



Inspire™ YOUR WORLD

Celebrating the people, companies and causes that inspire us to give back

Inspire™ Building Brand Preference, One Heart at a Time YOUR WORLD

- Grown from regional to national circulation after just 2 issues
- Featured in the New York Times and on WOR-TV
- Winner of the 2004 Folio magazine Eddie Award for excellence in achieving its mission
- A growing list of national advertisers, including FedEx, Novartis, Subaru, KPMG, Newmark Real Estate and Bank of America



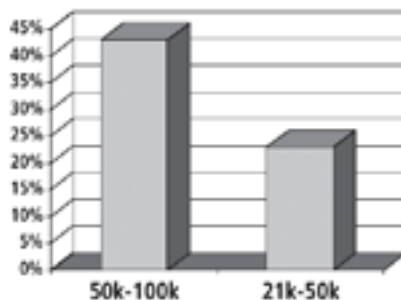
The *Inspire Your World* Audience

- Predominantly female (75%), ages 30-60
Equally divided among age groups



- College Educated: 85%
- Married: 46%
- Children in Household: 46%

• Household Income



CIRCULATION (bi-monthly)

- 50,000 Newsstands and Subscriptions
- 20,000 Special Events and Fundraisers

NEWSSTAND DISTRIBUTION

- Barnes & Noble Booksellers (400 stores nationally)
- Shinders (Midwest)
- Gordon & Gotch (Canada)

INSPIREYOURWORLD.COM

- 14,000 unique visitors monthly



• 80% of *Inspire Your World* readers volunteer their time

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DEMOGRAPHICS