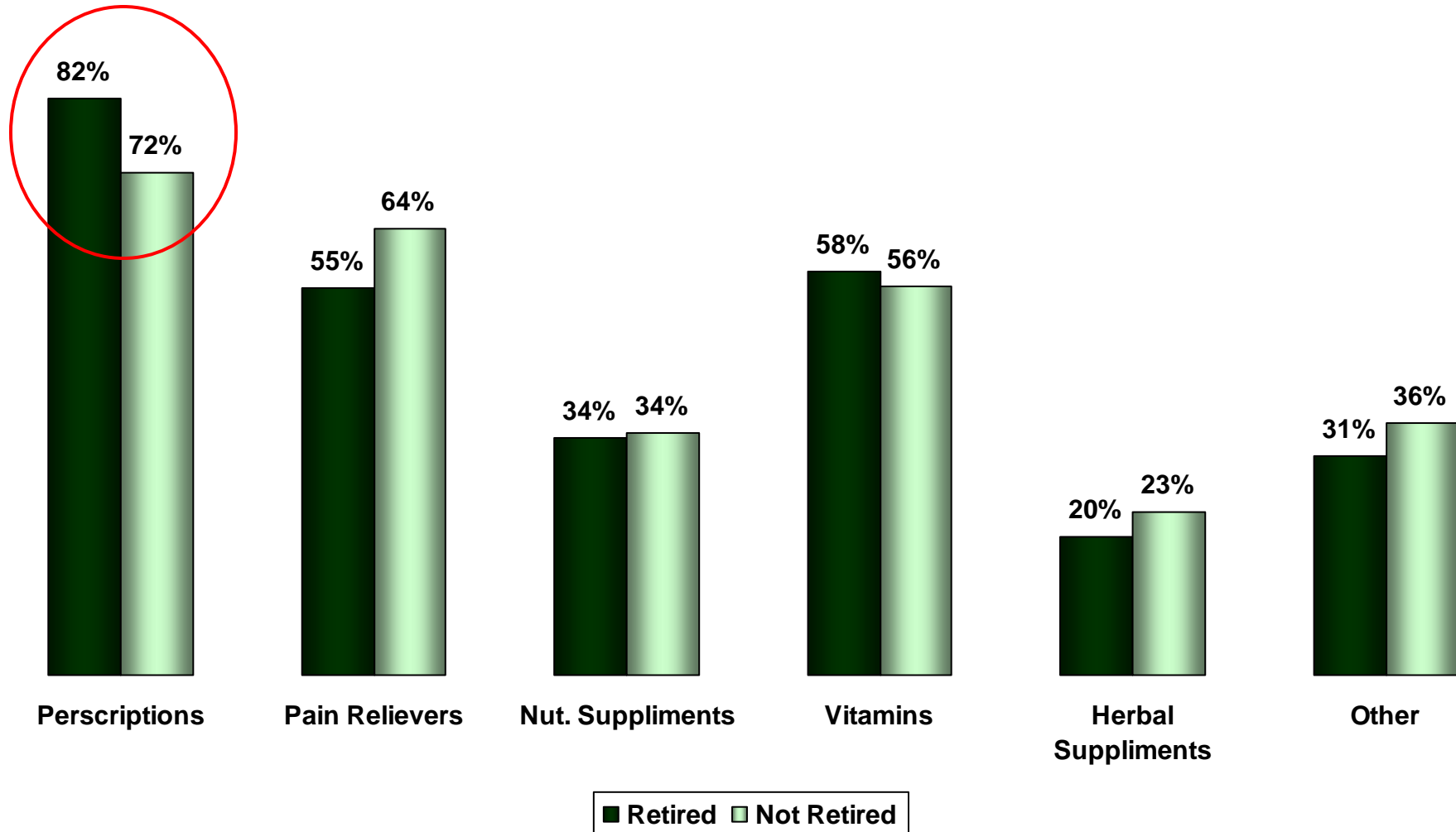
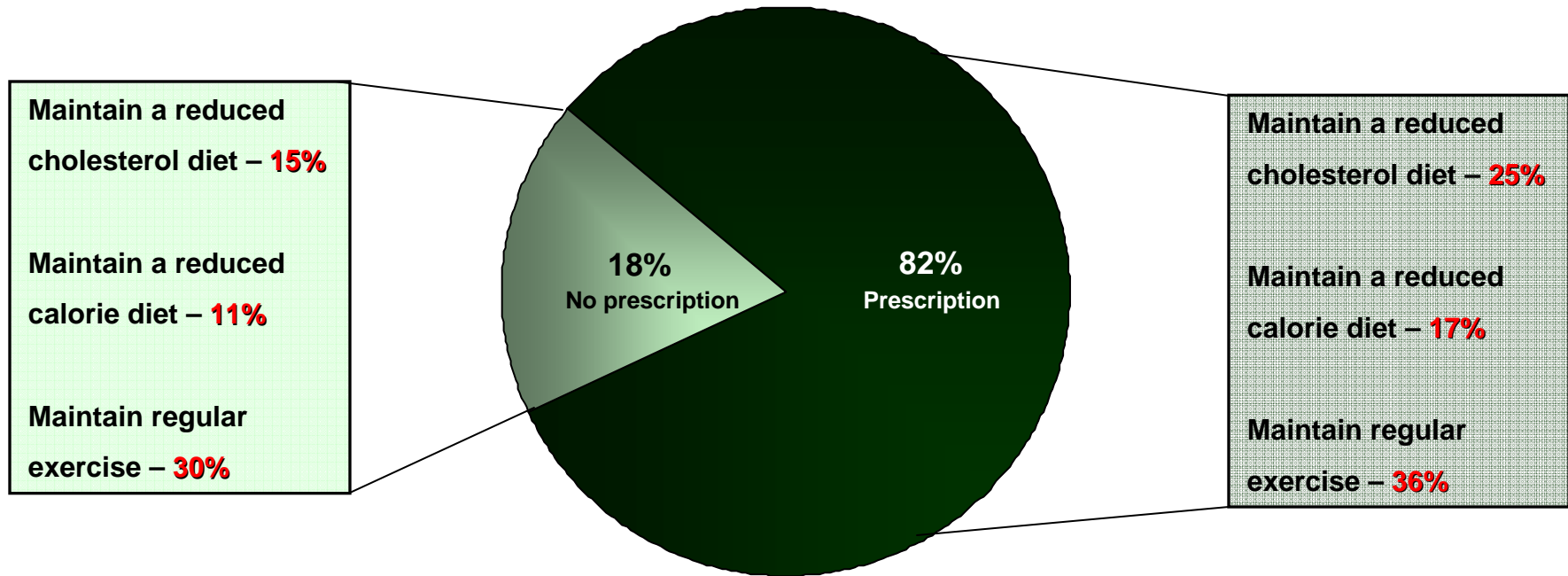


# 2.9 Million Retired Adults

Up 17% since 2001

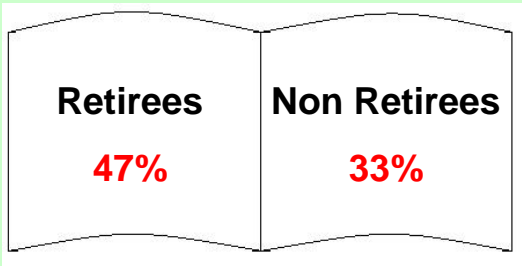


# 82% of Retired Adults Take Prescription Drugs

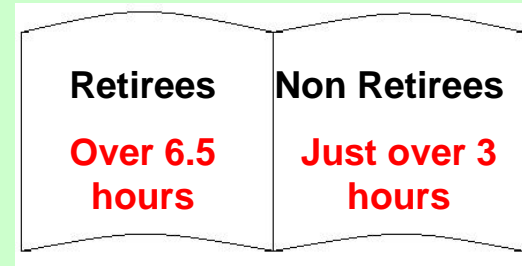


# Retirees Readership Facts

## Read the Health Pages in the Past Week



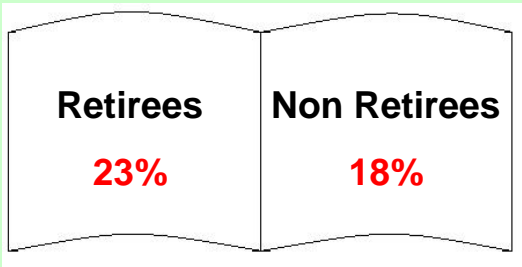
## Time Spent Reading in the Past Week



## Avg. Spent on Health Care Products per year



## Dailies as Primary Media Source for Information on Health Issues



## Weekend Readers

