

Dwell Media Audience At-A-Glance 2011

DWELL MAGAZINE'S 1.2 MILLION READERS ARE YOUNG, WELL-EDUCATED, AFFLUENT, AND SUCCESSFUL .

Median Age	39
Median HHI	\$97,201
Male	41%
Female	59%
Married	50%
Own a Home	68%
Professional/Managerial	51%
College Graduates	74%
Readers per Copy	3.7

Source: 2010 GfK MRI Doublebase

Circulation Highlights

- > Guaranteed rate base for 2011 is 325,000
- > Average paid circulation for 6 months ending June 2010: 334,117 (On a guarantee of 325,000)
- > Harrington Associates Notable Achiever for 2008
- > ABC Member

Circulation Mix

Paid + Verified Subscribers 81%
Newsstand 19%

Pricing

Single Copy \$5.99
Basic Subscription Rate \$28.00

Dwell Shows Phenomenal Circulation Growth

303% Paid Circulation Growth since our first ABC audited issue

DWELL DIGITAL CONNECTS WITH A GLOBAL AUDIENCE OF 400,000 DESIGN SEEKERS PER MONTH, USING THE POWERFUL REACH OF DIGITAL MEDIA TO INSPIRE, EDUCATE, AND ENTERTAIN A DYNAMIC, ENGAGED COMMUNITY.

Median Age	35
Median HHI	\$85,000
Male	54%
Female	46%
Married/Partnered	60%
Own a Home	63%
Do NOT subscribe to Dwell magazine	62%
College graduate	78%
Trade	45%

Sources: 2010 Dwell Digital Site Profiling Survey

DWELL ON DESIGN CREATES A LIVE EXPERIENCE OF THE DWELL BRAND FOR 18,100 DESIGN TRADE PROFESSIONALS AND CONSUMERS THROUGH A LIVELY DESIGN ENVIRONMENT WHICH BRINGS TOGETHER DESIGN ENTHUSIASTS FROM ALL OVER THE WORLD.

Median Age	44
Median HHI	\$116,000
Male	46%
Female	54%
Married/Partnered	60%
Own a Home	64%
Do NOT subscribe to Dwell magazine	43%
College Graduate	84%
Trade	60%

Source: 2010 Dwell on Design Attendee Survey