

Tobacco Institute  
Code List  
1993

CONFIDENTIAL:  
MINNESOTA TOBACCO LITIGATION

It's Tough Growing Up

<u>Code</u>	<u>Publication</u>	<u>Issue</u>	<u>On Sale</u>	<u>Circulation</u>
01	Parade	Feb. 14	Feb. 14	36,340,000
02	Better Home & Gardens	April	March 12	8,002,794
03	Southern Living	May	April 25	2,395,812
04	Ladies Home Journal	June	May 9	5,065,135

Smoking Should Not Be A Part Of Growing Up

P1	Time	Feb. 1	Jan. 25	4,073,530
P2	Governing	Feb., March		76,209
P3	State Legislatures	March, June		21,104
P4	Roll Call	Feb. 4, April 8		14,135
P5	Empire State Report	Feb.		8,555
P6	California Journal	Feb.		14,809

Education Ad

1Q	Guidepost	Feb., April		57,930
2Q	Executive Educator	Feb., April		14,845
Q3	American School Board Journal	March		38,763
Q4	Principal	March, May		29,615
Q5	School Administrator	March		16,814
Q6	Independent School	Spring		7,000

Is This Sign In Your Window

R1	IGA Groceries	Feb.		12,108
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TIMN 190202

R2	Convenience Store News	March 8, May 31	118,982
R3	Exchange & Commissary News	March	9,894
R4	Grocery Marketing	April	63,143
R5	Convenient Store Decisions	April	41,369
R6	Mass Market Retailer	March 22	26,865
R7	Super Market Business	May	75,037

Circulation source - SRDS

As of February 24, 1993

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