

= covered by a 20% or 2 million youth readers rule

= covered by a 15% or 2 million youth readers rule

Publication	Total Readership (000)	Total "Under 18" Readership (000)	% Readership Under 18
Better Homes and Gardens	22,767	785	3%
Cosmopolitan	13,819	1,410	10%
Ebony	12,045	1,046	9%
Elle	2,846	409	14%
Entertainment Weekly	4,392	674	15%
Essence	5,717	537	9%
Family Circle	18,380	646	3.5%
Field & Stream	10,299	815	8%
Glamour	8,864	1,540	17%
Good Housekeeping	20,410	567	3%
Inside Sports	5,205	1,341	26%
Jet	9,591	1,169	12%
Mademoiselle	5,196	959	18%
McCalls	13,639	506	4%
National Enquirer	18,418	1,465	8%
National Geographic	27,505	4,546	16.5%
Outdoor Life	6,433	569	9%
People	30,678	2,465	8%
Popular Mechanics	7,243	744	10%
Popular Science	5,415	874	16%
Reader's Digest	40,366	2,943	7%
Redbook	10,470	2,186	21%
Rolling Stone	7,492	1,506	20%
Sassy	3,549	1,891	55%
Seventeen	7,011	3,867	55%

Ski Magazine	2,343	584	25%
Soap Opera Digest	6,755	853	13%
Sport	4,721	1,132	24%
Sporting News	4,245	666	16%
Sports Illustrated	27,016	4,614	17%
Star	11,602	1,162	10%
TV Guide	45,575	7,102	15.5%
Vogue	7,489	1,300	17%
Total papers	171,046	20,130	12%
Daily papers	124,780	9,404	7.5%
Sunday/weekend papers	149,569	17,350	11.5%
Parade magazine	87,298	6,059	7%