

Publish Date: October 2008 **Audit Period:** January 1, 2007 – December 31, 2007

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| Publication Information | Average Net Circulation: | 34,607 |
| | Circulation Cycle: | Bi-monthly |
| | Year Established: | 2006 |
| | Publication Type: | City & Regional Magazine |
| | Circulation Paid/Unpaid: | 81% Unpaid/19% Paid |
| | Primary Delivery Method: | 80% Mail/20% Controlled Bulk |
| | Circulation Pricing: | \$4.95 Cover Price/ \$24.00 Annual Subscription |
| Audit Period Detail | Average Net Press Run: | 37,667 |
| | Controlled Distribution | |
| | Mail | 28,081 |
| | Restock/Office Service | 942 |
| | Events/Trade Shows | 1,528 |
| | Total Average Controlled | 30,551 |
| Paid Distribution | Single Copy | 4,796 |
| | Mail | 1,959 |
| | Other | 317 |
| | Total Average Paid | 7,072 |
| | Total In-home Delivery | 34,836 |
| | Average Gross Distribution | 37,623 |
| | Unclaimed Returns | (3,016) |
| | Average Net Circulation | 34,607 |
| | Average Readers Per Edition | 95,169 |
| | Do you frequently purchase products or services from ads seen in Michigan BLUE? | 60% yes |
| | Age | |
| | Under 35 | 14% |
| | 35-44 | 27% |
| | 45-54 | 34% |
| | 55-64 | 16% |
| | Over 65 | 10% |
| | Household Income | |
| | Under \$50,000 | 12% |
| | \$50,000-\$74,999 | 13% |
| | \$75,000-\$99,999 | 17% |
| | \$100,000-\$149,999 | 16% |
| | Over \$150,000 | 42% |
| | Average HH Income | \$228,400* |

*Estimate of households with annual income of \$100,000-plus. Data not provided by CVC. **See The Affluent Market.**