

Why Pay More For Fewer Homes? CALL FOR BUY 5 ECONOMIC BOOSTER OFFER

CY*FAIR Lifestyles & Homes COMPARE THE FACTS!

	CY-FAIR LIFESTYLES & HOMES	CY-FAIR MAGAZINE	LIVING MAG. CY-FAIR
Homes Mailed Per Qtr.	123,000	25,000	26,558 per issue by mail
Circulation	41,000 per month	50,000 per Qtr. 1/2 Racked • 1/2 Mailed	26,558 per Month
Annual Circulation	492,000	200,000	318,696
Annual Readership	1,525,200	480,000	956,088

AD COST PER ISSUE* (COLOR ADS)

	CY-FAIR LIFESTYLES & HOMES		CY-FAIR MAGAZINE <i>4x rate</i>	LIVING MAG. CY-FAIR <i>4x rate</i>
	New Advertiser Rate (Net)	5x Offer (Net)		
1/6 Page	\$525	\$438	—	\$610
1/3 Page	\$935	\$780	\$1,440	\$815
1/2 Page	\$1,399	\$1,166	\$1,800	\$1,017
2/3 Page	\$1,870	\$1,558	—	\$1,629
Full Page	\$2,499	\$2,083	\$2,880	\$2,037
Back Cover	\$2,799	\$2,799	\$3,354	\$2,546
Inside Front Cover	\$2,699	\$2,699	\$3,225	\$2,400

COST PER HOME* (Based on # Homes Mailed)

	CY-FAIR LIFESTYLES & HOMES <i>5x offer</i>	CY-FAIR MAGAZINE <i>4x rate</i>	LIVING MAG. CY-FAIR <i>4x rate</i>
1/6 Page	1.0¢	—	2.3¢
1/3 Page	1.9¢	2.9¢	3.1¢
1/2 Page	2.8¢	3.6¢	3.8¢
2/3 Page	3.8¢	—	6.1¢
Full Page	5.1¢	5.8¢	7.7¢

(* COSTS BASED ON RATE REVIEW DATED 1-1-09)

NUMBER OF DIFFERENT HOMES REACHED BY MAIL BY ZIP CODE** - CY-FAIR ISD

	CY-FAIR LIFESTYLES & HOMES	CY-FAIR MAGAZINE	LIVING MAG. CY-FAIR
77040	4,331	?	1,707
77041	3,492	?	2,041
77064	3,947	?	1,810
77065	4,961	?	1,542
77066	3,096	?	—
77069	2,571	?	—
77070	5,927	?	—
77084	9,778	?	—
77095	12,562	?	8,187
77429	16,710	?	8,525
77433	6,276	?	2,180
Businesses	2,276	?	566
TOTALS	75,927 (two month rotation)	25,000 per Qtr.	26,558

(** COUNTS REPRESENT THE NUMBER OF DIFFERENT HOMES REACHED OVER TWO MONTHS)