

2011 Media Kit



Working Mother provides today's career-minded mom with the information and guidance she needs to manage her time, create balance between work and family, and ultimately simplify and enrich her daily life.

(Total ratebase: 825,000)

The Parenting Group
2 Park Avenue, 10th floor
New York, NY 10016
212.779.5000



WORKING MOTHER editorial calendar 2011

FEATURES

February/March 2011

- Children's Spring Fashion
- 10 Best Companies for Advancement
- The Perfect Date Night

April 2011

- Best Green Companies for America's Children
- Unplugging From Your Virtual Life
- Travel Roundup

May 2011

- New Mom at Work Makeover Contest
- Beauty Awards
- Lessons from TV Moms

June/July 2011

- Mad Mommy Makeover
- Best Multicultural Companies
- Pets and Your Life

August/September 2011

- Back-to-School Fashion
- 10 Best Companies for Children
- Distracted Driving

October 2011

- How Not to Be a Pushover
- 100 Best Companies
- Family Sleep Disorders

November 2011

- Working Mothers of the Year
- Holiday Toy Roundup

December/January 2012

- Secrets to Being Happy
- Mothers of Invention Contest Winners

IN EVERY ISSUE

Morning

- Wake Up
- Get Dressed
- Look Great
- Get Out the Door

Day

- Why I Work
- Balancing Act
- Celebrity Mom Q&A
- Work Flow
- Sticky Situations
- My Money
- Entrepreneur Mom
- Stay-at-Home Dads
- Child Care/School
- Getting Home

Evening

- Witching Hour
- Dinner Time
- 50-50
- When You Have to Work at Home
- Bedtime
- Whew!

Weekend

- Quality Time
- Catch Up
- Workout
- Getaways
- Let's Eat
- Time for You

Last updated: 02.10.11

Note: All editorial is subject to change.

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2 Park Avenue, 10th floor
New York, NY 10016
212.779.5000

parenting.com
**parenting
babytalk
conceive
WORKING
MOTHER**

NATIONAL ADVERTISING SALES

Mark Wildman Vice President, Group Publisher	212.779.5302 mark.wildman@bonniercorp.com
Jamie Engel Group Associate Publisher	212.779.5121 jamie.engel@bonniercorp.com
Jennifer Evans Associate Publisher, Marketing	212.779.5358 jennifer.evans@bonniercorp.com

ADVERTISING SALES | NEW YORK

2 Park Avenue, 10th floor, New York, NY 10016 | 212.77.5000

Rebecca Diamond Account Manager	212.779.5303 rebecca.diamond@bonniercorp.com
Mary Smyth Account Manager	212.779.5304 mary.smyth@bonniercorp.com
Brett Sylver Account Manager	212.779.5276 brett.sylver@bonniercorp.com
Brooke Tishler Account Manager	212.779.5268 brooke.tishler@bonniercorp.com
Lauren Krieger Account Manager	212.779.5234 lauren.krieger@bonniercorp.com

ADVERTISING SALES | NEW ENGLAND

25 Old Colony Road, Wellesley, MA 02481

Mary Joe Clark Account Manager	781.235.2969 maryjoe.clark@bonniercorp.com
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DIGITAL AND CUSTOM CONTENT

Stephanie Katzman Eastern Digital Advertising Director	212.779.5313 stephanie.katzman@bonniercorp.com
Olivia Kopchik Digital Sales Manager	212.779.5092 olivia.kopchik@bonniercorp.com
Bruce Leong Digital Sales Manager	212.779.5283 bruce.leong@bonniercorp.com

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ADVERTISING SALES | CHICAGO

625 N. Michigan Avenue, Suite 1270, Chicago, IL 60611

Jacie Brandes Midwest Ad Director	312.252.2840 jacie.brandes@bonniercorp.com
Jamie Glorch Letizia Account Manager	312.252.2842 jamie.letizia@bonniercorp.com
Gina Milkovich Account Manager	312.252.2841 gina.milkovich@bonniercorp.com
Jodie Klein Account Manager	312.252.2850 jodie.klein@bonniercorp.com

ADVERTISING SALES | TEXAS

5001 Joshua Drive, Flower Mound, TX 75028

Corie Stagner Account Manager	817.464.0060 corie.stagner@bonniercorp.com
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ADVERTISING SALES | LOS ANGELES

100 N. Sepulveda Blvd, Suite 1800, El Segundo, CA 90245

Amy Lloyd Western Ad Director	310.227.8953 amy.lloyd@bonniercorp.com
Monty McMurray Account Manager	310.227.8962 monty.mcmurray@bonniercorp.com
Shirly Chiang Account Manager	310.227.8954 shirly.chiang@bonniercorp.com

ADVERTISING SALES | SAN FRANCISCO

415 Jackson St., 2nd Fl., San Francisco, CA 94111

Angela Shields Freeborn Account Manager	415.671.8855 angela.freeborn@bonniercorp.com
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The Parenting Group
2 Park Avenue, 10th floor
New York, NY 10016
212.779.5000

ADVERTISING SALES | ATLANTA

2827 Mt Wilkinson Pkwy SE, Atlanta, GA 30339

Nicole Hladko Account Manager	404.307.1915 nicole.hladko@bonniercorp.com
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2011 AD CLOSES

ISSUE MONTH	NATIONAL AD CLOSE	AD MATS DUE	ON SALE DATE
FEBRUARY/MARCH	12/14/10	12/14/10	02/15/11
APRIL	01/14/11	01/14/11	03/15/11
MAY	02/15/11	02/15/11	04/12/11
JUNE/JULY	03/23/11	03/23/11	05/24/11
AUGUST/SEPTEMBER	06/17/11	06/17/11	08/16/11
OCTOBER	07/15/11	07/15/11	09/20/11
NOVEMBER	08/26/11	08/26/11	10/25/11
DECEMBER/JANUARY	09/23/11	09/23/11	11/22/11

Working Mother is published 8 times a year.

Printing material and insertion orders are due to **Working Mother** production on the appropriate closing date.

Extensions for receipt of materials may be requested by contacting Ayesha Mahmood Production Department 212-779-5370.

Working Mother subscribes to the SWOP (Specifications for Web Offset Publications) standards.

MAGAZINE SPECIFICATIONS

- Trim size: 7 7/8 x 10 1/2
- Binding Method: Perfect
- Printing Method: Web Offset
- Jogs to the Foot
- Cover Stock: #70
- Stock Body Stock: #34

DIGITAL REQUIREMENTS

Working Mother utilizes a digital workflow and requires all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be rejected, or corrected and the advertiser billed for the required production.

AD SIZES

All ads must be created to the exact size specifications or will incur charges for resizing. All ad files must be supplied with trim and bleed marks. No live copy within 1/4" of gutter or trim on full page or spread ads.

REQUIRED FORMAT

PDF/X-1a is the required file format for all ad submissions. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see www.adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions. We do not accept application files.

PROOFS

Advertisers must submit a contract-level digital proof at 100% that conforms to SWOP standards (including color bar) for all ads. To obtain information on acceptable proofs visit the SWOP website at www.swop.org. Client supplied contract proofs are required in order to guarantee color. Ads without color proofs will be accepted with the understanding that the publisher cannot be held responsible for color reproduction.

MEDIA CD-ROM, DVD

ELECTRONIC TRANSMISSIONS (PREFERRED METHOD) adportal.bonniec corp.com

Select the publication and the issue you are submitting the ad for. Fill out the form, attach the hi-res file for print and low-res file for quality check and upload your ad. You will receive a confirmation email after your file uploads successfully.

SHIPPING INSTRUCTIONS

When shipping ad materials make sure to identify the magazine and issue in which the ad is scheduled to run.

INSERTS Full page inserts: 8 1/8" x 10 3/4"

BIND-IN INSERTS & BRC'S:

Minimum requirement is 5 (face to spine) x 4 (head to foot)

Maximum requirement is 8 (face to spine) x 10 3/4 (head to foot). Bind-in cards must be on minimum paperweight of 7 pt. card stock.

RECOMMENDED PERF:

A minimum of 1/2" from binding gutter.

TRIM ALLOWANCE:

1/8" on foot, head, & face.

Live matter should be kept 3/8" from final trim.

BINDING FLAP:

Minimum 3 1/2" high folio flap/low folio insert. Inserts are to be supplied folded, measuring 5" face to spine and 4" and over head to foot.

BINDING LIP:

Low folio pages must be a minimum of 3/8" wider than the high folio pages.

BLUELINES:

Preprinted inserts must be approved by the advertising production department prior to printing. Please send a blueline of the planned insert to the following address, allowing a 3-day turnaround, to the attention of:

Attn: Deborah Kriska
Bonniec Corp.
2 Park Avenue, 10th FL
New York, NY 10016
212-219-7454

Please do not print insert/brc until approval has been received from the Parenting Group.

QUANTITY:

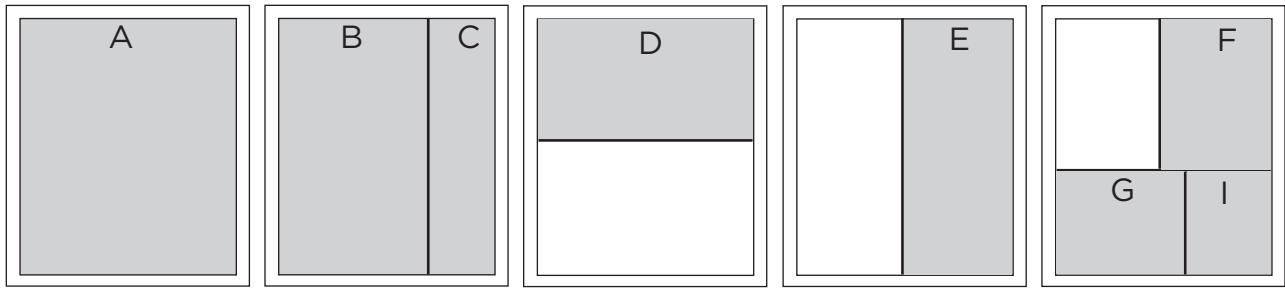
Full-run 825,000 includes spoilage. For partial or regional, please call for quantities.

PRINTED BRC'S/INSERTS

Should be skid packed (for unusual inserts please call for packaging info). Label all skids with insert name, issue name, issue month and Quad Graphic's issue tracking number (please call Deborah Kriska 212-779-7454 to receive tracking number). Postal regulations: To mail postcard rate, cards must be a minimum of 5" (face to spine) x 3 1/2" (head to foot) and a maximum of 6" (face to spine) x 4 1/4" (head to foot). The bar code must be kept 1/4" from final trim.

NOTE:

If The Parenting Group will be printing the insert/brc, it is absolutely essential that ad production be notified as soon as possible. Materials must arrive by the We-Print due date.



Unit Sizes	Non-Bleed (Live Area)	Bleed	Trim
Spread	14 3/4 x 10	16 1/4 x 10 3/4	15 3/4 x 10 1/2
A Full Page	7 3/8 x 10	8 3/8 x 10 3/4	7 7/8 x 10 1/2
B 2/3 Vertical	4 3/8 x 10	5 1/8 x 10 3/4	4 7/8 x 10 1/2
C 1/3 Vertical	2 1/8 x 10	3 1/8 x 11	2 5/8 x 10 1/2
D 1/2 Horizontal	7 3/8 x 4 3/4	8 3/8 x 5 3/4	7 7/8 x 5 1/4
1/2 Horizontal Spread	14 3/4 x 4 3/4	16 1/4 x 5 3/4	15 3/4 x 5 1/4
E 1/2 Vertical	3 3/8 x 10	4 3/8 x 11	3 7/8 x 10 1/2
F Digest Size	4 1/2 x 7	5 1/2 x 8	5 x 7 1/2
G 1/3 Square	4 1/2 x 4 3/4	5 1/2 x 5 3/4	5 x 5 1/4
I 1/4 Page	3 3/8 x 4 3/4	4 3/8 x 5 3/4	3 7/8 x 5 1/4

LIVE MATERIAL AND SAFETY FOR BLEED UNITS

Live matter intended to print must be positioned in accordance with the non-bleed size of the ad, for both full and partial page ads. Gutter safety for spreads and 1/2 Horizontal spreads is 1/4" total and 1/8" on either side of the gutter.

BLEED PAGE UNITS

- Safety for live area (type or image not intended to bleed off the page) is 3/8 from top and bottom and 5/8" on either side.
- All ads will be centered on the page unless accompanied by a ruled proof.

OVERSIZED NON-BLEED MATERIAL

Any ad unit that measures in excess of the non-bleed requirements is considered to be a bleed unit; the bleed rate will apply.

Shipping Information

All materials must be received on or before issue closing date.

Send all advertising proofs to:

Attn: Ayesha Mahmood, Production Manager
 Working Mother/Issue Date
 Bonnier Corporation
 2 Park Avenue, 10th Floor
 New York, NY 10016
 212-779-7454

2011 INSERT DEADLINES

<u>ISSUE</u>	<u>AD CLOSE</u>	<u>SUPPLIED INSERTS DUE AT QUAD</u>
February/March	12/14/10	01/19/11
April	01/14/11	02/16/11
May	02/15/11	03/15/11
June/July	03/23/11	04/26/11
August/September	06/17/11	07/19/11
October	07/15/11	08/22/11
November	08/26/11	09/28/11
Dec/Jan	09/23/11	10/25/11

PRIOR TO SHIPPING PRINTED MATERIALS, PLEASE CONTACT DEBORAH KRISKA AT (212) 219-7454 TO RECEIVE THE QUAD ISSUE TRACKING NUMBER.

SHIP ALL MATERIALS TO THE FOLLOWING ADDRESS:

QUAD Graphics
ATTN: Rob Baumhardt
N63 W23075 Highway 74
Sussex WI 53089

Please call for appointment prior to delivery (414) 566-2100

Contact: Deborah Kriska
Production Manager
(212) 779-7454 Fax (212) 779-5584
E-mail:deborah.kriska@bonniercorp.com

2011 INSERT SPECS

Magazine trim size:	7 7/8" x 10 1/2" (live area for a full page insert is 7 3/8" x 10")
Bindery method:	Perfect Bound; jogs to the foot.
Full page inserts:	8 1/8" x 10 3/4"
Bind-in inserts & BRC's	
Minimum requirement:	5" (face to spine) x 4" (head to foot)
Maximum requirement:	8" (face to spine) x 10 3/4" (head to foot) *Bind-in cards must be on a minimum paperweight of 7 pt. card stock.*
We-Prints:	If The Parenting Group will be printing the insert or BRC, it is absolutely essential that ad production be notified as soon as possible. Materials must arrive by the We-Print due date.
Recommended Perf:	A minimum of 1/2" from binding gutter.
Trim allowance:	1/8" on foot, head, & face Live matter should be kept 3/8" from final trim
Bluelines:	Preprinted inserts must be approved by the ad production department before printing. Please send (2) bluelines of the planned insert to the following address. Please allow a 3-day turn around.
	THE PARENTING GROUP ATTN: DEBORAH KRISKA 2 Park Avenue, 10th Fl. New York NY 10016
Quantity:	Please call to confirm quantity.
Shipping Instructions:	Should be skid packed (for unusual inserts, please call for packing info). Label all skids with insert name, Publication name (Working Mother), issue date and Quad Graphic's Issue tracking number. PLEASE CALL Deborah Kriska (212) 219-7454 TO RECEIVE TRACKING NUMBER.
Postal regulations:	To mail at Post Card Rate, cards must be a minimum of 5" (face to spine) x 3 1/2"(head to foot) and a maximum of 6" (face to spine) x 4 1/4" (head to foot). The bar code must be kept 1/4" from final trim.
Note:	Please do not print insert / BRC until approval has been received from The Parenting Group. Once insert / BRC has been printed, please forward sample copies to the attention of Deborah Kriska.

Audience Profile

Audience (000)

Adults	2,259
Women	1,167

Readers Per Copy

Adults	2.66
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Median Age

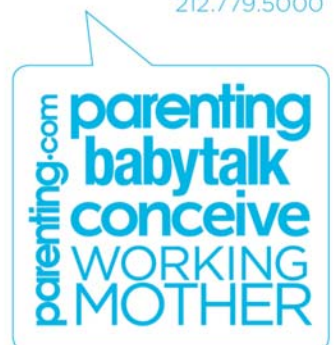
Adults	40.3
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Median Household Income

Adults	\$64,077
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@ Publisher Defined Edition.
Source MRI Doublebase 2010

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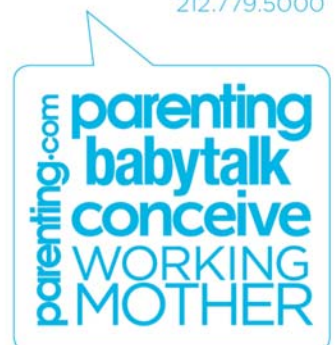


Demographic Profile - Women

	(000)	% Comp	Index
Total Women Readers	2108	95.1	184
Age			
Age 18-34	733	34.8	119
Age 35-49	960	45.5	161
Age 25-49	1523	72.2	159
Age 25-54	1692	80.3	146
Median Age	40.78 years		
Education			
College-B.A./Post Graduate	691	32.8	123
Employment			
Employed	1,532	72.7	129
Married			
	1,202	57.0	107
Household Income			
Median HHI	\$64,937		
Children in Household			
Children under the age of 6	713	33.8	167
Children age 6-11	839	39.8	202
Children age 12-17	672	31.9	154
Average age of children	9.14		
Family			
Widowed/Divorced/Separated	459	21.8	91
Parent	1,399	66.4	184

Source: MRI Doublebase 2010
Base: Total Women

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Audit Bureau
of Circulations

WORKING MOTHER

For the six months ended June 30, 2010

Field Served: Moms with careers look to the magazine's inspirational mix of stories to find a balance between self, work and family.

Published by Bonnier Working Mother Media, Inc.

Frequency: 8 times/year

ABC Member # 04-1375-3

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Working Mother

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	696,930	84.1			
Digital (Replica)	10,126	1.2			
Total Paid Subscriptions	707,056	85.3			
Verified					
Print	120,000	14.5			
Total Verified Subscriptions	120,000	14.5			
Total Paid & Verified Subscriptions	827,056	99.8			
Single Copy Sales					
Print	1,245	0.2			
Total Single Copy Sales	1,245	0.2			
Total Paid & Verified Circulation	828,301	100.0	825,000	3,301	0.4

Paid & Verified Magazine
Publisher's Statement

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.99		
Average Subscription Price Annualized (8 issue frequency)	\$12.97		
Average Subscription Price per Copy		\$10.85	\$1.36

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2009

For six months ended June 30, 2010



Audit Bureau
of Circulations
subscriberprofile

This member participates in ABC's direct mail research verification program, Subscriber Profile. A copy of the complete report is available at <http://www.accessabc.com/subscriber>

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print		
Feb./Mar.	695,249	10,117	705,366	120,000	120,000	825,366	873	873	816,122	10,117	826,239
Apr.	695,474	10,104	705,578	120,000	120,000	825,578	558	558	816,032	10,104	826,136
May	695,478	10,116	705,594	120,000	120,000	825,594	1,625	1,625	817,103	10,116	827,219
June/July	701,515	10,166	711,681	120,000	120,000	831,681	1,923	1,923	823,438	10,166	833,604

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	826,498	98.2	830,637	99.7	831,075	99.7	689,274	83.0	707,682	85.4
Verified	N/A		N/A		N/A		140,000	16.9	120,000	14.5
Total Paid & Verified Subscriptions	826,498	98.2	830,637	99.7	831,075	99.7	829,274	99.9	827,682	99.9
Single Copy Sales	2,111	0.2	2,570	0.3	2,546	0.3	845	0.1	447	0.1
Total Paid & Verified Circulation	828,609	98.4	833,207	100.0	833,621	100.0	830,119	100.0	828,129	100.0
Year Over Year Percent of Change		2.5		0.6				-0.4		-0.2
Total Analyzed Non-Paid Circ.	13,245	1.6	N/A		N/A		N/A		N/A	
Year Over Year Percent of Change										
Total Paid, Verified & Analyzed Non-Paid Circ.	841,854	100.0	833,207	100.0	833,621	100.0	830,119	100.0	828,129	100.0
Year Over Year Percent of Change		4.2		-1.0				-0.4		-0.2
Avg. Annualized Subscription Price	\$10.01		\$9.63		\$10.42		\$11.47		\$11.32	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	478,758	59	478,817	57.8
Combination Subscriptions*	1,863		1,863	0.2
Award Point*	68,853		68,853	8.3
Partnership:				
Deductible*	134,244		134,244	16.2
Sponsored Sales	13,212	10,067	23,279	2.8
TOTAL PAID SUBSCRIPTIONS	696,930	10,126	707,056	85.3
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	120,000		120,000	14.5
TOTAL VERIFIED SUBSCRIPTIONS	120,000		120,000	14.5
TOTAL PAID & VERIFIED SUBSCRIPTIONS	816,930	10,126	827,056	99.8
SINGLE COPY SALES				
Single Issue Sales	1,245		1,245	0.2
TOTAL SINGLE COPY SALES	1,245		1,245	0.2
TOTAL PAID & VERIFIED CIRCULATION	818,175	10,126	828,301	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Doctor/Health Care Providers	Personal Care Salons	Education/ Learning Facilities	Other	Total Public Place Copies Print
Public Place	80,497	32,363	7,140		120,000

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the April 2010 issue

Total paid & verified circulation of this issue was 0.3% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES				
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation (Replica)	Total Paid & Verified Circulation
Alabama	13,424	204	13,628	520	520	14,148	4	4	13,948	204	14,152
Arizona	10,742	217	10,959	1,673	1,673	12,632	9	9	12,424	217	12,641
Arkansas	7,660	100	7,760	155	155	7,915	3	3	7,818	100	7,918
California	64,302	1,014	65,316	21,464	21,464	86,780	62	62	85,828	1,014	86,842
Colorado	8,840	145	8,985	1,648	1,648	10,633	13	13	10,501	145	10,646
Connecticut	7,886	84	7,970	3,328	3,328	11,298	12	12	11,226	84	11,310
Delaware	2,287	22	2,309	433	433	2,742	1	1	2,721	22	2,743
District of Columbia	2,617	17	2,634	124	124	2,758	2	2	2,743	17	2,760
Florida	39,371	745	40,116	4,126	4,126	44,242	27	27	43,524	745	44,269
Georgia	23,796	418	24,214	3,209	3,209	27,423	16	16	27,021	418	27,439
Idaho	2,371	45	2,416	199	199	2,615	3	3	2,573	45	2,618
Illinois	34,520	378	34,898	7,348	7,348	42,246	25	25	41,893	378	42,271
Indiana	17,484	235	17,719	1,527	1,527	19,246	9	9	19,020	235	19,255
Iowa	7,518	102	7,620	371	371	7,991	3	3	7,892	102	7,994
Kansas	7,404	105	7,509	844	844	8,353	5	5	8,253	105	8,358
Kentucky	10,028	221	10,249	957	957	11,206	1	1	10,986	221	11,207
Louisiana	9,622	148	9,770	159	159	9,929	4	4	9,785	148	9,933
Maine	2,735	56	2,791			2,791	1	1	2,736	56	2,792
Maryland	14,467	164	14,631	4,606	4,606	19,237	12	12	19,085	164	19,249
Massachusetts	15,200	120	15,320	4,764	4,764	20,084	15	15	19,979	120	20,099
Michigan	27,209	360	27,569	4,115	4,115	31,684	20	20	31,344	360	31,704
Minnesota	12,320	153	12,473	1,890	1,890	14,363	9	9	14,219	153	14,372
Mississippi	9,425	118	9,543	31	31	9,574	5	5	9,461	118	9,579
Missouri	17,336	216	17,552	1,906	1,906	19,458	7	7	19,249	216	19,465
Montana	2,001	35	2,036			2,036	1	1	2,002	35	2,037
Nebraska	4,056	73	4,129	382	382	4,511	6	6	4,444	73	4,517
Nevada	4,438	68	4,506	682	682	5,188	1	1	5,121	68	5,189
New Hampshire	2,939	36	2,975	567	567	3,542	4	4	3,510	36	3,546
New Jersey	18,395	234	18,629	10,854	10,854	29,483	33	33	29,282	234	29,516
New Mexico	3,341	52	3,393	211	211	3,604			3,552	52	3,604
New York	40,155	514	40,669	11,325	11,325	51,994	97	97	51,577	514	52,091
North Carolina	26,907	362	27,269	2,069	2,069	29,338	14	14	28,990	362	29,352
North Dakota	1,442	18	1,460			1,460	1	1	1,443	18	1,461
Ohio	33,722	416	34,138	3,661	3,661	37,799	15	15	37,398	416	37,814
Oklahoma	9,424	129	9,553	475	475	10,028	3	3	9,902	129	10,031
Oregon	4,516	115	4,631	729	729	5,360	6	6	5,251	115	5,366
Pennsylvania	29,880	379	30,259	5,735	5,735	35,994	15	15	35,630	379	36,009
Rhode Island	2,062	22	2,084	340	340	2,424	2	2	2,404	22	2,426
South Carolina	11,562	190	11,752	579	579	12,331	7	7	12,148	190	12,338
South Dakota	1,904	17	1,921			1,921			1,904	17	1,921
Tennessee	15,394	240	15,634	1,476	1,476	17,110	5	5	16,875	240	17,115
Texas	48,734	856	49,590	6,920	6,920	56,510	34	34	55,688	856	56,544
Utah	4,732	74	4,806	685	685	5,491	5	5	5,422	74	5,496
Vermont	1,554	18	1,572			1,572			1,554	18	1,572
Virginia	18,572	278	18,850	3,636	3,636	22,486	17	17	22,225	278	22,503
Washington	14,400	159	14,559	2,410	2,410	16,969	13	13	16,823	159	16,982
West Virginia	3,792	93	3,885	8	8	3,893	0		3,800	93	3,893
Wisconsin	15,518	198	15,716	1,859	1,859	17,575	8	8	17,385	198	17,583
Wyoming	1,202	18	1,220			1,220			1,202	18	1,220
TOTAL 48 CONTERMINOUS STATES	689,206	9,981	699,187	120,000	120,000	819,187	555	555	809,761	9,981	819,742
Alaska	1,751	15	1,766			1,766	2	2	1,753	15	1,768
Hawaii	2,726	22	2,748			2,748	1	1	2,727	22	2,749
TOTAL ALASKA & HAWAII	4,477	37	4,514			4,514	3	3	4,480	37	4,517
U.S. Unclassified		65	65			65				65	65
TOTAL UNITED STATES	693,683	10,083	703,766	120,000	120,000	823,766	558	558	814,241	10,083	824,324
Poss. & Other Areas	408		408			408			408		408
U.S. & POSS., etc.	694,091	10,083	704,174	120,000	120,000	824,174	558	558	814,649	10,083	824,732
Canada	827	1	828			828			827	1	828
International	82	18	100			100			82	18	100
Other Unclassified		2	2			2				2	2
Military or Civilian Personnel Overseas	474		474			474			474		474
GRAND TOTAL	695,474	10,104	705,578	120,000	120,000	825,578	558	558	816,032	10,104	826,136

ANALYSIS BY ABCD COUNTY SIZE for the April 2010 issue

County Size	% of Households	Total		Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
		Paid & Verified Circulation	Print			
A	40	349,315	3,791	353,106	43.1	108
B	30	248,579	3,123	251,702	30.7	102
C	15	103,623	1,500	105,123	12.8	85
D	15	108,244	1,567	109,811	13.4	89

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2010

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 4 issues)	78	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	141,097	76.9
(b) Seven to eleven months (5 to 7 issues)	77	0.0	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	39,971	21.8
(c) Twelve months (8 issues)	123,070	67.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	2,412	1.3
(d) Thirteen to twenty-four months	10,987	6.0	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	49,268	26.9	Total Subscriptions Sold in Period	183,480	100.0
Total Subscriptions Sold in Period	183,480	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	179,983	98.1			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	3,497	1.9			
Total Subscriptions Sold in Period	183,480	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$3.99. Subscriptions: Canada, 1 yr. \$22.97. International, 1 yr. \$32.97.

(b) Average non-analyzed non-paid circulation for the 6 month period: 11,265 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.zinio.com.

(e) 464 subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Parenting	464	22 issues	\$14.97	\$14.97

(f) Award Point Subscription Sales: The average of 68,853 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of award points. These subscriptions were sold at 16 issues for \$20.00, in exchange for the redemption of points at the rate of \$2.00 per point.

(g) Partnership Subscription Sales (Deductible): The average of 134,244 copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of various products or services. Purchasers were advised that \$9.99 to \$10.00 of the sales price was allocated to this publication for a 1 year subscription.

(h) Sponsored Subscription Sales: The average of 23,279 copies per issue (13,212 Print copies; 10,067 Digital (Replica) copies), shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(i) Use of Premiums: A tote bag, with no advertised or stated value, was offered with some subscriptions sold at 24 issues \$12.00, \$12.97.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2009; Variation from Publisher's Statements

Audit Period Ended^	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
06-30-09	825,000	828,508	828,508	3,508	0.4					
06-30-08	825,000	832,770	832,770							
06-30-07	825,000	833,810	833,810							
06-30-06	825,000	842,766	842,047	719	0.1					
06-30-05	None Claimed	790,101	805,892	-15,791	-2.0	None Claimed	28,793	13,245	15,548	117.4

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-05	(a)	818,894	819,137	-243	-0.0

^Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.
(a) Effective 02/01/05 changed from 800,000 to 825,000

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Bonnier Corporation

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President

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	Analyzed Issue Text (for double month issue date)	
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	Association Subscription Price	
	U.S. Subscription Price	12.97
	Canadian Subscription Price	22.97
	International Subscription Price	32.97

About Bonnier

Bonnier Corporation is the leading developer of passionate enthusiast audiences in the U.S., reaching one out of every three American adults with our content. Our audiences represent “precision mass” -- and can be segmented by almost any demographic that advertisers want to reach. We deliver these audiences efficiently, but more importantly, effectively. Effective delivery means our consumers trust our content brands—our readers come to us for advice on how to do it, what to buy, and where to go.

Our brands are instantly recognized by consumers as the “expert” in the areas in which they provide information, regardless of form factor. We provide information to consumers in the format and context that they want most; and deliver whatever, whenever and wherever they need it.

Our content provides a level of expertise that creates a connection with our readers based on trust and loyalty. And we connect because we are not just observers, we’re passionate participants too, driven by the same enthusiasm that fascinates and fuels our readers.

Our Corporate website: bonniercorp.com (for media kits and other details).

