

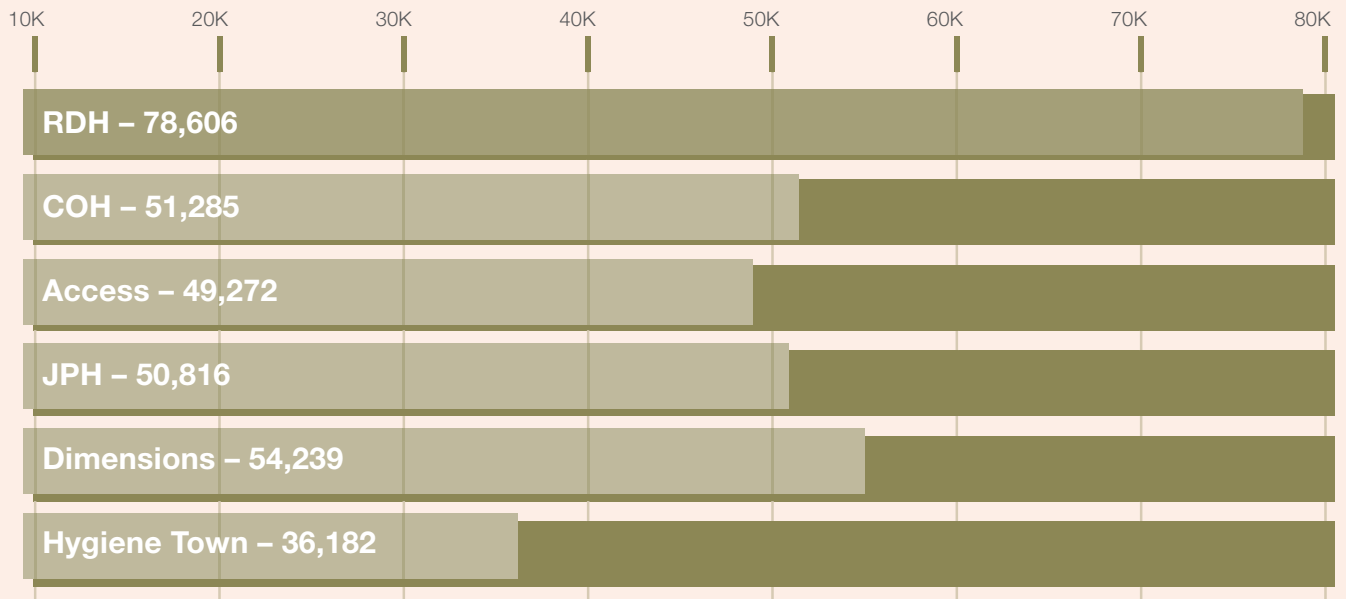
Circulation

With a total qualified circulation of over 66,000, *RDH* is the most widely circulated journal in the market. 100% of *RDH*'s circulation is derived from personal direct request from the recipient.

Readership

FOCUS™, an independent readership study conducted by PERQ Research, proves *RDH* is the highest read magazine by more than 19% in this market.

Projected Average Issue Readers



*Source: Focus study from Perq/HCI 2006

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