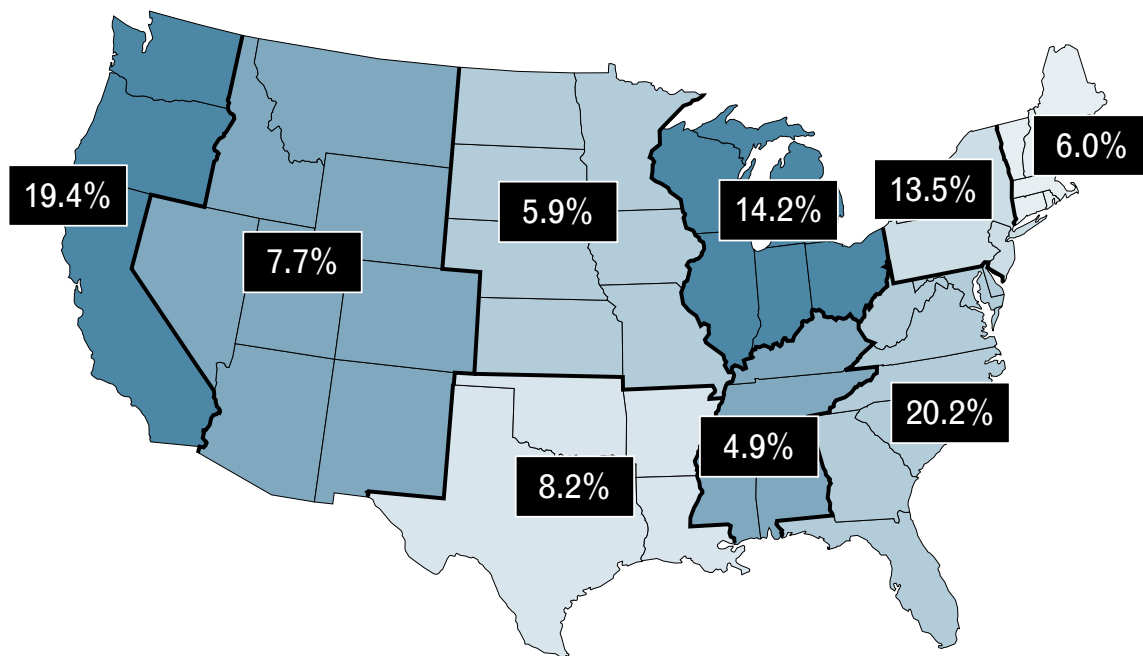


ISLANDS

Circulation and Geographic Distribution

Rate Base: 200,000
Total Paid: 211,171
Readers Per Copy*: 2.5
Total Readership: 527,900
Percent Subscribers: 87.2%



Data from June 30, 2007 Audit Bureau of Circulation Publisher's Statement
* From ISLANDS Reader Survey, Walker Communications.

ISLANDS

Circulation Strength

ISLANDS is proud to be an enthusiast magazine for affluent world travelers. Our strength of circulation – evident in high selling price, strong percentage of over delivery and newsstand copies, and absence of 'verified' circulation – clearly indicates that passionate readers are willing to pay top dollar to enjoy *ISLANDS*!

	% Circulation Above Rate Base	% of Circulation Sold on Newsstand
ISLANDS	5.6%	12.8%
Conde Nast Traveler	4.3	4.1
Travel & Leisure	2.0	4.0
Nat'l Geographic Traveler	1.4	7.4
Frommer's Budget Travel	4.2	4.5

	Publisher Suggested 1-yr. Sub Price	Cover Price	Avg Subscription Price Per Copy	# of Verified Copies*
ISLANDS	\$24.00	\$4.99	\$1.62	0
Nat'Geo Traveler	\$17.95	\$4.95	\$1.63	106,643
Travel & Leisure	\$45.00	\$4.50	\$2.75**	62,678
Conde Nast Traveler	\$19.97	\$4.50	\$1.16	8,000
Frommer's Budget Travel	\$14.95	\$4.50	\$0.98	0

Don't Pay For Waste. Reach Your Best Customer, *efficiently*, with ISLANDS.

* Verified subscriptions include public place copies (doctor's offices, salons, etc.) and non-paid "individual use" requested copies.

** Travel & Leisure's average subscription price calculation includes 206,163 (21.2% of circulation) "Loyalty/Award Point" and partner deductible subscriptions which are tabulated as full-price subscriptions.

Data from June 20, 2007 Audit Bureau of Circulations Publisher's Statements.

ISLANDS

ISLANDS Can Be Delivered Electronically to Even the Most Remote Reader

It's now possible to get your message out immediately to our readers using full digital media. We've teamed up with Zinio, the leader in digital publishing, to deliver *ISLANDS* instantly to readers in an electronic format. They can enjoy the magazine right on their computer, and even receive special issues tailored to your products or services.

Digital Publishing Growth

- 55% domestic growth in circulation
- 107% international growth in circulation

Digital Publishing Reports June 04 to June 05 Audit

The Benefits of Digital

- Timeliness – Issues are immediately available to consumers worldwide, who can instantly access advertisers' websites and information with a simple click of the mouse
- Circulation – Expanded distribution to new audiences, especially internationally
- Multimedia – Enhanced reader experience with rich media such as sound, full video and Flash animation

Two Formats for Greater Marketing Opportunities

1. **Zinio Reader** – An exact replica of the print magazine. Audited by ABC and downloaded directly to a consumer's hard drive, this format can be read when and wherever is convenient. Features hyperlinked contents, editorial and ads, as well as a search function.
2. **Zinio Express** – An abbreviated, online version of the magazine that is simple, easy and requires no download. It can be optimized for consumer marketing, so mini-magazines or special editions can be sponsored by advertisers and linked to partners' sites.

