

FOR IMMEDIATE RELEASE

April 18, 2005

USA WEEKEND Magazine Announces New Newspaper Partner
Milwaukee Journal Sentinel to Carry USA WEEKEND

McLean, VA – USA WEEKEND Magazine announced today that it will be distributed in the Sunday edition of the *Milwaukee Journal Sentinel*, beginning on May 22, 2005. USA WEEKEND will be the exclusive Sunday magazine of the *Journal Sentinel*, which has a circulation of 430,755.

With the addition of the *Milwaukee Journal Sentinel*, USA WEEKEND will be distributed in 604 newspapers nationwide. The magazine is marking its 20th Anniversary. It launched in 1985 with 225 distributing newspapers; its circulation has increased 75% in 20 years.

“Wisconsin’s largest newspaper is proud to become the newest partner of America’s best Sunday magazine,” said Elizabeth “Betsy” Brenner, President and Publisher of the *Milwaukee Journal Sentinel*. The Pulitzer Prize-winning *Journal Sentinel* is one of the best-read newspapers in the country; four out of five people in the Milwaukee metropolitan area read the paper, according to Newspaper Association of America readership research. In addition to five Pulitzer Prizes, the *Journal Sentinel* has won numerous awards for its journalism and its aggressive local news coverage.”

“We are delighted that the *Milwaukee Journal Sentinel* has selected USA WEEKEND to be its exclusive Sunday magazine,” said Marcia Bullard, President and CEO of USA WEEKEND Magazine. “Our national focus on newsmakers and lifestyle issues is a terrific fit with the *Journal Sentinel*’s quality journalism.”

Since its launch 20 years ago, USA WEEKEND has successfully targeted readers in the hard-to-reach 25- to 45-year-old demographic. Its innovative in-magazine posters and other programs have helped newspapers increase single-copy sales. In 1992, it launched Make A Difference Day, a national day of volunteer service that is now the largest day of community action in the United States.

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USA WEEKEND Magazine is a national weekly magazine distributed in more than 600 newspapers in the United States. Awarded for its journalism and design, USA WEEKEND focuses on social issues, entertainment, health, personal finance and travel. The magazine provides Newspaper in Education classroom guides to partner newspapers. usaweekend.com provides enhanced content and interactive magazine features.

For more information:

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