

## Distance Learning Showcase



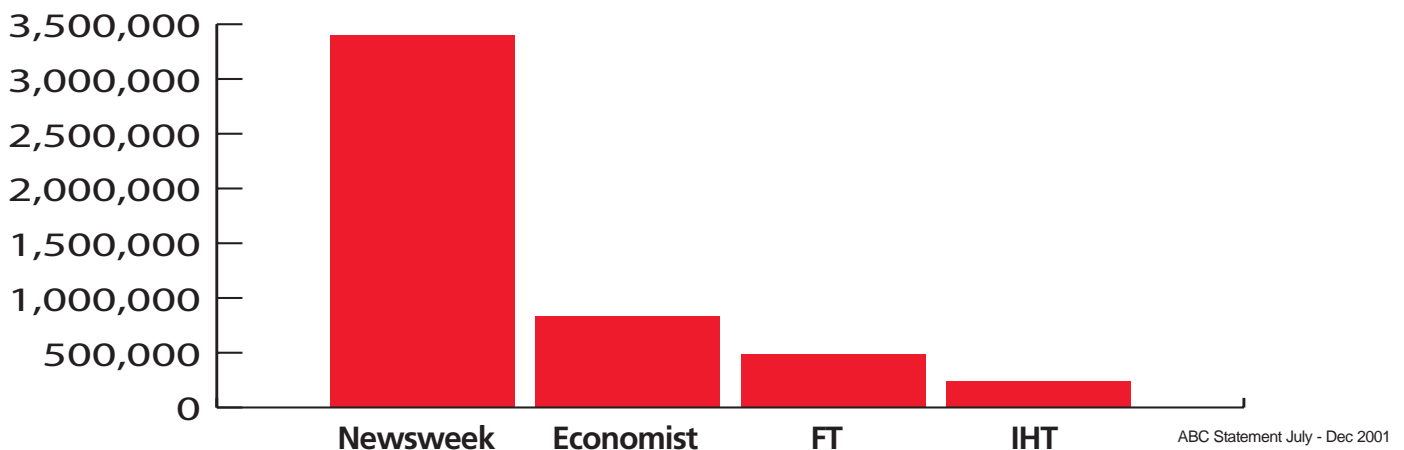
Newsweek understands that through good economic times and bad, it is sensible to invest in your education. Thus Newsweek has become the premier print vehicle to showcase quality distance learning programs. Our intelligent readers are driven and are always searching for ways to further their career or personal development. Therefore we have committed to this regular Distance Learning showcase, to provide our readers with the chance to research such educational opportunities.

The Newsweek Distance Learning showcase offers the advertiser, not only, the chance to advertise in a semi display environment but also the opportunity to be part of the quality editorial. The editorial includes a personalised interview section to help further emphasise your school or courses alongside your advert.

Newsweek, the leading international news magazine, is offering this unique showcase for advertising Distance Learning courses, reaching an exclusive audience of well-educated affluent businessmen in over 190 countries across the world.

Benefit from the unmistakable Newsweek brand and become recognised world-wide.

### WORLD WIDE CIRCULATION - 3.4 MILLION



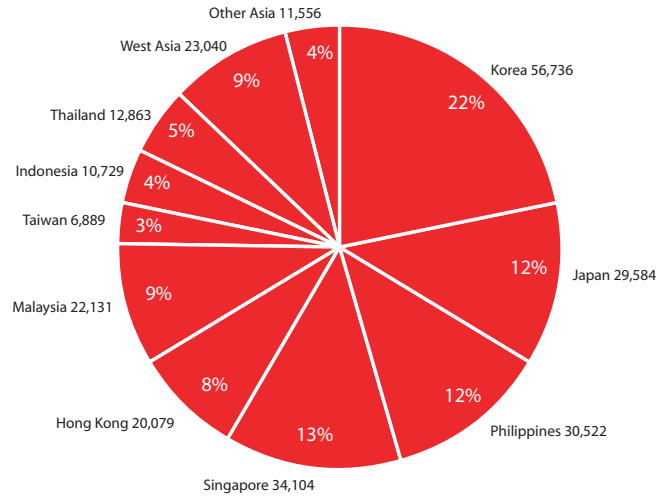
- Very Highly Subscribed - 82%
- Highest Quality Asian Readers

Affluent	-	Average household income \$78,800
Educated	-	78% have a degree or higher qualification
International	-	55% lived/worked abroad in the last six months
Professional	-	91% in top/middle management
Investors	-	81% own stocks and shares 29% own second homes

Source: European Market Monitor and Asian Market Monitor

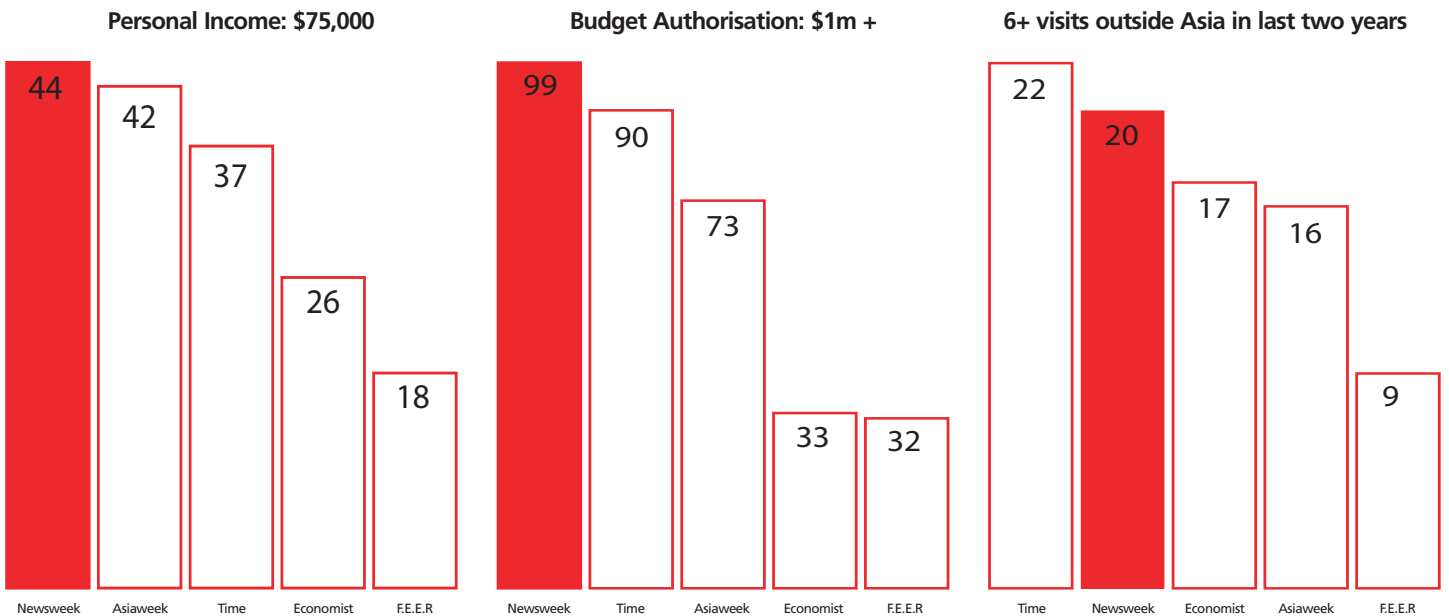
## ASIAN CIRCULATION: 240,000 (base rate)

### Asian Circulation Breakdown



Source: Newsweek Asia  
ABC Statement . July - Dec 2001

### Asia Readership Key Target Coverage



Source: ATMS 2000, Base: All respondents, population: 3,583 (000)

### Testimonials

"The high academic level and international outlook of Newsweek readers makes the publication a must for any top MBA school. I therefore look forward with pleasure to a long and fruitful partnership in the years to come."

**Fiona Pol-Coyne,**  
External Relations & Careers Manager  
NIMBAS Graduate School of Management

"We have used Newsweek's Education classified section (in both Asian and European editions) for years to promote our international programs. The reach is extensive and the response is immediate."

**Guilherme Almeida,**  
Director of International Marketing  
International Education Programs  
University of California, Riverside, Extension