

Town&Country EDITORIAL

2008

Today's affluent consumers demand quality in every aspect of their lives. From fashion to philanthropy, from travel to home design, excellence is the only benchmark.

Only Town &Country takes a completely holistic approach to luxury, covering every aspect of a life well-lived. Every category, each experience, is filtered through the single lens of luxury.

Town&Country readers trust this magazine above all others to direct them to the highest level of integrity, quality, style and experience. For over 160 years, Town&Country has had one mission — create a magazine for, and about, America's ever-evolving affluent community.

ISSUE	THEME	CLOSING	ON SALE
January	All The Best/Luxury Redefined	10/22/2007	12/11/2007
February	General Editorial	11/27/2007	1/15/2008
March	Spring Fashion	12/19/2007	2/19/2008
April	Sizzling Cities	1/25/2008	3/18/2008
May	Spring Home Issue	2/25/2008	4/15/2008
June	Philanthropy Issue	3/25/2008	5/13/2008
July	General Editorial	4/25/2008	6/17/2008
August	General Editorial	5/23/2008	7/15/2008
September	Fall Fashion	6/25/2008	8/12/2008
October	Fall Home Issue	7/25/2008	9/16/2008
November	General Editorial	8/25/2008	10/14/2008
December	The Holiday Issue	9/23/2008	11/11/2008

- *44% of Town&Country readers say they can afford nearly anything they want (more than double non-subscribers)*
- *41% say “even if it’s costly, I will definitely buy something I want” (vs. 17% of non-subscribers)*

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Source: FGI, a sister company of Yankelovich, 2005 Town&Country Study of Affluent Consumers