Ribao (People's Daily)	National	3,000,000	3
China, People's Republic of	Chinese (Simplified)	Xinmin Evening News	Regional	1,700,000	1
China, People's Republic of	Chinese (Simplified)	Guangzhou Daily	Regional	800,000	1
China, People's Republic of	English	Economist	National	4,280	1
China, People's Republic of	English	International Herald Tribune	National	4,198	1
China, People's Republic of	English	Wall Street Journal	Regional	5,133	1
China, People's Republic of	English	Newsweek	National	5,892	1
China, People's Republic of	Chinese (Simplified)	Newsweek Select	National	120,000	1
Colombia	Spanish	El Tiempo	National	447,000	2
Colombia	Spanish	El Espectador	National	200,000	1
Colombia	English	Economist	National	500	1
Colombia	Spanish	Wall Street Journal	Regional	227,000	1
Colombia	English	Newsweek	National	1,355	1
Czech Republic	Czech	Mlada Fronta Dnes	National	390,000	2
Czech Republic	Czech	Lidove Noviny	National	115,000	1
Czech Republic	Czech	Metropolitni Expres	National	201,000	1
Czech Republic	English	Economist	National	1,784	1
Czech Republic	English	International Herald Tribune	National	2,834	1
Czech Republic	English	Wall Street Journal	Regional	237	1
Czech Republic	English	Newsweek	National	1,339	1
Denmark	Danish	Politiken	National	205,000	2
Denmark	Danish	Jyllands Posten	National	207,146	1
Denmark	English	Time	National	6,491	1
Denmark	English	Economist	National	4,733	1
Denmark	English	International Herald Tribune	National	3,258	1
Denmark	English	Wall Street Journal	Regional	566	1
Denmark	English	Newsweek	National	6,980	1
Egypt	Arabic	Al Ahram	National	1,551,400	2
Egypt	Arabic	Al Akhbar El Yom	National	1,157,000	2
Egypt	English	Economist	National	1,062	1
Egypt	English	International Herald Tribune	National	2,084	1
Egypt	English	Newsweek	National	1,599	1
Egypt	Arabic	Newsweek Bil Logha Al-Arabia	National	4,500	1
Finland	Finnish	Helsingin Sanomat	National	500,269	2
Finland	Finnish	Ilta-Sanomat	National	201,281	1
Finland	English	Time	National	7,095	1
Finland	English	Economist	National	3,279	1
Finland	English	International Herald Tribune	National	1,472	1
Finland	English	Wall Street Journal	Regional	145	1
Finland	English	Newsweek	National	2,236	1
France	French	Le Monde	National	389,249	2
France	French	Le Figaro	National	343,690	2
France	French	Group Ouest & Sud Ouest Newspapers (11)	Regional	1,413,683	1
France	English	Time	National	69,343	1
France	English	Economist	National	43,244	1
France	English	International Herald Tribune	National	29,877	1
France	English	Wall Street Journal	Regional	10,281	1
France	English	Newsweek	National	29,621	1
Germany	German	Frankfurter Allgemeine Zeitung	Regional	527,252	1
Germany	German	Suddeutsche Zeitung	Regional	437,124	1
Germany	German	Bild	National	4,499,135	1
Germany	German	Kultur Spiegel	National	918,942	1
Germany	German	Stern	National	1,221,500	1
Germany	German	Stern	Regional	214,966	1
Germany	English	Time	National	95,577	1
Germany	English	Economist	National	43,584	1
Germany	English	International Herald Tribune	National	21,129	1
Germany	English	Wall Street Journal	Regional	16,579	1
Germany	English	Newsweek	National	39,421	1
Greece	Greek	To Vima	National	102,342	2
Greece	Greek	Ta Nea	National	98,000	1
Greece	Greek	Eleftherotipia	National	170,000	1

Greece	English	Time	National	7,270	1
Greece	English	Economist	National	3,742	1
Greece	English	International Herald Tribune	National	4,036	1
Greece	English	Wall Street Journal	Regional	353	1
Greece	English	Newsweek	National	1,754	1
Hong Kong	Chinese (Traditional)	Apple Morning Daily	National	340,000	2
Hong Kong	English	South China Morning Post	National	116,661	1
Hong Kong	English	Time	National	50,500	1
Hong Kong	English	Economist	National	18,148	1
Hong Kong	English	International Herald Tribune	National	9,861	1
Hong Kong	English	Wall Street Journal	Regional	13,488	1
Hong Kong	English	Newsweek	National	27,923	1
Hungary	Hungarian	Népszabadság	National	198,000	2
Hungary	Hungarian	Metro	National	380,000	2
Hungary	English	Economist	National	2,176	1
Hungary	English	International Herald Tribune	National	527	1
Hungary	English	Wall Street Journal	Regional	220	1
Hungary	English	Newsweek	National	1,287	1
India	English	Times Of India	National	3,200,000	2
India	Hindi	Dainik Jagran	National	733,512	1
India	Urdu	Munsif Daily	Regional	45,000	1
India	Bengali	Ananda Bazaar Patrika	Regional	1,303,000	1
India	Tamil	Dinamalar	Regional	74,000	1
India	Marathi	Lokmat Group newspapers	Regional	910,250	1
India	Punjabi	Ajit	Regional	266,000	1
India	Gujarati	Gujarat Samachar	Regional	972,000	1
India	Telagu	Eeanadu	National	1,100,000	1
India	Malayalam	Kerala Kaumudi	Regional	48,000	1
India	Kannada	Vijay karnataka	Regional	505,000	1
India	English	Economist	National	18,153	1
India	English	International Herald Tribune	National	2,775	1
India	English	Wall Street Journal	Regional	544	1
India	English	Newsweek	National	13,718	1
Indonesia	Indonesian	Kompas	National	518,658	3
Indonesia	English	Jakarta Post	National	35,000	1
Indonesia	English	Time	National	4,000	1
Indonesia	English	Economist	National	4,096	1
Indonesia	English	International Herald Tribune	National	3,310	1
Indonesia	English	Wall Street Journal	Regional	5,175	1
Indonesia	English	Newsweek	National	7,206	1
Ireland	English	Irish Times	National	117,797	1
Ireland	English	Sunday Independent	National	291,036	2
Ireland	English	Economist	National	9,393	1
Ireland	English	Wall Street Journal	Regional	698	1
Israel	Hebrew	Ha'aretz (English and Hebrew Editions)	National	95,000	1
Israel	Hebrew	Yedioth Ahronoth	National	600,000	2
Israel	English	Jerusalem Post	National	145,000	1
Israel	English	Economist	National	2,226	1
Israel	English	International Herald Tribune	National	8,755	1
Israel	English	Newsweek	National	2,399	1
Israel	English	Time	National	8,417	1
Italy	Italian	La Repubblica	National	621,148	2
Italy	Italian	Correire Della Sera	National	677,543	2
Italy	Italian	Quotidiano Nazionale	National	600,000	1
Italy	English	Time	National	25,405	1
Italy	English	Economist	National	17,384	1
Italy	English	International Herald Tribune	National	14,283	1
Italy	English	Wall Street Journal	Regional	6,397	1
Italy	English	Newsweek	National	6,033	1
Japan	Japanese	Asahi Shimbun	National	8,225,032	1
Japan	Japanese	Yomiuri Shimbun	National	10,032,441	2
Japan	English	Time	National	35,000	1
Japan	English	Economist	National	9,950	1

Japan	English	International Herald Tribune	National	25,057	1
Japan	English	Wall Street Journal	Regional	7,854	1
Japan	English	Newsweek	National	17,067	1
Japan	Japanese	Newsweek Nihon Ban	National	87,000	1
Malaysia	Malay	Mingguan Malaysia	National	462,927	2
Malaysia	Malay	Berita Minggu	National	305,256	1
Malaysia	English	The Star	National	310,950	1
Malaysia	English	Time	National	20,000	1
Malaysia	English	Economist	National	7,939	1
Malaysia	English	International Herald Tribune	National	2,398	1
Malaysia	English	Wall Street Journal	Regional	6,067	1
Malaysia	English	Newsweek	National	23,973	1
Mexico	Spanish	Prensa	National	270,000	1
Mexico	Spanish	Reforma	Regional	128,576	1
Mexico	Spanish	Esto	National	560,000	1
Mexico	Spanish	El Universal	Regional	139,450	1
Mexico	English	Economist	National	2,670	1
Mexico	Spanish	Wall Street Journal	Regional	303,230	1
Mexico	English	Newsweek	National	27,006	1
Mexico	Spanish	Newsweek en Espanol	National	49,000	1
Netherlands	Dutch	Algemeen Dagblad	National	542,000	1
Netherlands	Dutch	De Telegraaf	National	866,743	2
Netherlands	English	Time	National	11,479	1
Netherlands	English	Economist	National	14,464	1
Netherlands	English	International Herald Tribune	National	7,209	1
Netherlands	English	Wall Street Journal	Regional	6,730	1
Netherlands	English	Newsweek	National	2,936	1
New Zealand	English	New Zealand Herald	National	78,000	2
New Zealand	English	Time	National	24,000	1
New Zealand	English	Economist	National	4,548	1
New Zealand	English	Newsweek	National	527	1
Norway	Bokmal Norwegian	Aftenposten	National	279,500	3
Norway	English	Time	National	11,365	1
Norway	English	Economist	National	6,388	1
Norway	English	International Herald Tribune	National	1,208	1
Norway	English	Wall Street Journal	Regional	475	1
Norway	English	Newsweek	National	2,580	1
Philippines	English	Manilla Bulletin	National	275,000	2
Philippines	English	Daily Inquirer	National	200,000	1
Philippines	Tagalog	Pilipino Star	National	378,000	1
Philippines	English	Time	National	27,000	1
Philippines	English	Economist	National	3,627	1
Philippines	English	International Herald Tribune	National	2,938	1
Philippines	English	Wall Street Journal	Regional	9,990	1
Philippines	English	Newsweek	National	25,529	1
Poland	Polish	Gazeta Wyborcza	National	817,400	3
Poland	Polish	Rzeczpospolita	National	251,000	1
Poland	English	Economist	National	2,805	1
Poland	English	International Herald Tribune	National	328	1
Poland	English	Wall Street Journal	Regional	539	1
Poland	English	Newsweek	National	2,157	1
Poland	Polish	Newsweek Polska	National	135,000	1
Portugal	Portuguese	Diario de Noticias	Regional	98,000	1
Portugal	Portuguese	Expresso	National	138,527	2
Portugal	Portuguese	Jornal De Noticias	Regional	75,000	1
Portugal	English	Time	National	8,968	1
Portugal	English	Economist	National	3,711	1
Portugal	English	International Herald Tribune	National	815	1
Portugal	English	Wall Street Journal	Regional	276	1
Portugal	English	Newsweek	National	1,190	1
Romania	Romanian	Romania Libera	National	57,594	1
Romania	Romanian	Libertatea	National	270,428	2

Romania	Romanian	Jurnalul	Regional	98,905	1
Romania	English	Economist	National	1,191	1
Romania	English	International Herald Tribune	National	93	1
Russia	Russian	Kommersant	National	135,000	1
Russia	Russian	Argumenti y Factly	National	3,560,000	2
Russia	Russian	Komsomolskaya Pravda	National	2,300,000	1
Russia	Russian	Trud	National	612,850	1
Russia	English	Economist	National	2,881	1
Russia	English	Wall Street Journal	Regional	171	1
Russia	Russian	Newsweek Russky	National	60,000	1
Saudi Arabia	Arabic	Al Sharq Al Awsat	National	200,000	1
Saudi Arabia	Arabic	Okaz	National	85,000	1
Saudi Arabia	Arabic	Al Hayat	National	270,000	2
Saudi Arabia	English	Economist	National	1,115	1
Saudi Arabia	English	International Herald Tribune	National	116	1
Saudi Arabia	English	Newsweek	National	1,294	1
Saudi Arabia	Arabic	Newsweek Bil Logha Al-Arabia	National	6,500	1
Singapore	Chinese (Simplified)	Lianhe Zaobao	National	191,300	2
Singapore	English	Sunday Straits Times	National	399,000	1
Singapore	English	Time	National	37,500	1
Singapore	English	Economist	National	15,503	1
Singapore	English	International Herald Tribune	National	10,351	1
Singapore	English	Wall Street Journal	Regional	11,933	1
Singapore	English	Newsweek	National	31,837	1
South Africa	English	Sunday Times	National	503,852	2
South Africa	English	Cape Argus	Regional	313,022	1
South Africa	Afrikaans	Rapport	National	71,081	1
South Africa	English	Time	National	55,187	1
South Africa	English	Economist	National	8,238	1
South Africa	English	Newsweek	National	3,917	1
South Korea	Korean	Chosun Ilbo	National	2,668,700	1
South Korea	Korean	Joonang Ilbo	National	2,225,000	1
South Korea	Korean	Donga Ilbo	National	2,310,000	1
South Korea	English	Time	National	31,000	1
South Korea	English	Economist	National	7,260	1
South Korea	English	International Herald Tribune	National	19,729	1
South Korea	English	Wall Street Journal	Regional	7,806	1
South Korea	English	Newsweek	National	7,413	1
South Korea	Korean	Newsweek Hankuk Pan	National	96,000	1
Spain	Spanish	El Pais	National	436,444	2
Spain	Spanish	El Mundo	National	336,256	1
Spain	Spanish	La Vanguardia	Regional	212,202	1
Spain	Spanish	ABC	National	302,213	1
Spain	English	Time	National	14,119	1
Spain	English	Economist	National	13,257	1
Spain	English	International Herald Tribune	National	6,229	1
Spain	English	Wall Street Journal	Regional	4,118	1
Spain	English	Newsweek	National	3,058	1
Sweden	Swedish	Dagens Nyheter	National	370,500	2
Sweden	Swedish	Sydsvenska Dagbladet	Regional	208,000	1
Sweden	English	Time	National	16,671	1
Sweden	English	Economist	National	9,285	1
Sweden	English	International Herald Tribune	National	2,305	1
Sweden	English	Wall Street Journal	Regional	652	1
Sweden	English	Newsweek	National	2,911	1
Switzerland	German	Tages Anzeiger	Regional	235,569	1
Switzerland	French	Tribune de Geneve	Regional	76,085	1
Switzerland	Italian	Correire del Ticino	Regional	39,298	1
Switzerland	English	Time	National	9,470	1
Switzerland	English	Economist	National	16,748	1
Switzerland	English	International Herald Tribune	National	10,278	1
Switzerland	English	Wall Street Journal	Regional	4,357	1
Switzerland	English	Newsweek	National	3,740	1

Taiwan	Chinese (Traditional)	China Times	National	1,950,000	2
Taiwan	Chinese (Traditional)	United Daily Nation	National	1,305,000	2
Taiwan	English	Time	National	13,000	1
Taiwan	English	Economist	National	4,249	1
Taiwan	English	International Herald Tribune	National	3,015	1
Taiwan	English	Wall Street Journal	Regional	4,271	1
Taiwan	English	Newsweek	National	9,049	1
Thailand	Thai	Thai Rath	National	1,000,000	2
Thailand	Thai	Khao Sod	National	800,000	1
Thailand	English	Bangkok Post	National	250,000	1
Thailand	English	Time	National	14,000	1
Thailand	English	Economist	National	6,528	1
Thailand	English	International Herald Tribune	National	6,675	1
Thailand	English	Wall Street Journal	Regional	7,015	1
Thailand	English	Newsweek	National	16,271	1
Turkey	Turkish	Hurriyet	National	550,000	1
Turkey	Turkish	Milliyet	National	250,000	1
Turkey	Turkish	Sabah	National	1,000,000	2
Turkey	English	Economist	National	3,427	1
Turkey	English	International Herald Tribune	National	1,376	1
Turkey	English	Wall Street Journal	Regional	702	1
Turkey	English	Newsweek	National	2,026	1
Ukraine	Ukrainian	Fakty I Komentarii	National	1,100,000	3
Ukraine	English	Economist	National	455	1
United Kingdom	English	Sunday Times (London Times)	National	1,231,153	2
United Kingdom	English	Daily Telegraph	National	904,955	1
United Kingdom	English	Daily Mail	National	2,310,806	1
United Kingdom	English	News of the World	National	3,124,622	1
United Kingdom	English	Sunday Mail (Scotland)	National	468,444	1
United Kingdom	English	Economist	National	182,539	1
United Kingdom	English	International Herald Tribune	National	10,721	1
United Kingdom	English	Wall Street Journal	Regional	17,028	1
United Kingdom	English	Newsweek	National	51,376	1
Venezuela	Spanish	El Nacional	National	240,000	3
Venezuela	Spanish	El Universal	National	220,000	1
Venezuela	English	Economist	National	79	1
Venezuela	Spanish	Wall Street Journal	Regional	90,000	1
Venezuela	English	Newsweek	National	351	1
Tier 3 Media					
Country	Language	Title	Distribution	Circulation	No of Insertions
Algeria	Arabic	Al Khabar	National	400,000	3
Algeria	English	Economist	National	8	1
Algeria	Arabic	Newsweek Bil Logha Al-Arabia	National	750	1
Belarus	Belarusian	Vecherni Minsk	National	65,000	2
Belarus	Russian	Argumenty i Fakty	National	95,000	1
Belarus	English	Economist	National	15	1
Bulgaria	Bulgarian	Trud	National	230,000	1
Bulgaria	Bulgarian	24 Chasa	National	170,000	1
Bulgaria	English	Economist	National	510	1
Cameroon	French	Le Mesager	National	12,000	1
Cameroon	English	Cameroon Tribune	National	45,000	2
Cameroon	English	Economist	National	13	1
Costa Rica	Spanish	La Nacion	National	142,366	2
Costa Rica	Spanish	Al Dia	National	35,000	1
Costa Rica	English	Economist	National	522	1
Costa Rica	Spanish	Wall Street Journal	Regional	14,000	1
Costa Rica	English	Newsweek	National	270	1
Croatia	Croatian	Jutarnji List	National	110,000	1
Croatia	Croatian	Večernji List	National	120,000	1

Croatia	Croatian	24 Sata	National	150,000	1
Croatia	English	Economist	National	846	1
Croatia	English	International Herald Tribune	National	168	1
Dominican Republic	Spanish	Listin Diario	National	88,000	3
Dominican Republic	English	Economist	National	16	1
Dominican Republic	Spanish	Wall Street Journal	Regional	90,000	1
Dominican Republic	English	Newsweek	National	26	1
Ecuador	Spanish	El Universo	National	250,000	3
Ecuador	English	Economist	National	113	1
Ecuador	Spanish	Wall Street Journal	Regional	93,600	1
Ecuador	English	Newsweek	National	135	1
El Salvador	Spanish	Prensa Grafica	National	125,000	3
El Salvador	English	Economist	National	22	1
El Salvador	Spanish	Wall Street Journal	Regional	110,000	1
El Salvador	English	Newsweek	National	25	1
Estonia	Estonian	Eesti Päevaleht	National	35,000	1
Estonia	Estonian	SL Õhtuleht	National	65,200	1
Estonia	Estonian	Postimees (Estonian edition)	National	35,000	1
Estonia	English	Economist	National	495	1
Estonia	English	International Herald Tribune	National	172	1
Guatemala	Spanish	La Prensa Libre	National	85,000	3
Guatemala	English	Economist	National	70	1
Guatemala	Spanish	Wall Street Journal	Regional	27,000	1
Guatemala	English	Newsweek	National	67	1
Kazakhstan	Russian	Kazakhstanskaya Pravda	National	105,000	1
Kazakhstan	Kazakh	Karavan	National	225,000	1
Kazakhstan	English	Economist	National	224	1
Kenya	English	Daily Nation	National	225,000	2
Kenya	English	Economist	National	1,704	1
Kenya	English	Newsweek	National	1,781	1
Kuwait	Arabic	Al Watan	National	91,726	2
Kuwait	Arabic	Al-Rai Al-Aam	National	80,000	1
Kuwait	English	Economist	National	302	1
Kuwait	English	International Herald Tribune	National	1,758	1
Kuwait	Arabic	Newsweek Bil Logha Al-Arabia	National	15,000	1
Latvia	Latvian	Latvijas Avīze	National	59,500	2
Latvia	Russian	Neatkarīga Rita Avīze	National	12,000	1
Latvia	English	Economist	National	486	1
Lebanon	Arabic	An Nahar	National	62,000	1
Lebanon	French	L'Orient Le Jour	National	23,000	1
Lebanon	English	Economist	National	650	1
Lebanon	English	International Herald Tribune	National	52	1
Lebanon	Arabic	Newsweek Bil Logha Al-Arabia	National	1,500	1
Libya	Arabic	Al-Shams	National	40,000	1
Libya	Arabic	Al Fajer Jadeed	National	40,000	1
Libya	English	Economist	National	127	1
Libya	English	International Herald Tribune	National	74	1
Libya	Arabic	Newsweek Bil Logha Al-Arabia	National	500	1
Lithuania	Lithuanian	Lietuvos Rytas	National	157,000	2
Lithuania	English	Economist	National	488	1
Luxembourg	French	La Voix du Luxembourg	National	90,000	1
Luxembourg	German	Luxemburger Wort	National	90,000	1
Luxembourg	English	Economist	National	1,671	1
Luxembourg	English	International Herald Tribune	National	669	1
Luxembourg	English	Wall Street Journal	Regional	343	1
Morocco	Arabic	Al Ahdath Maghribia	National	95,000	1
Morocco	French	Le Matin du Sahara	National	100,000	1

Morocco	English	Economist	National	298	1
Morocco	English	International Herald Tribune	National	279	1
Morocco	English	Newsweek	National	1,124	1
Morocco	Arabic	Newsweek Bil Logha Al-Arabia	National	1,500	1
Nigeria	English	Daily Champion	National	130,000	1
Nigeria	English	The Punch	National	120,000	1
Nigeria	English	Economist	National	2,676	1
Nigeria	English	Newsweek	National	1,194	1
Oman	Arabic	Al Watan	National	40,585	1
Oman	Arabic	Oman Arabic Daily	National	41,721	1
Oman	Arabic	Al Shabiba	National	38,164	1
Oman	English	Economist	National	200	1
Oman	English	International Herald Tribune	National	1,191	1
Oman	Arabic	Newsweek Bil Logha Al-Arabia	National	1,500	1
Pakistan	English	Dawn	National	180,000	1
Pakistan	Urdu	Daily Jang	National	820,000	2
Pakistan	Punjabi	Daily Bhulekha	National	12,000	1
Pakistan	English	Economist	National	3,135	1
Pakistan	English	International Herald Tribune	National	120	1
Pakistan	English	Wall Street Journal	Regional	47	1
Pakistan	English	Newsweek	National	7,822	1
Peru	Spanish	El Comercio	National	150,000	2
Peru	English	Economist	National	517	1
Peru	Spanish	Wall Street Journal	Regional	165,000	1
Peru	English	Newsweek	National	304	1
Serbia	Serbian	Blic	National	200,000	1
Serbia	Serbian	Vecernji Novosti	National	230,000	1
Serbia	English	Economist	National	389	1
Serbia	English	International Herald Tribune	National	80	1
Slovakia	Slovak	Novy Cas	National	330,000	2
Slovakia	Slovak	Dennik Sme	National	146,000	1
Slovakia	English	Economist	National	492	1
Slovakia	English	International Herald Tribune	National	64	1
Slovakia	English	Wall Street Journal	Regional	98	1
Slovenia	Slovenian	Slovenske Novice	National	101,350	1
Slovenia	Slovenian	Nedeljski Dnevnik	National	150,000	1
Slovenia	English	Economist	National	732	1
Slovenia	English	International Herald Tribune	National	100	1
Sri Lanka	Sinhala	Sunday Lankadeepa	National	345,000	1
Sri Lanka	English	Sunday Observer	National	170,000	1
Sri Lanka	English	Economist	National	769	1
Sri Lanka	English	International Herald Tribune	National	85	1
Sri Lanka	English	Newsweek	National	2,254	1
Sudan	Arabic	Al Rai El Aam	National	45,000	3
Sudan	English	Economist	National	42	1
Syria	Arabic	Tishreen	National	75,000	2
Syria	Arabic	Al Thawra	National	80,000	1
Syria	English	Economist	National	93	1
Syria	English	International Herald Tribune	National	133	1
Syria	Arabic	Newsweek Bil Logha Al-Arabia	National	750	1
Tunisia	Arabic	Assabah	National	65,000	2
Tunisia	French	Le Temps	National	45,000	1
Tunisia	English	Economist	National	291	1
Tunisia	Arabic	Newsweek Bil Logha Al-Arabia	National	750	1
United Arab Emirates	Arabic	Al Khaleej	National	145,000	2
United Arab Emirates	English	Gulf News	National	105,000	1
United Arab Emirates	English	Economist	National	3,816	1
United Arab Emirates	English	Newsweek	National	1,136	1
United Arab Emirates	Arabic	Newsweek Bil Logha Al-Arabia	National	2,500	1

Uruguay	Spanish	El Pais	National	98,000	2
Uruguay	English	Economist	National	234	1
Uruguay	English	Newsweek	National	71	1
Vietnam	Vietnamese	Tuoi Tre	National	300,000	1
Vietnam	Vietnamese	Thanh Hien	National	300,000	1
Vietnam	English	Vietnam News	National	30,000	1
Vietnam	English	Economist	National	525	1
Vietnam	English	International Herald Tribune	National	279	1
Vietnam	English	Newsweek	National	728	1
Tier 4 Media					
Country	Language	Title	Distribution	Circulation	No of Insertions
Albania	Albanian	Zeri I Populit	National	30,000	2
Albania	English	Economist	National	183	1
Angola	Portuguese	Jornal de Angola	National	40,000	2
Angola	English	Economist	National	21	1
Armenia	Armenian	Yerkir	National	5,000	2
Armenia	English	Economist	National	22	1
Azerbaijan	Azerbaijani	Yeni Zaman	National	15,000	2
Azerbaijan	English	Economist	National	31	1
Bahrain	Arabic	Al Ayam	National	33,000	2
Bahrain	English	Economist	National	366	1
Bahrain	English	International Herald Tribune	National	58	1
Bahrain	Arabic	Newsweek Bil Logha Al-Arabia	National	1,000	1
Bangladesh	Bengali	Daily Ittefaq	National	247,320	2
Bangladesh	English	Economist	National	642	1
Bangladesh	English	Newsweek	National	741	1
Benin	French	La Nation	National	5,000	2
Benin	English	Economist	National	12	1
Bolivia	Spanish	El Diario	National	57,500	2
Bolivia	English	Economist	National	79	1
Bolivia	English	Newsweek	National	122	1
Bosnia & Herzegovina	Bosnian	Dnevni Avaz	National	40,000	1
Bosnia & Herzegovina	Bosnian	Slobodna Bosna	National	28,000	1
Bosnia & Herzegovina	English	Economist	National	179	1
Botswana	English	Botswana Guardian	National	25,000	2
Botswana	English	Economist	National	150	1
Burkina Faso	French	L'Observateur Paalga	National	8,000	2
Burkina Faso	English	Economist	National	3	1
Burundi	French	Le Renouveau	National	10,000	2
Burundi	English	Economist	National	9	1
Cambodia	English	Phnom Penh Post	National	10,000	1
Cambodia	Khmer	Rasmei Kampuchea	National	15,000	1
Cambodia	English	Economist	National	308	1
Cent African Rep	French	Le Citoyen	National	1,500	2
Cent African Rep	English	Economist	National	1	1
Chad	French	N'Diamena Hebdo	National	5,000	2
Congo, Dem Rep of	Arabic	L'Avenir	National	10,000	1
Congo, Dem Rep of	French	Le Potentiel	National	10,000	1
Congo, Dem Rep of	English	Economist	National	2	1
Congo, Republic	French	Tam Tam D'Afrique	National	4,000	1
Congo, Republic	French	Le Defi Africain	National	2,000	1
Congo, Republic	English	Economist	National	2	1

Cote d'Ivoire	French	Fraternite Matin	National	40,000	2
Cote d'Ivoire	English	Economist	National	4	1
Cyprus	Greek	O Philelefttheros	National	70,000	1
Cyprus	English	Economist	National	842	1
Cyprus	English	International Herald Tribune	National	164	1
Georgia	Georgian	Georgia Times	National	10,000	1
Georgia	Russian	Sakartvelos Respublika	National	40,000	1
Georgia	English	Economist	National	34	1
Ghana	English	Daily Graphic	National	100,000	2
Ghana	English	Economist	National	511	1
Guinea	French	Horoya	National	10,000	2
Guinea	English	Economist	National	3	1
Haiti	French	Le Nouvelliste	National	15,000	1
Haiti	Creole (Haitian)	Le Nouvelliste	National	15,000	1
Haiti	English	Economist	National	11	1
Haiti	English	Newsweek	National	55	1
Honduras	Spanish	La Prensa	National	60,000	2
Honduras	English	Economist	National	14	1
Honduras	Spanish	Wall Street Journal	Regional	66,000	1
Honduras	English	Newsweek	National	37	1
Iceland	Icelandic	Morgunbladid	National	93,000	2
Iceland	English	Economist	National	646	1
Iceland	English	International Herald Tribune	National	114	1
Jamaica	English	Daily Gleaner	National	115,000	2
Jamaica	English	Economist	National	337	1
Jamaica	English	Newsweek	National	287	1
Jordan	Arabic	Al Dustour	National	90,500	1
Jordan	Arabic	Al Rai	National	100,000	1
Jordan	English	Economist	National	554	1
Jordan	English	International Herald Tribune	National	197	1
Jordan	Arabic	Newsweek Bil Logha Al-Arabia	National	1,500	1
Kyrgyzstan	Russian	Sovetik Kyrgyzstan	National	162,297	1
Kyrgyzstan	Russian	Slovo Kyrgyzstana	National	111,000	1
Kyrgyzstan	English	Economist	National	91	1
Laos	French	Renovateur	National	1,000	1
Laos	Lao	Vientiane Mal	National	5,000	1
Laos	English	Economist	National	41	1
Laos	English	Newsweek	National	6	1
Lesotho	English	Public Eye	National	20,500	2
Lesotho	English	Economist	National	7	1
Liberia	English	The News	National	3,500	2
Liberia	English	Economist	National	28	1
Macedonia	Macedonian	Dnevnik	National	60,000	1
Macedonia	Albanian	Koha	National	27,000	1
Macedonia	English	Economist	National	170	1
Madagascar	French	Midi Madagascar (Madagasikara)	National	35,000	1
Madagascar	English	Midi Madagascar (Madagasikara)	National	35,000	1
Madagascar	English	Economist	National	14	1
Malawi	English	Malawi News	National	22,000	2
Malawi	English	Economist	National	71	1
Mali	French	Les Echos	National	25,000	2
Mali	English	Economist	National	5	1

Mauritania	Arabic	Horizons	National	3,000	2
Mauritania	English	Economist	National	2	1
Moldova	Romanian	Jurnal de Chisinau	National	5,000	1
Moldova	Russian	Moldavskie Vedomosti	National	5,000	1
Moldova	English	Economist	National	21	1
Mongolia	Khalkha Mongol	Daily Mirror	National	20,000	2
Mongolia	English	Economist	National	42	1
Mongolia	English	Newsweek	National	102	1
Mozambique	Portuguese	Noticias	National	16,000	2
Mozambique	English	Economist	National	26	1
Namibia	English	The Namibian	National	28,000	2
Namibia	English	Economist	National	101	1
Nicaragua	Spanish	La Prensa	National	38,000	2
Nicaragua	English	Economist	National	21	1
Nicaragua	Spanish	Wall Street Journal	Regional	40,017	1
Nicaragua	English	Newsweek	National	25	1
Niger	French	Le Republicain	National	6,000	2
Niger	English	Economist	National	5	1
Panama	Spanish	Critica	National	60,000	1
Panama	Spanish	El Siglio	National	45,000	1
Panama	English	Economist	National	80	1
Panama	Spanish	Wall Street Journal	Regional	41,129	1
Panama	English	Newsweek	National	161	1
Papua New Guinea	English	Post-Courier	National	7,000	2
Papua New Guinea	English	Economist	National	61	1
Paraguay	Spanish	Ultima Hora	National	120,000	2
Paraguay	English	Economist	National	48	1
Paraguay	English	Newsweek	National	30	1
Qatar	Arabic	Al Sharq	National	45,000	2
Qatar	English	Economist	National	359	1
Qatar	Arabic	Newsweek Bil Logha Al-Arabia	National	750	1
Rwanda	English	New Times	National	5,000	1
Rwanda	Kinyarwanda	Imvaho	National	8,000	1
Rwanda	English	Economist	National	22	1
Senegal	French	Le Soleil	National	40,000	2
Senegal	English	Economist	National	23	1
Sierra Leone	English	New Vision	National	1,500	2
Sierra Leone	English	Economist	National	15	1
Somalia	English	Somaliland Times	National	1,000	2
Tajikistan	Tajik	Turkmenskaya Iskra	National	62,946	2
Tajikistan	English	Economist	National	12	1
Tanzania	English	Guardian	National	25,000	1
Tanzania	Swahili	Nipashe	National	39,000	1
Tanzania	English	Economist	National	466	1
Togo	French	Togo-Press	National	10,000	2
Togo	English	Economist	National	5	1
Trinidad & Tobago	English	Trinidad Express	National	78,000	2
Trinidad & Tobago	English	Economist	National	222	1
Trinidad & Tobago	English	Newsweek	National	173	1
Turkmenistan	Turkmen	Adalat	National	84,051	1
Turkmenistan	Turkmen	Turkmenistan	National	73,170	1
Turkmenistan	English	Economist	National	3	1

Uganda	English	New Vision	National	45,000	2
Uganda	English	Economist	National	370	1
Uzbekistan	Russian	Trud 7	National	65,000	2
Uzbekistan	English	Economist	National	7	1
Yemen	Arabic	Al Thawra	National	60,000	2
Yemen	English	Economist	National	25	1
Yemen	Arabic	Newsweek Bil Logha Al-Arabia	National	1,500	1
Zambia	English	Times of Zambia	National	45,000	2
Zambia	English	Economist	National	264	1
Zimbabwe	English	Sunday Mail	National	120,000	2
Zimbabwe	English	Economist	National	190	1
Tier 5 Media					
Country	Language	Title	Distribution	Circulation	No of Insertions
Andorra	Catalan	Diari Bondia	National	8,000	1
Andorra	English	Economist	National	38	1
Anguilla	English	The Anguillian	National	1,800	1
Antigua and Barbuda	English	The Outlet	National	5,000	1
Antigua and Barbuda	English	Economist	National	5	1
Aruba	English	The News	National	7,500	1
Aruba	Papiamentu	Bon Dia	National	19,000	1
Aruba	English	Economist	National	6	1
Aruba	English	Newsweek	National	100	1
Bahamas	English	The Nassau Guardian	National	12,000	1
Bahamas	English	Economist	National	100	1
Bahamas	English	Newsweek	National	40	1
Barbados	English	The Daily Nation	National	27,000	1
Barbados	English	Economist	National	121	1
Barbados	English	Newsweek	National	204	1
Belize	English	Belize Times	National	6,000	1
Belize	English	Economist	National	77	1
Belize	English	Newsweek	National	49	1
Bermuda	English	Royal Gazette	National	19,500	1
Bermuda	English	Economist	National	232	1
Bermuda	English	Newsweek	National	1	1
British Virgin Islands	English	BVI Beacon	National	6,500	1
British Virgin Islands	English	Economist	National	442	1
Brunei	English	Borneo Bulletin	National	25,000	1
Brunei	Malay	Media Permata	National	15,000	1
Brunei	English	Economist	National	132	1
Brunei	English	Newsweek	National	933	1
Cape Verde	Portuguese	Expresso das Ilhas	National	6,000	1
Cape Verde	English	Economist	National	10	1
Cayman Islands	English	Caymanian Compass	National	12,000	1
Cayman Islands	English	Economist	National	85	1
Comoros	Arabic	Al Watwan	National	3,000	1
Cook Islands	English	Cook Island News	National	2,300	1
Cook Islands	English	Economist	National	3	1
Djibouti	French	La Nation	National	4,300	1
Djibouti	English	Economist	National	1	1
Dominica	English	The Chronicle	National	5,000	1

Dominica	English	Economist	National	13	1
East Timor	Indonesian	Suara Timor Lorosae	National	1,000	1
East Timor	English	Economist	National	7	1
Equatorial Guinea	Spanish	La Gaceta de Guinea Ecuatorial	National	7,000	1
Falkland Islands	English	Penguin News	National	1,600	1
Falkland Islands	English	Economist	National	4	1
Faroe Islands	Faroese	Dimmalaetin	National	20,000	1
Faroe Islands	English	Economist	National	25	1
Fiji	English	Fiji Times	National	31,000	1
Fiji	English	Economist	National	122	1
French Guiana	French	France Guyane	National	8,000	1
French Polynesia	French	La Depeche de Tahiti	National	18,000	1
French Polynesia	English	Economist	National	14	1
Gabon	French	L'Union	National	20,000	1
Gambia	English	Daily Observer	National	5,000	1
Gambia	English	Economist	National	61	1
Gibraltar	English	Gibraltar Chronicle	National	3,500	1
Gibraltar	English	Economist	National	85	1
Greenland	Danish	Sermitsiak	National	4,000	1
Greenland	Danish	Atuagagdliutit Gronlansposten	National	4,500	1
Greenland	English	Economist	National	15	1
Grenada	English	Grenada Informer	National	6,000	1
Grenada	English	Economist	National	15	1
Guadeloupe	French	France Antilles	National	70,000	1
Guadeloupe	English	Economist	National	1	1
Guinea-Bissau	Portuguese	Voz da Guine	National	6,000	1
Guinea-Bissau	English	Economist	National	2	1
Guyana	English	Guyana Chronicle	National	24,000	1
Guyana	English	Economist	National	74	1
Guyana	English	Newsweek	National	160	1
Isle of Man	English	Isle of Man Examiner	National	15,500	1
Jersey & Guernsey	English	Guernsey Press and Star	National	16,000	1
Kiribati	English	Te Uekera	National	1,500	1
Kiribati	English	Economist	National	2	1
Liechtenstein	German	Liechtensteiner Volksbratt	National	20,000	1
Liechtenstein	English	Economist	National	55	1
Macau	Chinese (Traditional)	Jornal Va Kio	National	45,000	1
Macau	English	Economist	National	127	1
Macau	English	Wall Street Journal	Regional	168	1
Macau	English	Newsweek	National	844	1
Maldives	English	Haveeru(website)	National	na	1
Maldives	English	Economist	National	32	1
Maldives	English	Newsweek	National	247	1
Malta	English	Times	National	20,000	1
Malta	Maltese	L'Orrizont	National	36,000	1
Malta	English	Economist	National	753	1
Marshall Islands	English	Marshall Islands Journal	National	3,700	1
Marshall Islands	English	Economist	National	2	1

Martinique	French	France Antilles	National	70,000	1
Martinique	English	Economist	National	7	1
Mauritius	French	Le Mauricien	National	45,000	1
Mauritius	English	Economist	National	468	1
Mauritius	English	Newsweek	National	1,306	1
Mayotte	French	Haraka Info	National	2,000	1
Micronesia	English	The Kaselehlie Press	National	1,000	1
Monaco	French	Nice-Matin	National	118,566	1
Monaco	English	Economist	National	184	1
Montenegro	Serbian	Pobjeda	National	250,000	1
Montenegro	English	Economist	National	40	1
Montserrat	English	Montserrat Reporter	National	1,000	1
Montserrat	English	Economist	National	5	1
Nauru	English	Nauru Bulletin	National	700	1
Netherlands Antilles	Papiamentu	Extra	National	25,000	1
Netherlands Antilles	English	Economist	National	205	1
Netherlands Antilles	English	Newsweek	National	105	1
New Caledonia	French	Les Nouvelles Caledoniennes	National	26,000	1
New Caledonia	English	Economist	National	10	1
Niue	English	Niue Star	National	500	1
Palau	English	Palau Horizon	National	1,500	1
Palestinian Territories	Arabic	Al Quds (Jerusalem)	National	65,000	1
Reunion	French	Le Journal de L'ille de la Reunion	National	35,000	1
Reunion	English	Economist	National	4	1
Saint Helena	English	St. Helena Herald	National	1,200	1
Saint Helena	English	Economist	National	1	1
Saint Kitts and Nevis	English	Democrat	National	3,500	1
Saint Kitts and Nevis	English	Economist	National	8	1
Saint Lucia	English	St Lucia Star	National	8,000	1
Saint Lucia	English	Economist	National	27	1
Saint Pierre & Miquelon	French	L'Echo des Caps	National	1,000	1
Saint Vincent & the Grenadines	English	The Daily Herald	National	9,000	1
Saint Vincent & the Grenadines	English	Economist	National	16	1
Sao Tome and Principe	Portuguese	Vitrina	National	1,500	1
Seychelles	English	Seychelles Nation	National	10,000	1
Seychelles	English	Economist	National	26	1
Solomon Islands	English	The Soloman Star	National	1,500	1
Solomon Islands	English	Economist	National	9	1
Suriname	Dutch	De Ware Tijd	National	22,000	1
Suriname	English	Economist	National	23	1
Suriname	English	Newsweek	National	1	1
Swaziland	English	Times of Swaziland	National	26,000	1
Swaziland	English	Economist	National	127	1
Tokelau	English	Le Samoa Post	National	5,000	1
Tonga	English	Tonga Chronicle	National	10,000	1

Tonga	English	Economist	National	8	1
Turks & Caicos	English	Turks and Caicos Sun	National	TBC	1
Turks & Caicos	English	Economist	National	1	1
Tuvalu	English	Tuvalu Echoes	National	260	1
Tuvalu	English	Economist	National	1	1
Vanuatu	English	Daily Post	National	5,000	1
Vanuatu	English	Economist	National	13	1
Wallis and Futuna	French	Journal Officiel	National	TBC	1

GLOBAL MEDIA OVERVIEW

CONSUMER MAGAZINES

PUBLICATION	CIRCULATION	ISSUE FREQUENCY	UNIT SIZE	UNIT DIMENSIONS	PLAN FREQUENCY
TIME (4 INT'L ENGLISH LANGUAGE EDITIONS)	1,126,000	WEEKLY	FULL Pg		1
THE ECONOMIST	1,260,457	WEEKLY	FULL Pg		1
NEWSWEEK (11 ENGLISH LANGUAGE & LOCAL LANGUAGE EDITIONS)	1,091,000	WEEKLY	FULL Pg		1
TOTAL	3,477,457				3

NATIONAL NEWSPAPERS

PUBLICATION	CIRCULATION	FREQUENCY	UNIT SIZE	UNIT DIMENSIONS	PLAN FREQUENCY
WALL STREET JOURNAL: EUROPE/ASIA, U.S., AMERICAS	3,542,036	MON-FRI	1/4 PAGE	5.35" x 10.5"	1
NY TIMES GROUP*	2,083,124	MON-THU	1/4 PAGE	5-11/16" x 10-1/2"	1
*NYTIMES GROUP INCLUDES: INTERNATIONAL HERALD TRIBUNE, EL PAIS, THE OBSERVER, LA REPUBLICA, SUDDETSCHER ZEITUNG AND LE MONDE					
TOTAL	5,625,160				2

ONLINE

	# OF LANGUAGES	# OF EST IMPRESSIONS	UNIT SIZE	UNIT DIMENSIONS	PLAN FREQUENCY
INTERNATIONAL KEYWORD SEARCH	44	TBD	85 CHARACTERS		MINIMUM 1 MONTH
GOOGLE CONTENT NETWORK	44	TBD	TEXT & BANNER		MINIMUM 1 MONTH

INTERNATIONAL PRINT AND ONLINE TRADE MEDIA OVERVIEW

TRADE PUBLICATIONS

COUNTRY	# OF TOTAL PUBS	UNIT SIZE	UNIT DIMENSIONS	PLAN FREQUENCY
AUSTRALIA	3	FULL Pg B/W		1
CHINA	2	FULL Pg B/W		2
FINLAND	1	FULL Pg B/W		1
FRANCE	1	FULL Pg B/W		1
GERMANY	3	FULL Pg B/W		1
MEXICO	1	FULL Pg B/W		1
NETHERLANDS	1	FULL Pg B/W		1
SWEDEN	1	FULL Pg B/W		1
TAIWAN	1	FULL Pg B/W		1
UNITED KINGDOM	5	FULL Pg B/W		1
TOTAL	19			

TRADE WEBSITES

COUNTRY	# OF TOTAL WEBSITES	UNIT SIZE	UNIT DIMENSIONS	PLAN FREQUENCY
AUSTRALIA	2	BANNER		1 MONTH

AUSTRIA	1	BANNER	1 MONTH
FRANCE	1	BANNER	1 MONTH
GERMANY	3	BANNER	1 MONTH
GREECE	1	BANNER	1 MONTH
MEXICO	1	BANNER	1 MONTH
NETHERLANDS	1	BANNER	1 MONTH
POLAND	1	BANNER	1 MONTH
ROMANIA	1	BANNER	1 MONTH
UNITED KINGDOM	5	BANNER	1 MONTH
TOTAL	17		

International Trade Publications			
Country	Publication Name	Frequency	Brief Description
Australia	<i>Australian Book Review</i>	10 times/year	Australia's oldest and premier literary review, <i>Australian Book Review</i> publishes reviews, essays, commentaries, and creative writing.
Australia	<i>Southerly</i>	Monthly	Australia's oldest literary journal, <i>Southerly</i> publishes a wide range of poetry, essays and commentaries from writers and scholars all over Australia and New Zealand.
Australia	<i>Quadrant</i>	10 times/year	<i>Quadrant</i> is the leading Australia-based general intellectual journal of ideas, literature, poetry, and historical and political debate.
China	<i>China Author Record</i>	Monthly	<i>China Author Record</i> is distributed to professional and non-professional writers across China.
China	<i>Author's Digest</i>	2 times/week	Published by the Authors Association of China, <i>Author's Digest</i> is distributed to mostly state-owned enterprises.
Finland	<i>Parnasso</i>	7 times/year	Finland's leading literary magazine, <i>Parnasso</i> is read by professionals in the fields of reading and writing.
France	<i>La Revue Des Livres Pour Enfants</i>	Monthly	<i>La Revue Des Livres Pour Enfants</i> is published for children's book authors, distributors and libraries.
Germany	<i>Buchreport</i>	Monthly	Published monthly with wide-ranging analysis, <i>Buchreport</i> covers book publishing, and book author trends.
Germany	<i>Boersenblatt</i>	Weekly	The leading trade magazine for the German book industry, <i>Boersenblatt</i> targets publishers, book sellers and librarians.
Germany	<i>BuchMarkt</i>	Monthly	<i>BuchMarkt</i> covers ideas, practical tips, background, trends and personalities in the book market.
Mexico	<i>Letras Libres</i>	Monthly	<i>Letras Libres</i> is Mexico's leading literature magazine.
Netherlands	<i>Boekblad</i>	23 times/year	<i>Boekblad</i> provides information for book publishers in the Netherlands and parts of Belgium.
Sweden	<i>Svensk Bokhandel</i>	21 times/year	<i>Svensk Bokhandel</i> provides news, features, analysis, debate articles and essays on books and literary subjects.
Taiwan	<i>UNITAS Magazine</i>	Monthly	<i>UNITAS Magazine</i> is a literary magazine introducing works from national and international authors.
United Kingdom	<i>Literary Review</i>	Monthly	<i>Literary Review</i> is a review-based literary magazine.
United Kingdom	<i>London Review of Books</i>	Bi-weekly	<i>London Review of Books</i> is Europe's largest literary magazine.
United Kingdom	<i>Times Literary Supplement</i>	Weekly	One of the world's leading literary journals, the <i>Times Literary Supplement</i> provides reviews of over 2,000 books a year, covering all fields.

United Kingdom	<i>The Bookseller</i>	Monthly	The number one magazine for the British book trade, <i>The Bookseller</i> contains the latest news and analysis and in-depth market data for book publishing and retailing.
United Kingdom	<i>Writers' News</i>	Monthly	<i>Writer's News</i> is a bestselling publication for writers, covering writing competitions.

International Trade Websites			
Country	Website Name		Brief Description
Australia	<i>Weekly Book Newsletter (WBN)</i>		The <i>Weekly Book Newsletter</i> website contains, among others, local and international book industry news, bestseller charts, publisher announcements, and industry notices.
Australia	<i>The Monthly</i>		<i>The Monthly</i> , the official website of Australia's leading current affairs magazine, publishes first-class writing from the nation's best thinkers.
Austria	<i>Wespennest</i>		The <i>Wespennest</i> is the website of the Austrian Literary Essayist Journal.
France	<i>Livres Hebdo</i>		The <i>Livres Hebdo</i> website provides an overview of the publishing industry in France.
Germany	<i>Buchreport</i>		The <i>Buchreport</i> website, targeting publishers and authors, covers interviews, backgrounds and trends in the book market.
Germany	<i>Boersenblatt</i>		The <i>Boersenblatt</i> website covers developments in the book industry and new book additions in the market.
Germany	<i>BuchJournal</i>		The <i>BuchJournal</i> website covers author interviews and independent editorials of literary works.
Greece	<i>STIGMES</i>		<i>STIGMES</i> is the website for Greece's most important local periodical.
Mexico	<i>Letras Libres</i>		<i>Lestras Libres</i> is the website for Mexico's leading literature magazine.
Netherlands	<i>Boekblad</i>		The <i>Boekblad</i> website provides information for book publishers in the Netherlands and parts of Belgium.
Poland	<i>FA-Art</i>		<i>FA-Art</i> is the official website of Poland's literary magazine, <i>FA-Art</i> .
Romania	<i>Dilema Veche</i>		<i>Dilema Veche</i> is the website for the most important cultural newspaper in Romania.
United Kingdom	<i>Writers' & Artists' Yearbook</i>		The <i>Writers' & Artists' Yearbook</i> website provides an extensive resourceful listing, serving writers and artists of all kinds.
United Kingdom	<i>London Review of Books</i>		The <i>London Review of Books</i> is the website for Europe's largest literary magazine.
United Kingdom	<i>Poetry Review</i>		<i>Poetry Review</i> is the website for the Poetry Society's internationally-acclaimed poetry magazine.
United Kingdom	<i>Writers' News</i>		<i>Writer's News</i> is the website for the U.K.'s bestselling publication for writers, covering writing competitions.
United Kingdom	<i>Literary Times Supplement</i>		The <i>Literary Times Supplement</i> website provides reviews of over 2,000 books a year, covering all fields.