

Healthy & active lifestyle



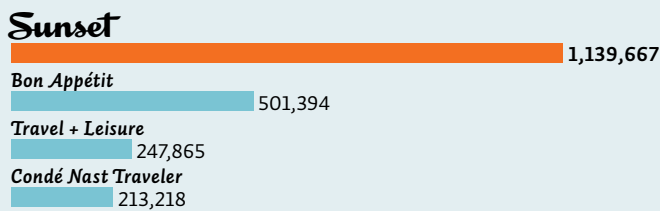
The West sets the pace for healthy living

- Westerners are always on the go; they are less likely to watch cable TV than those in any other part of the country.
- Westerners are 58% more likely than the average American to participate in three or more outdoor activities.*
- Staying healthy is a priority for Westerners, who are 35% above the U.S. average for using 3 or more organic foods in the last 6 months.
- 82% of Westerners eat healthy foods and pay attention to their nutrition.

Sunset readers are active and health-conscious

- *Sunset* readers are 71% above average for purchasing foods specifically labeled as “natural” or “organic.”
- 91% of *Sunset* readers eat healthy foods and pay attention to their nutrition.
- *Sunset* readers are 90% more likely than the average American to be heavy consumers of vitamins or dietary supplements for maintaining a healthy lifestyle.
- *Sunset* readers are 170% more likely than the average American to participate in three or more outdoor activities.*

13 Western states circulation



Source: 6/30/10 ABC Statements

Sunset delivers more Western households than three leading upscale lifestyle magazines.

*Activities include backpacking or hiking, camping, bicycling, skiing, jogging or running, tennis, whitewater rafting, or gardening 100 or more days in the past 12 months.

Source: 2010 Doublebase GfK MRI

