

# Dwell At A Glance 2010

Engage affluent, well-educated Design Seekers in ten powerful issues.

FRACTIONAL/MODERN MARKET				FULL PAGE			
ISSUE DATE	CLOSING DATE	MATERIALS DEADLINE	ON SALE*	ISSUE DATE	CLOSING DATE	MATERIALS DEADLINE	ON SALE*
Dec/Jan 10	Sep 16	Sep 23	Nov 24, 09	Dec/Jan 10	Sep 30	Oct 7	Nov 24, 09
Feb 10	Oct 26	Nov 2	Jan 5, 10	Feb 10	Nov 9	Nov 23	Jan 5, 10
Mar 10	Nov 16	Nov 23	Feb 9, 10	Mar 10	Dec 2	Dec 16	Feb 9, 10
Apr 10	Jan 4	Jan 11	Mar 16, 10	Apr 10	Jan 19	Feb 2	Mar 16, 10
May 10	Feb 9	Feb 17	Apr 20, 10	May 10	Feb 24	Mar 10	Apr 20, 10
Jun 10	Mar 17	Mar 24	May 25, 10	Jun 10	Mar 31	Apr 14	May 25, 10
Jul/Aug 10	Apr 20	Apr 27	Jun 29, 10	Jul/Aug 10	May 4	May 18	Jun 29, 10
Sep 10	May 24	Jun 1	Aug 3, 10	Sep 10	Jun 8	Jun 22	Aug 3, 10
Oct 10	Jul 7	Jul 14	Sep 14, 10	Oct 10	Jul 21	Aug 4	Sep 14, 10
Nov 10	Aug 10	Aug 17	Oct 19, 10	Nov 10	Aug 24	Sep 8	Oct 19, 10
Dec/Jan 11	Sep 15	Sep 22	Nov 23, 10	Dec/Jan 11	Sep 29	Oct 13	Nov 23, 10

## DWELL MAGAZINE REACHES A NEW GENERATION OF AFFLUENT READERS YOUNG, WELL-EDUCATED, SUCCESSFUL

### Youngest audience in category

44 median age  
51%: between 25-44

### Reaches all key decision-makers in home

58%: women  
42%: men

### High personal and household income

\$88,236: Median Personal Income  
\$156,573: Median HHI

### Best educated in category

78%: 4-Year degree or higher  
31%: have Post-Graduate Study

### Most successful in their careers

86%: Percentage of Audience Employed  
63%: Professional/Managerial Titles  
27%: Percentage of Audience w/C-Level Titles

Source: 2009 Mendelsohn Affluent Survey

### Circulation Highlights

- > Guaranteed rate base for 2010 is 325,000
- > Average paid circulation for 6 months ending June 2009: 327,741 (On a guarantee of 325,000)
- > Harrington Associates Notable Achiever for 2008
- > ABC Member

### Circulation Mix

Paid Subscribers 79%  
Newsstand 21%

### Pricing

Single Copy \$5.99  
Basic Subscription Rate \$28.00

### Dwell Shows Phenomenal Circulation Growth

295% Paid Circulation Growth since our first ABC audited issue