



Eastern Area

Focus Meeting

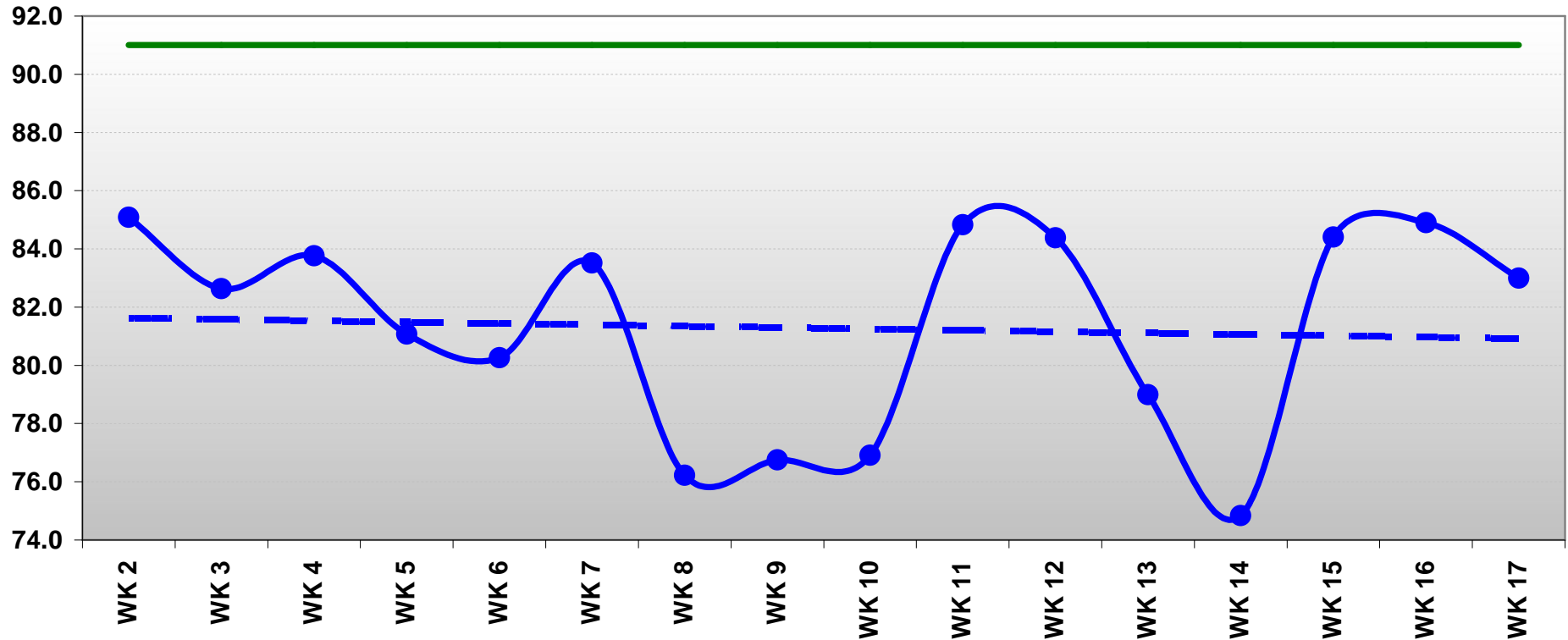
February, 2013



Periodicals

QTR 1	QTR 2	QTR 3	QTR 4	YTD
81.37	80.34			77.60

Eastern Area



District	QTD	RK	YTD	RK
Appalachian	71.19	59	74.10	48
Central PA	78.13	51	79.84	33
Cincinnati	82.05	30	80.46	31
Kentuckiana	81.18	35	83.25	20
Northern Ohio	83.08	27	81.17	28
Philadelphia	84.11	22	79.49	34

District	QTD	RK	YTD	RK
South Jersey	87.70	17	83.07	22
Tennessee	67.25	64	65.77	62
Western NY	73.57	58	69.91	56
Western PA	80.32	37	75.91	47
Eastern Area	80.34	5	77.60	5

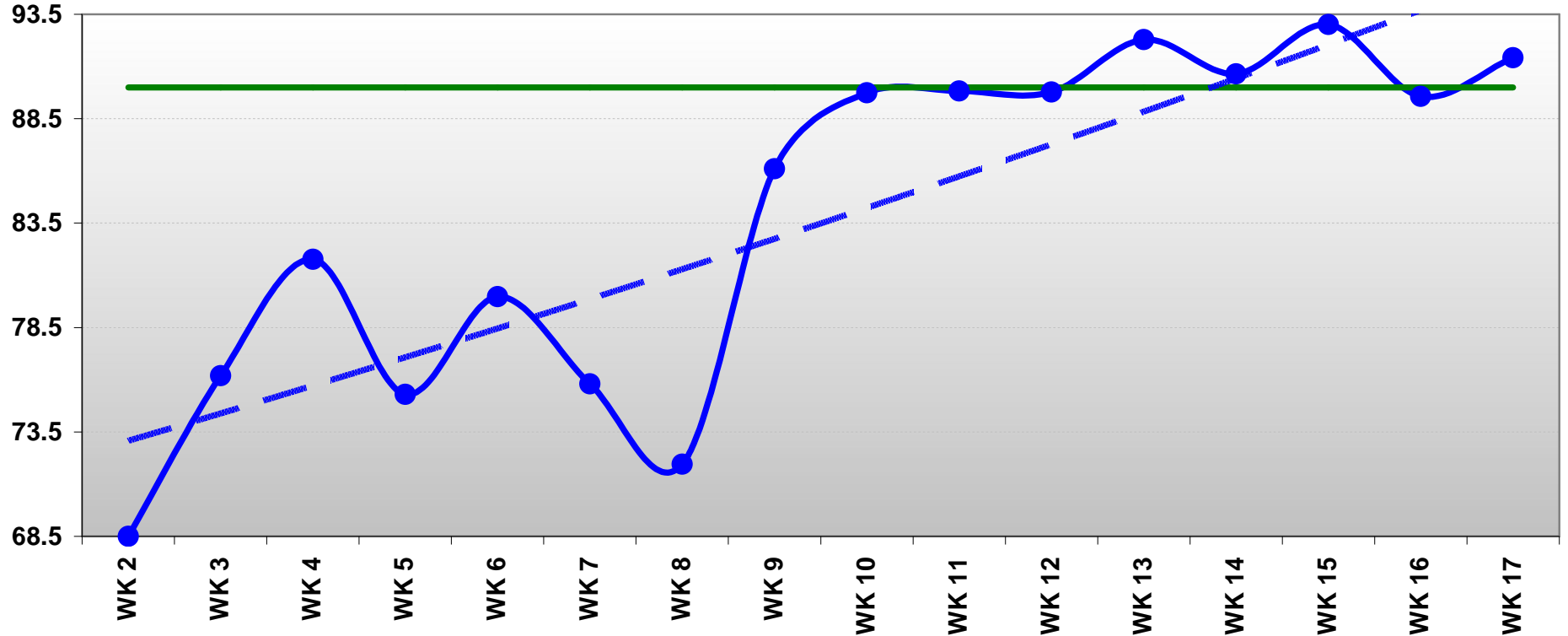
● Actual — Target - - Trend



Standard SCF Letters

QTR 1	QTR 2	QTR 3	QTR 4	YTD
92.29	91.42			84.93

Eastern Area



District	QTD	RK	YTD	RK
Appalachian	92.53	24	92.55	20
Central PA	95.29	12	93.99	14
Cincinnati	90.15	42	79.58	59
Kentuckiana	97.52	3	98.02	3
Northern Ohio	91.79	29	78.97	62
Philadelphia	90.04	45	83.51	52

District	QTD	RK	YTD	RK
South Jersey	91.62	31	79.86	57
Tennessee	87.05	55	84.58	51
Western NY	90.83	37	91.87	26
Western PA	91.06	34	82.17	53
Eastern Area	91.42	4	84.93	5

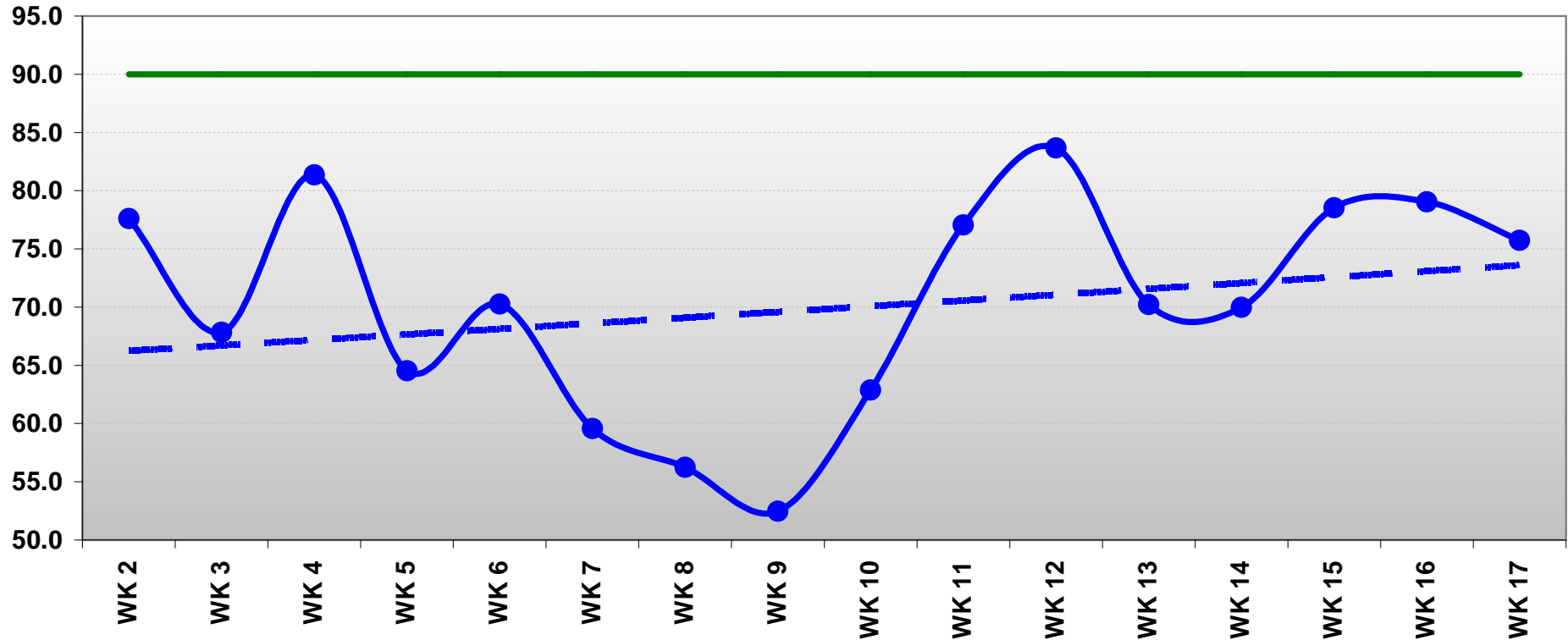
● Actual
 — Target
 - - - Trend
 Standard SCF Letters



Standard SCF Flats

QTR 1	QTR 2	QTR 3	QTR 4	YTD
63.98	75.73			61.36

Eastern Area



District	QTD	RK	YTD	RK
Appalachian	73.64	47	74.70	31
Central PA	66.79	60	68.41	44
Cincinnati	72.84	50	58.12	55
Kentuckiana	88.60	6	89.31	3
Northern Ohio	75.97	39	62.52	51
Philadelphia	67.30	59	55.01	60

District	QTD	RK	YTD	RK
South Jersey	81.58	25	55.72	59
Tennessee	81.95	22	79.05	24
Western NY	80.42	27	68.33	46
Western PA	79.37	31	54.57	62
Eastern Area	75.73	4	61.36	6

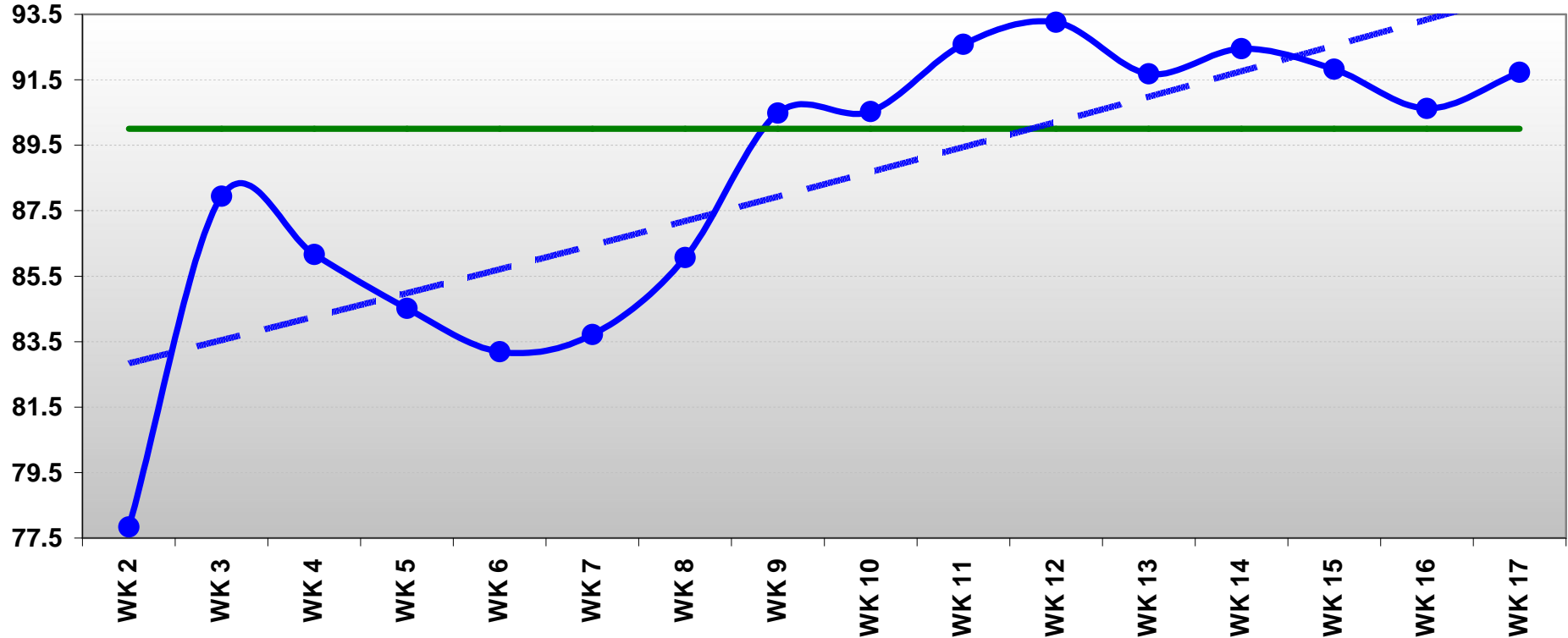
● Actual
 — Target
 - - - Trend
 Standard SCF Flats



Standard NDC Letters

QTR 1	QTR 2	QTR 3	QTR 4	YTD
86.98	91.73			89.15

Eastern Area



District	QTD	RK	YTD	RK
Appalachian	90.16	38	90.84	25
Central PA	93.61	14	92.63	15
Cincinnati	90.64	35	85.97	44
Kentuckiana	95.36	6	95.82	2
Northern Ohio	91.06	33	80.16	58
Philadelphia	93.11	18	88.40	34

District	QTD	RK	YTD	RK
South Jersey	94.79	8	86.40	41
Tennessee	89.43	41	86.46	40
Western NY	92.82	19	92.54	16
Western PA	91.88	24	88.40	34
Eastern Area	91.73	3	89.15	4

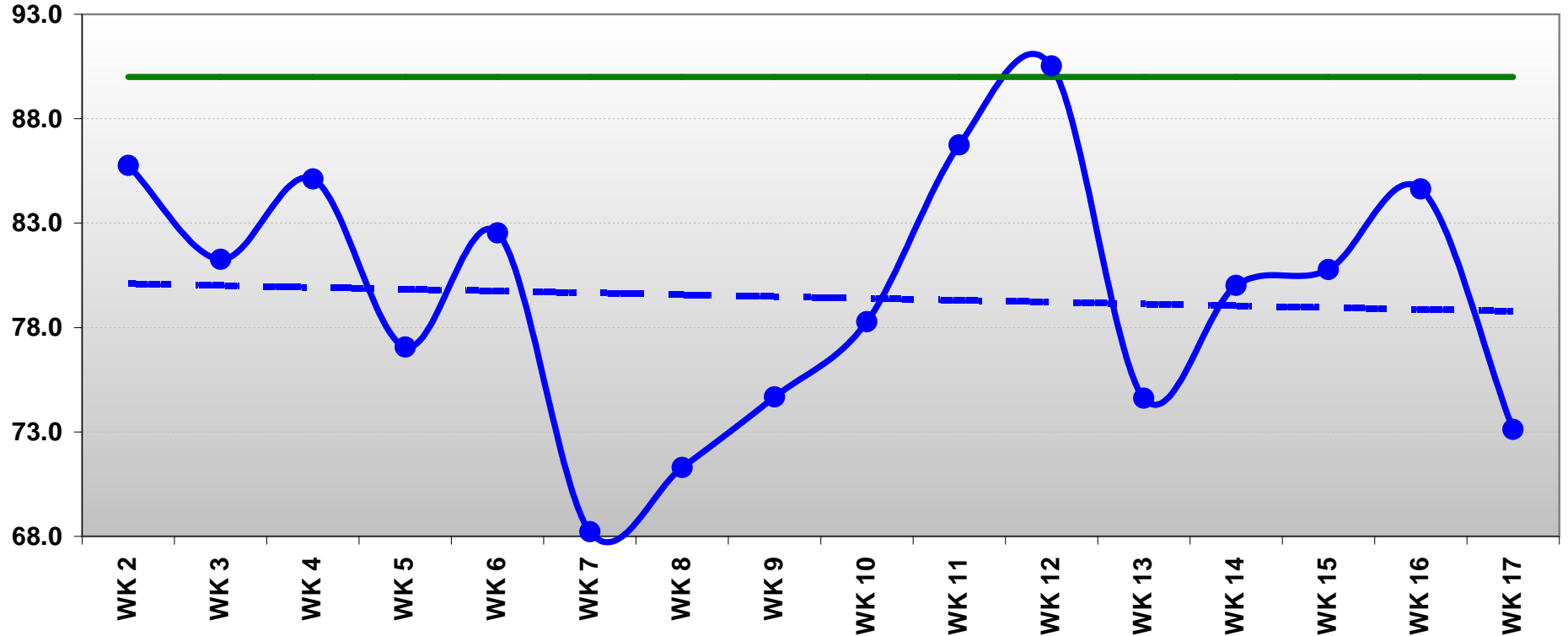
● Actual
 — Target
 - - - Trend
 Standard NDC Letters



Standard NDC Flats

QTR 1	QTR 2	QTR 3	QTR 4	YTD
74.62	73.12			69.36

Eastern Area



District	QTD	RK	YTD	RK
Appalachian	84.69	26	79.44	32
Central PA	67.57	61	73.16	53
Cincinnati	85.99	21	79.72	31
Kentuckiana	86.83	19	88.00	10
Northern Ohio	86.57	20	78.27	39
Philadelphia	67.84	60	70.27	57

District	QTD	RK	YTD	RK
South Jersey	70.52	55	72.44	56
Tennessee	84.77	25	82.69	26
Western NY	58.23	63	52.97	64
Western PA	85.37	23	76.82	43
Eastern Area	73.12	6	69.36	6

● Actual — Target - - Trend Standard NDC Flats