

FOR IMMEDIATE RELEASE

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**USA WEEKEND Publishes *ThinkSmart: The Green Issue*  
The Only National Weekday Newspaper Magazine Devoted to the Environment**

McLean, Va. – The week of April 21, USA WEEKEND Magazine will celebrate Earth Day by issuing its second annual **ThinkSmart: The Green Issue**, the only national weekday newspaper magazine devoted to the environment. It will be distributed to 8 million households in weekday editions of 93 leading daily newspapers including *Newsday*, the *Chicago Sun-Times* and *The Arizona Republic*. Using the issue's theme of "The Green House," experts such as Ty Pennington of ABC's *Extreme Makeover: Home Edition* and Martha Stewart guide readers on making their homes more eco-friendly while saving money.

"USA WEEKEND first produced weekday editions in 2006. Since then, they have become one of our fastest-growing sources of new advertising," said Marcia Bullard, President and CEO. "As a leader in this market, we are proud to bring back **ThinkSmart: The Green Issue**. Few subjects are more important to our readers, newspapers and advertisers. 'The Green House' theme is designed to inspire people to make a difference in their homes and communities."

Advertisers in this year's issue include Bosch, Frito-Lay, S.C. Johnson, Stihl and Wal-Mart. **ThinkSmart: The Green Issue** is part of USA WEEKEND's lineup of midweek issues, including two editions of HealthSmart and a brand-new issue targeting baby boomers.

USA WEEKEND is a national weekly magazine distributed in more than 600 newspapers. Awarded for its journalism and design, USA WEEKEND and [usaweekend.com](http://usaweekend.com) focus on social issues, entertainment, health, food and travel. The magazine provides Newspaper in Education classroom guides to partner newspapers. USA WEEKEND is a publication of Gannett Co., Inc.

Sources: MRI, Spring 2007; total circulation and rate base reflect 2/17/08 carrier newspaper market list; carrier newspaper figures based on ABC, CAC, VAC, SRDS or publisher-certified circulation for the six-month period ending 3/31/07; BETA Research/USA WEEKEND Reader Study, 2007

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