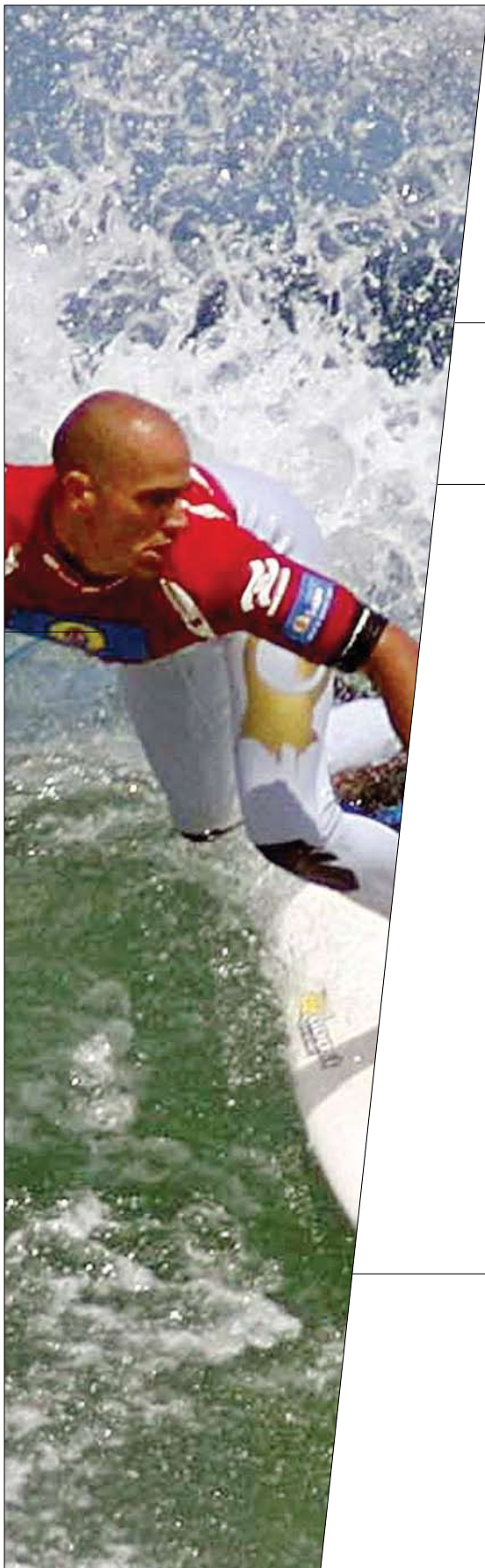


SI TEEN ALL TEENS. ALL SPORTS. NO WASTE.



Sports Illustrated TEEN is a special section written just for teens.

Sports Illustrated TEEN addresses the interests of SI KIDS' older readers in improving their athletic performance, getting more inside information about their favorite teams, coverage of action sports and finding out about the latest in gear, apparel and gadgets. For marketers, SI TEEN delivers all teens, all sports, with no waste.

Qualified Circulation - 350,000 Subscribers Receive SI TEEN Section

- Self-reported birth date information
- Proprietary data and the Time Warner database

2008 Publishing Calendar - 11x A Year

Issue	Ad Close	In-Homes
February	11/19/07	1/7/08
March	12/17/07	2/4/08
April	1/14/08	3/3/08
May	2/19/08	4/7/08
June	3/24/08	5/12/08
July	4/21/08	6/9/08
August	5/19/08	7/7/08
September	6/23/08	8/11/08
October	7/21/08	9/15/08
November	8/18/08	10/13/08
December Double Issue	9/22/08	11/11/08

For more information, please contact your Sports Illustrated TEEN representative or Scott Hendrickson, VP Ad Sales & Marketing at 212.522.2084 or Scott_Hendrickson@timeinc.com

