

**SPECIAL
Newsstand
Only Issues:**

Mutual Funds

Retirement
Planning

Success With
Your Money

Mutual Funds 2010

Kiplinger's PERSONAL FINANCE

Kiplinger's annual guide will rank 3,000+ Funds and ETFs. Stories include:

- Special Section: How Not to Get Burned Again
- Meet your goals: 10%+ returns; Retirement; Income; Safety; College
- Funds for income
- The Kiplinger 25: our favorite funds, and portfolios made up of those funds
- Broker-sold funds
- Best of the ETFs
- One-stop portfolios
- How to pick funds

Male	84.6%
Grad College+	68.2%
Median HHI	\$88,100
Rate MF 2008 "excellent"/"very good"	87.3%

INVESTMENTS

Currently invest	97.4%
Own funds that carry a "load"	32.5%
Median # of funds owned	11.0
Median value of mutual fund investments	\$250,000
Median time spent per week managing investments	1.7 hours

FUTURE PURCHASES

Plan to buy in next 12 mos.	90.2%
Most likely to purchase from:	
- mutual fund company	62.0%
- discount broker	16.4%
- full service broker/advisor	12.9%
Interested in green/socially-responsible funds	68%

INTERNET

Use internet when seeking financial/investment info	92.2%
Use internet to manage financial accounts/investments	66.0%
Purchase mutual funds and/or stocks over internet	58.6%

Source: Mutual Funds Reader Profile Survey, 2008

97% of Kiplinger's readers own Mutual Funds

90% plan to buy Mutual Funds in the next 12 months

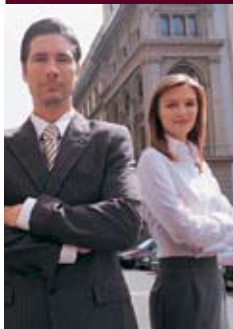
Source: Mutual Funds Reader Profile Survey, 2008

CLOSING DATE: December 18, 2009

ON SALE DATE: February 2, 2010

ADVERTISING RATES

	B&W	2C	4C
Page	\$15,320	\$17,290	\$19,755
2/3	11,650	13,140	15,020
1/2	9,190	10,380	11,860
1/3	6,120	6,910	7,900
1/6	3,060	3,460	3,960
2nd, 3rd Cover			\$21,720
4th Cover			\$22,720



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