

ESPN The Magazine

Total Audience = 15,300,000

A Young, Affluent Audience

Desirable Demographics

Median Age 33.0
 Median Income \$65,600

Demo	Index vs. A18+
HHI \$75K+	108
HHI \$150K+	109
M1834	294
M2554	174
African-American	198



5 -Yr Audience Growth –
 Fall 2004 to Fall 2009

29%

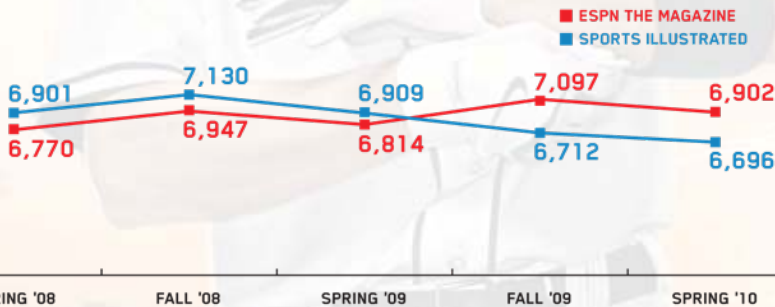
6%

4%

ESPN

Sports Illustrated

Maxim



ESPN The Magazine now delivers MORE M18-34 than Sports Illustrated.

Source: Gfk MRI Spring 2010

ESPN
 THE MAGAZINE

ESPN
 CUSTOMER
 MARKETING
 AND SALES