

FOR IMMEDIATE RELEASE

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USA WEEKEND Magazine Announces Record Advertising Results for 2004
Record-Setting December Creates Positive Momentum as Magazine Enters 20th Year

McLean, VA — USA WEEKEND Magazine announced today that advertising revenue for 2004 was a record \$416,271,000, a 9.5% increase over 2003.

Advertising pages also increased 9.5% in 2004 over 2003, significantly outpacing the 3.8% average increase for all consumer magazines. The magazine's year-over-year increase in ad pages also was the highest percentage increase among all national newspaper magazines.

December was USA WEEKEND's strongest month in 2004, in both advertising revenue and pages. Compared with 2003, December ad pages increased 27.6%, and advertising revenue increased 23%. This resulted in the largest December ad revenue total and December ad page count in the magazine's history.

The December results signaled a strong start for 2005, which marks the magazine's 20th anniversary.

"Our ability to provide insight into how our readers interact with our advertisers' products and services is spurring growth," said Publisher Chuck Gabrielson. "This unique insight is provided by our National Reader Panel, one of the largest reader panels in the country. This, together with our enormous household reach and immediate delivery, gives advertisers the return on investment we call *RapidROI*SM."

USA WEEKEND's National Reader Panel — with more than 13,000 readers participating — helps target editorial content and measure reader involvement. Panel studies show that 84% of readers respond to products and services advertised in the magazine.

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USA WEEKEND Magazine is a national weekly magazine distributed in 608 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's Make A Difference Day is the nation's largest annual day of community service. The magazine provides Newspaper in Education classroom guides to partner newspapers. usaweekend.com provides enhanced content and interactive magazine features. USA WEEKEND is part of the Gannett Co., Inc.

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