

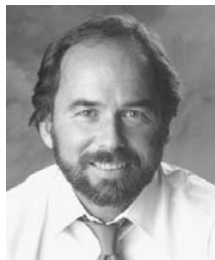
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Fax: (505) 989-4700 Internet: <http://outside.away.com/index.html>**Frequency:** Monthly **Format:** Magazine **Circulation:** 657,725**Editorial Content:** Coverage of the people, activities, gear, literature, art, and politics of the world outside.

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**Frequency:** Weekly **Format:** Newspaper/Broadsheet  
**Subject:** Agribusiness **Subscribers:** 12,000 **Editorial**  
**Deadline:** Thursday **Lead Time:** One week prior to publication  
**Newsstand Date:** Monday **Year Founded:** 1893 **Editorial**  
**Content:** Coverage of fresh produce industry. **Other Media:** Produce Merchandising, Citrus & Vegetable Magazine, The Grower  
**Target Audience:** Growers, shippers, marketers, transporters, receivers, buyers, wholesalers, retailers, food service operators, and others allied to the fresh produce industry.

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**Year Founded:** 1984 **Editorial Content:** Lifestyle magazine covering entertainment, music, fashion and films.

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**Frequency:** Monthly **Format:** Newspaper **Subject:** Family  
**Circulation:** 300,000 **Lead Time:** 3-4 months **Newsstand Date:** 1st week of month **Target Audience:** Parents with children under 12 years old in New York City, Queens, Westchester, Rockland County, Long Island and New Jersey **Editorial Content:** Coverage of education, entertainment, social, humor, parenting, travel, fashion, child-rearing, marriage, political, health, recreational, home safety, new products, toys, books and family and women's issues.

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**Circulation:** 2,150,000

**Note:** Parenting magazine will become two separate editions: Parenting Early Years, with a circulation of 1.65 million, and Parenting School Years, with a circulation of 500,000. Parenting Early Years will focus on the issues of moms of infants, toddlers and preschoolers and Parenting School Years will focus on the issues of moms with children in kindergarten through elementary school. Together, the two monthly editions will maintain Parenting magazine's existing circulation of 2.15 million.

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**Year Founded:** 1987**News Executives**

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**Circulation:** 850,000 **Lead Time:** 2-3 months **Newsstand**  
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**Circulation:** 3,690,031 **Year Founded:** 1974

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**Frequency:** Biweekly **Format:** Newsletter **Subject:** Securities Investing  
**Circulation:** 147,000 **Target Audience:** Individual Investors  
**Year Founded:** 1974 **Editorial Content:** Primarily stock, bond and mutual fund recommendations. Also addresses practical aspects of managing money and taxation.

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**Frequency:** Bimonthly **Format:** Newsletter **Subject:** Medicine  
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