

Time Inc.

2009-2010 Sustainability Report



Contents

- 3 CHAIRMAN'S LETTER
- 4 EDITORIAL CONTENT
- 6 CARBON FOOTPRINT
- 8 RECYCLED CONTENT AND RECYCLING
- 10 HEALTHY FORESTS AND PAPER
- 13 SUPPLY CHAIN TRANSPARENCY
- 14 PAPER SUPPLIERS
- 15 TIME INC. PURCHASING POLICY



Overview: Sustainability is Everybody's Business

In today's global economy, sustainability is no longer the concern of just a few. It's everybody's business. Two simple facts explain why: the world population doubled from 3 billion to 6 billion during the last 40 years of the 20th century, and it's projected to reach 9 billion by 2045. Think about it ... 50% more people on the planet in just 35 years.

More people means growing pressure on our natural resources, and growing consequences related to issues like climate change, pollution and solid waste. As we address the effects of increasing demand for virtually everything, balancing economic, social and environmental needs will be more important than ever. Companies that view sustainability as a challenge to work smarter, cleaner and more responsibly will continue to thrive; those who accept the status quo will eventually disappear.

At Time Inc., the sustainability challenge has an added twist. Our most significant effects on nature result from the manufacture and disposal of our magazine paper, elements we don't control. So we've engaged our stakeholders to help. We set targets related to the production of our paper – like carbon emissions reductions, increased use of sustainably harvested wood and other environmental outcomes – and ask our suppliers to meet them. And we work with a wide variety of public, private and not-for-profit organizations to advance broader forest sustainability goals and encourage magazine recycling. This report highlights our most recent efforts and provides updates since the publication of our 2007-2008 report.



From Chairman and CEO

Ann S. Moore

2010 MARKS THE 40TH ANNIVERSARY of Earth Day, when more than 20 million ordinary citizens raised their collective voice in support of a healthy, sustainable environment and transformed a hodgepodge of grassroots causes into a mainstream priority. We've come a long way since then. Today, issues like climate change, renewable resources and recycling are just as familiar in elementary school classrooms as they are on the global political stage. We're getting better and better at protecting our planet. But there's still a lot more work to do.

Time Inc. has been on the leading edge of environmental progress for decades. From the launch of TIME magazine's Environment section in 1969 to the third annual FORTUNE Brainstorm: Green leadership conference in 2010, we've continued to shine a spotlight on the latest in environmental thought and practice. And our company began working to reduce its own impacts even before the term "environmental footprint" was coined. Our approach is straightforward. We continuously look for ways to make our business operations more sustainable. We partner with a variety of stakeholders – from suppliers and peers to environmental groups and government – in efforts where we can make a meaningful difference. And when it comes to editorial content, we give our magazine and Web site readers independent, balanced viewpoints and practical information to help them better understand and incorporate sustainability into their everyday lives.

Ultimately, sustainability is about protecting and conserving resources for future generations. Fortunately, the resource we depend on most is a renewable one when it's managed responsibly. Forests supply the pulp for our paper. They also provide a host of valuable social and environmental benefits. Among the most important is their ability to absorb billions of tons of carbon dioxide, the greenhouse gas that causes climate change. While keeping forestlands healthy is a business necessity for Time Inc., it's a matter of survival for critical ecosystems around the globe.

How can a publishing company influence the health of the world's forests? We do it by making sustainable paper choices, by leading efforts that promote replanting and other responsible forestry practices, by encouraging recycling and by spreading the word that sustainability is everybody's business. In this report, you'll read about these and other efforts that tie together in support of our overall focus on reducing carbon emissions.

Even in trying economic times, sustainability remains a priority for Time Inc. Prosperity and good stewardship go hand in hand. Over the long term, protecting the environment creates value for our shareholders and a more sustainable future for us all.

A handwritten signature in black ink that reads "Ann S. Moore". The signature is written in a cursive, flowing style.



wild mountain rivers in China to measuring the Arctic's icy expanse, from protecting the lush forests of Africa to conducting a feisty online debate, TIME's green heroes were informed by one simple notion: We can all make a difference.

On the lighter side, our entertainment and consumer-oriented magazines are always on the lookout for opportunities to promote sustainable lifestyles, and 2009 was no exception. MONEY magazine reported on how new tax credits are promoting green energy for homeowners, while REAL SIMPLE published 15 low-cost/no-cost ways to shave your energy bill. ESSENCE and ALL YOU spelled out ways to go green at home, and SUNSET showed how to recycle thrift shop items into green chic décor. INSTYLE offered tips on everything from eco-reading to organic tote bags in its May 2009 issue and in a PEOPLE magazine feature titled *Green, Baby, Green*, celebrities like Gwyneth Paltrow and Tobey Maguire shared their tips for eco-friendly living.

FORTUNE Brainstorm: Green

AT THE SECOND annual FORTUNE Brainstorm: Green conference in 2009, the nation's top CEO's, policy experts and environmentalists joined together in a collaborative conversation about how business can help solve the world's biggest environmental problems.

From climate change to sustainable forestry to green jobs, the gathering featured a diversity of environmental viewpoints and ideas from participants like former President Bill Clinton, Ford Motor Company Executive Chairman Bill Ford and Environmental Defense Fund President Fred Krupp.

Hosted by FORTUNE magazine and sponsored by a number of corporations and environmental organizations, the FORTUNE Brainstorm: Green series continues in 2010.



President
Bill Clinton



Bill Ford



Fred Krupp

Reducing Our Carbon Footprint



TALK OF CLIMATE CHANGE seems to be everywhere these days, and for good reason. There's clear scientific evidence that carbon emissions from human activity continue to rise, and these emissions are warming the earth. While emissions' ultimate effects and strategies for reducing them remain the subject of vigorous debate, the world around us is increasingly being viewed through carbon-colored glasses. Federally mandated emissions reductions in one form or another are likely, and higher costs for burning fossil fuels and emitting greenhouse gases will surely follow. At Time Inc., we're already working to reduce our carbon footprint to improve our environmental sustainability and be better prepared for a more carbon-limited economy.

Measuring Magazine Carbon Emissions

When you're enjoying a magazine, you probably don't think much about where it came from or where it will go when you discard it ... but we do. At Time Inc., understanding the lifecycle of our magazines tells us a lot about our carbon footprint and what we should focus on to reduce it. In 2006, we conducted the publishing industry's first carbon footprint studies on TIME and INSTYLE magazines. With the help of the H. John Heinz III Center for Science, Economics and the Environment, we quantified the greenhouse gases released at each stage in the life of our magazines – from the forest where trees are harvested to make paper, through the paper manufacturing and printing processes to readers, and then to either landfills or recycling facilities. This type of comprehensive

study, called lifecycle assessment (LCA), has emerged as the premier methodology for measuring carbon footprint because it points to specific target areas for improvement.

The LCA results for TIME and INSTYLE painted strikingly similar pictures. Even without additional LCA studies on other Time Inc. publications, these results confirmed a basic assumption: most of the carbon released by

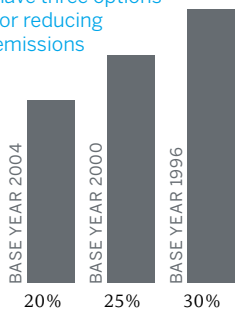


The carbon footprint studies of TIME and IN STYLE were among the first magazine-specific carbon lifecycle assessments ever completed. The results continue to guide Time Inc.'s efforts to reduce greenhouse gas emissions.

our magazines comes from fossil-fuel energy consumed in pulp and paper mill operations and, to a lesser degree, from the transport of wood to the mills. Armed with this information, our direction was clear. To get the biggest reductions in greenhouse gas

Time Inc.'s Supplier Carbon Reduction Targets for 2012

Paper suppliers have three options for reducing emissions



emissions, we had to get our paper suppliers on board. As a result of these studies, Time Inc. became the first U.S. publisher to set specific greenhouse gas emissions reductions goals in cooperation with its paper suppliers. We gave suppliers three target options that encouraged improvement, but also gave credit to those whose early leadership in this area had already demonstrated results.

Meeting Targets in a Changing Marketplace

There have been considerable changes in the paper industry since we first established our carbon reduction targets, including major changes in paper company ownership, significant consolidation of the supply base and many mill closures. When we set our goals in 2006, three suppliers accounted for the majority of our paper purchases, and two of them were large multinational corporations. Today, only two of the three exist as U.S. companies and the remaining multinational has a significantly smaller presence in the United States. In response to these changes, we diversified our purchasing base, adding two new companies from whom we buy substantial amounts of paper. While diversification was certainly the right move from a business perspective, it posed a dilemma: How do we manage multiple carbon reduction targets with suppliers that may continue to change from year to year?

For the two companies with whom our purchasing relationship has not changed, the answer is straightforward – we will continue to monitor and report their progress based on the previously established goals (see Verso Paper Corp. and UPM emissions progress graphs). For the others, the answer is more complex. So until clear state or federal emissions standards are established, we'll focus on what these suppliers are doing to achieve continuous performance improvement rather than on specific targets.

Supplier Carbon Emissions Progress

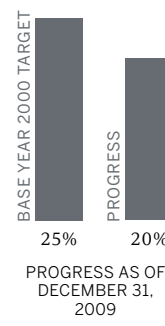
UPM

In 2009, UPM began operating a new renewable energy power plant at its Caledonian Mill in Scotland. This fully integrated biomass combined heat and power (CHP) plant, which replaced a fossil-fuel boiler, now provides half the mill's electricity needs and all of its process steam requirements. The CHP plant will significantly reduce the mill's carbon footprint by reducing annual carbon dioxide emissions an estimated 75,000 tons.



VERSO PAPER CORP.

In 2009, Verso developed a Greenhouse Gas (GHG) Inventory Management Plan to help the company more accurately measure and improve its environmental performance and develop strategies for managing GHG issues. With the help of an accredited GHG inventory consulting firm, Verso used two internationally recognized standards – the ISO 14064 standard and The Climate Registry's General Reporting Protocol – to guide their efforts, and they tailored the plan to meet the company's specific operations and industry conditions.



Getting the Most Environmental Benefit from Recycling



EVERY MAGAZINE THAT'S DISCARDED in a recycling bin instead of a trash can helps the environment in two important ways. First, recycling avoids the release of methane, a potent greenhouse gas that's generated when paper decomposes in a landfill. Second, recycling extends the life of a valuable natural resource – wood fiber from trees – when recovered paper gets used in recycled products.

At Time Inc., we focus on promoting the recovery of as many magazines for recycling as possible, not on using recycled content in our publications. Why? From a sustainability perspective, the value of recycling isn't in making sure all types of paper products contain recycled content. The value comes from collecting as much used paper as possible and converting all of it into products that make the most environmental and economic sense. Recovered paper used in products like corrugated boxes, brown paper grocery bags and newsprint requires much less re-processing than recovered content needed for whiter, higher-quality magazine papers. Less processing means less fossil-fuel energy consumption, less solid waste generation and lower production costs. Using recovered content in magazine paper would divert a valuable resource from other uses that are better for the environment and better for the bottom line.

Recycling: New York Style

Residents of The Big Apple are known for taking pride in their city, so it was no surprise that they responded in a big way to ReMix – Recycling Magazines is Excellent! – a national public education campaign to increase awareness that magazines and catalogs can be recycled along with other paper products in residential recycling programs. The campaign was created by Time Inc., Verso Paper Corp., and the National Recycling Coalition (NRC) several years ago after a Time-sponsored study revealed that just about all unsold newsstand magazines are recycled, but less than 20% of sold magazines end up in recycle bins.

From the day ReMix was launched by Mayor Michael Bloomberg at an Empire State Building press conference in early 2008 until the final results were tallied in 2009, ReMix in-kind and paid advertising – some \$7 million worth – was everywhere. Full page public service advertisements ran in consumer magazines, including TIME and PEOPLE. Messages ran in movie theaters and on cable TV. And New Yorkers couldn't turn a corner without spotting an ad on a city bus, sanitation truck, outdoor billboard or subway car.

Not to be outdone by the four other locales -- Boston, Milwaukee, Prince George's County, Md., and Portland,





Ore. – that participated in previous ReMix campaigns, Big Apple residents responded to the recycling messages in true New York style. At the end of the campaign, magazine and catalog recycling was up 29.3%. That equals 24.3 million more pounds of paper recycled for use in other products instead of going to the city landfill. The results are based on data from extensive sorting of the city’s recovered paper conducted every four months during the campaign compared to a baseline sort done prior to the launch.

Joining Time Inc., Verso and the NRC in the New York ReMix campaign were Hearst Corporation and its Hearst Magazines unit, Pratt Industries, Time Warner Cable, the Council on the Environment of New York City, the New York Office of Recycling Outreach and Education, and the New York City Department of Sanitation.

Striking the Right Balance: Paper vs. Digital Magazines

We know from lifecycle assessment that paper manufacturing and disposal account for most of a printed magazine’s greenhouse gas emissions. So, why not lose the paper and go all digital? The fact is that both paper and digital publications have environmental pros and cons related to energy consumption, greenhouse gas emissions and waste disposal. And both have strident fans. While many people like the speed and timeliness of digital communications, others simply don’t want to give up their paper magazines. At Time Inc., we view the paper versus digital issue as one of balance, not competition for sustainability bragging rights. Our goal is to provide cutting-edge content for our readers who want to go digital, while working to make traditional paper magazines even more sustainable.

Please Recycle This Magazine

MANY TIME INC. publications participate in the *Please Recycle This Magazine* campaign, a public education effort developed by the Magazine Publishers of America (MPA). Through a series of advertisements and a Please Recycle logo, the campaign encourages magazine readers to get in the habit of recycling. Time Inc. Senior Vice President for Production Guy Gleysteen is a member of the MPA Environmental Working Group that developed the campaign. The group is currently pursuing a number of other environmental education initiatives and efforts to improve the environmental performance of magazines.



Promoting Healthy Forests



AS A LEADING MAGAZINE PUBLISHER, Time Inc. uses a lot of paper, so there's no doubt that promoting healthy forests is good for our business. By encouraging responsible forest management, we help make sure the primary resource used to make our magazine paper remains available and affordable. But global forest health is more than just a board room priority. It's a concern shared by everyone who cares about our planet's environmental well-being. Healthy forests provide critical habitat for millions of animal and plant species. They help protect soil and water quality. And perhaps most important of all, healthy forests serve as the earth's lungs, breathing in and storing billions of tons of carbon dioxide -- the greenhouse gas the causes climate change -- and breathing out the oxygen we need to live. For Time Inc., protecting and conserving these natural resources means leveraging our position as a major paper buyer to promote forest sustainability wherever we can.

Supporting Credible Forest Certification Standards

One of the most effective ways Time Inc. encourages responsible forestry is by supporting forest certification -- a third-party audit process that verifies trees are grown, harvested and re-grown in concert with the rest of the forest landscape. There are a number of organizations that have developed credible forest certification standards (see chart below), as well as

chain of custody standards that assure certified wood fiber can be tracked as it moves through the supply chain -- from the forest through the pulp and paper manufacturing process to paper buyers like Time Inc.

Time Inc. supports all credible forest certification standards because we believe they contribute to the expansion of responsible forestry practices

Time Inc. Recognizes and Supports all Credible Forest Certification Standards

- Forest Stewardship Council (FSC) www.fsc.org
- Sustainable Forestry Initiative® (SFI) www.sfiprogram.org
- Canadian Standards Association (CSA) www.csa.ca
- Programme for the Endorsement of Forest Certification (PEFC) www.pefc.com
- American Tree Farm System (ATFS) www.treefarmssystem.org



worldwide. While there is some contention that one standard is better than another, they are more similar than not. Rather than engage in unproductive quibbling about the superiority of one certification system over another, we encourage competition among the standards to drive innovation and greater acceptance of forest certification globally. Time Inc. participates in the dialogue over how the standards can be improved. Most recently, we provided formal comments to the American Tree Farm System as part of the development process for the new 2010-2015 Standards of Sustainability for Forest Certification. Our participation helps us insure that the standard is credible and serves to support the ongoing development of all forestry certification standards.

Working with Suppliers

In real terms, supporting forest certification means encouraging our paper suppliers to steadily increase the percentage of wood they get from certified forests and loggers so that Time, in turn, can increase our use of certified paper. And since the early days of certification nearly a decade ago, suppliers have answered the call. In 2002, only 25% of Time's magazine paper came from certified sources. In 2004, we set a goal that by 2009, 80% of the paper we purchase would be chain of custody certified. We met that goal and expect to be at 80% again in 2010.

We will continue to emphasize the purchase of chain of custody certified paper but now, instead of setting specific targets for Time Inc. paper purchases, we've shifted our focus to efforts that will increase the overall amount of certified forestland. Why the shift? Today, only about 10% of the world's forests are certified. Vying for a share of this small percentage without working to increase the total amount of certified land ignores the bigger challenge of protecting and conserving forests globally. And, as the demand for certified fiber continues to grow, we need to find ways to increase the supply so that Time Inc. can continue to meet its commitment to purchase paper made from independently certified sources.

Adding 1 Million Certified Acres in Maine

Anyone who has spent much time in Maine is familiar with the state's bountiful forestlands. All of the state's public lands are third-party certified to both the SFI and FSC standards, and many large, privately owned forests are certified as well. In fact, Maine has the highest percentage of certified lands of any state. Even so, close to 10 million acres are not certified, mainly due to the economic feasibility and lack of resources available to audit and certify small areas of land.

Thousands of Maine's small, family-owned forests (20,000 acres or



Forests and Biofuel

FOREST CERTIFICATION will become even more critical as the push for renewable energy leads to a greater use of wood for biofuel production. While biofuels made from wood have great potential to reduce fossil fuel use and greenhouse gas emissions (more than half of the paper industry's power already comes from sustainable wood-based biofuel), it's important to remember that renewable resources don't always get renewed.

As the United States develops climate change policy and explores options to reduce greenhouse gas emissions, forest sustainability must remain a top priority. A Renewable Portfolio Standard or other regulation that provides incentives to develop wood-based biofuels should require that all wood for fuel is sustainably harvested. Forest and chain of custody certification to credible standards is the best verification tool available.

less) supply wood fiber to paper mills in the state. Concerned about the continued sustainability of Maine's forests and the supply of certified fiber over the long term, Time Inc. wanted to find a way to help these landowners achieve certification and increase the amount of certified fiber available.

In September 2009, we set out to make the certification process more accessible and affordable. Working in partnership with Hearst Enterprises, Verso Paper Corp., the Sustainable Forestry Initiative® Inc. (SFI®), the American Tree Farm System (ATFS), NewPage Corporation and Sappi Fine Papers, we launched a pilot program aimed at doing just that. The program groups small family forest landowners and medium-sized landowners (20,000 to 500,000 acres) to make certification more efficient and cost-effective. By using the same accredited certification body to coordinate audits, either to the SFI or ATFS standard, the program creates cost efficiencies and encourages participation.

While there is a coordination of effort to increase efficiency and lower cost, no corners are cut in the certification process. Each landowner is still required to have an independent, on-site audit to verify that operations meet the certification standards. Before the audits take place, the program provides services to help landowners better understand certification requirements and prepare for the audit.

This coordinated certification effort is expected to add 3,000 to 4,000 new landowners under the ATFS and SFI standards and increase certified land in Maine by 1 million acres by the end of 2010. Once the pilot program is completed, we'll share the results with other states and companies so they can increase certification through similar projects.

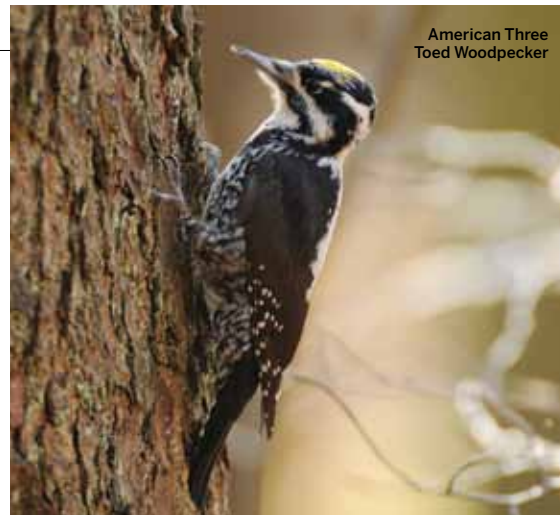
Protecting Biodiversity

THE BASIC PREMISE of sustainable forestry is simple: grow, harvest and re-grow trees, and protect the forest ecosystem while you do it. Today's sophisticated forest certification standards require that trees are selectively harvested and re-grown so that soil, air and water quality are protected, native plants continue to thrive and wildlife habitat is preserved. But as the world population grows and the demand for wood and paper expands, will current forest management standards be sufficient to protect biodiversity?

To begin the search for an answer, Time Inc. is partnering with paper supplier UPM in a multi-year study on how sustainable harvesting affects birds on 2.5 million acres (1 million hectares) of Acadian hemiboreal forest in the Canadian

province of New Brunswick. The research is being conducted by Professor Marc-André Villiard, Canada Research Chair in Landscape Conservation at the University of Moncton, in cooperation with the New Brunswick Department of Natural Resources and two environmental groups.

Researchers are studying the habitat of several representative species of native woodpeckers and songbirds, comparing land where various logging methods are used against control areas where no harvesting is conducted. The goal of the research is to improve forest management and recommend best practices for conserving wildlife habitat during logging operations. In simple terms, we're looking for ways to make sure birds can live and breed successfully without being disturbed.



American Three Toed Woodpecker

Three years into the study, researchers have seen no negative effects from the various logging methods used, but they've recommended further evaluation. The research was scheduled to conclude in 2010, but Time and UPM extended funding through 2011 to allow for more intensive study. Using radio-telemetry, researchers will track birds as they move

throughout their home range from season to season. The information gathered will not only help evaluate their reproductive success, but will also help determine if logging affects the resources birds need to survive harsh Canadian winters. Once complete, this first-of-its-kind research may become a model for future biodiversity studies in other forests.

Encouraging Transparency



LIKE TIME INC., many corporate paper buyers want to be sure the paper they purchase is environmentally friendly. Unfortunately, that characterization means different things to different companies. It used to be that paper suppliers would get bombarded with customer requests for detailed environmental data, but no two queries were the same. Trying to address different customer priorities, different metrics and different reporting formats left suppliers frustrated and overwhelmed.

And even when paper buyers got the information they wanted, it was often difficult to translate into effective comparisons of supplier environmental performance. Time Inc. had its own “Supplier Environmental Scorecard” so we were well aware of the challenges on both sides of the quest for transparency.

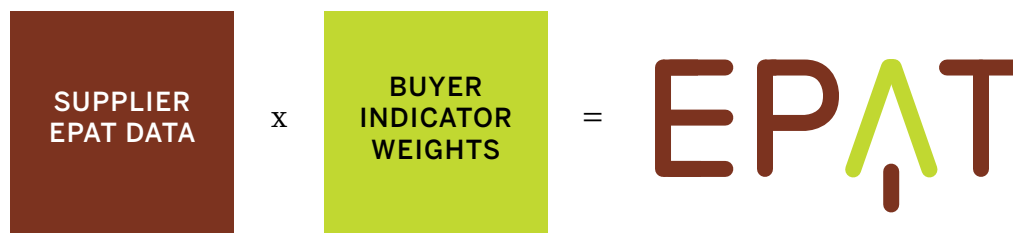
To help make environmental reporting easier and more consistent, Time became a founding member of the Paper Working Group (PWG), a collaboration of 10 major corporate paper purchasers and the non-profit organization Metafore. With a goal of making environmentally preferable paper products more widely available and affordable, the group worked together to identify seven desired outcomes for environmentally preferable paper. Based on these outcomes, they developed a web-based tool called the Environmental Paper Assessment Tool (EPAT®).

Through participation in EPAT (www.epat.org), suppliers share highly detailed data on 19 performance indicators representing the seven desired outcomes. EPAT’s standardized metrics and format make it easy for suppliers to submit data on the paper grades they manufacture. For paper buyers, EPAT enables apples-to-apples environmental comparisons that can be incorporated into the paper procurement process. Best of all, EPAT allows paper buyers to make evaluations based on their own environmental goals. While one buyer may be concerned about climate change, another may want to focus on third-party certified fiber content or water quality. The system lets buyers assign relative weights to each indicator based on its importance in their buying decisions, with the total adding up to 100%. EPAT applies these weights to the supplier-entered data to calculate a score for each paper grade. Buyers can then use this information to help them more effectively track suppliers’ environmental performance improvement.

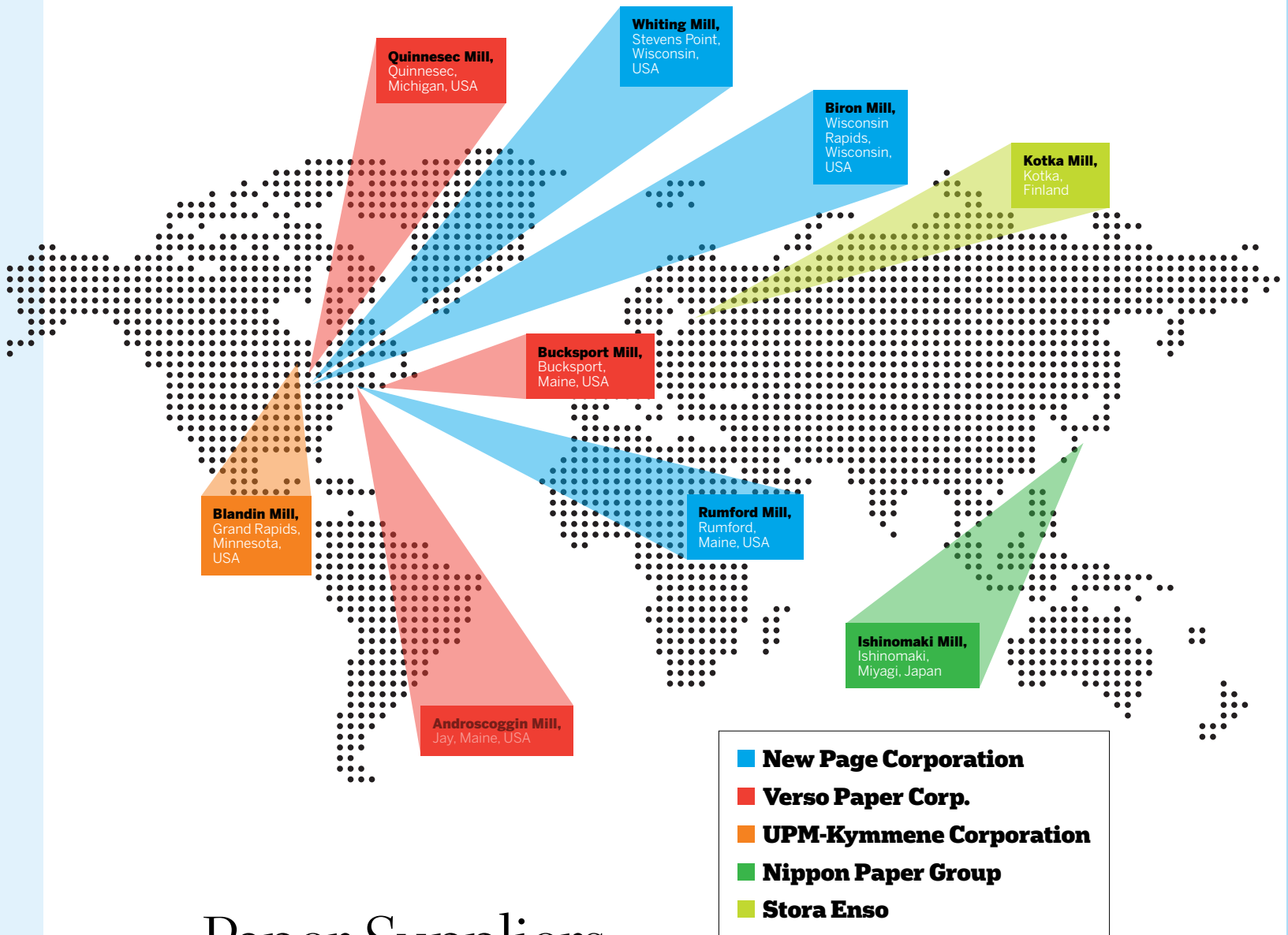
EPAT Desired Outcomes for Environmentally Preferable Paper

- Efficient use and conservation of raw materials
- Waste minimization
- Conservation of natural systems
- Clean production
- Community and human well-being
- Economic viability of the paper
- Credible reporting and verification

Updating EPAT



SINCE EPAT’S introduction several years ago, the PWG has continued to revise and update it to reflect input from paper buyers and suppliers, industry experts and conservation organizations. Currently, Time Inc. and several other PWG members are collaborating to develop standardized templates that will help users more quickly and easily assign weights to the EPAT performance indicators.



Paper Suppliers



WITH A SUPPLY CHAIN THAT SPANS the globe from the United States to Finland to Japan, Time Inc.'s magazine paper is made with wood fiber from many sources. That's why it's so important that we buy from suppliers who not only provide quality products at the right price, but who also share our commitment to sustainability. As we continue to increase the amount of paper we buy that's certified sustainable – currently 80% of our total purchases – we also hold our suppliers accountable for the sustainability of non-certified paper. For example, in 2009, we began a relationship with Nippon Paper Group, a Japanese company known for its advanced papermaking technology. The paper we buy from them is made with wood fiber sourced from Australia and currently is not chain of custody certified. To verify that the fiber in this paper is harvested legally and sustainably, we asked Nippon to trace it to the source by completing a third-party audit. An audit conducted by SmartWood, one of the world's leading forest management certifiers, provided the sustainability assurance we needed to do business with Nippon.

Sustainable Paper Purchasing Policy



TIME INC. IS COMMITTED to paper purchasing practices that encourage social responsibility and sustainable management of natural resources across the entire paper supply chain. We work with our suppliers to continuously improve the environmental profiles of the paper we buy, and we give preference to suppliers that share our commitment to environmental excellence and sustainable management practices.

We support efforts to increase the overall amount of certified forestland globally and we recognize and support all credible forest certification standards because we believe they contribute to the expansion of sustainable and socially responsible forest management worldwide. We will continue to place an emphasis on the purchase of third-party certified fiber in the paper we purchase.

Time Inc. requires our paper suppliers to demonstrate compliance with the Lacey Act, the U.S. law implemented to prevent the importation of illegal wildlife, fish and plants. In 2008, the Act was amended to include illegally harvested wood and wood products, including pulp and paper.

We encourage the use of recycled content in paper grades and products where the greatest environmental and economic benefits are achieved. We promote the maximum recovery of paper for recycling, with a special emphasis on magazine paper.

Time Inc. promotes energy conservation and reduced greenhouse gas emissions by actively encouraging suppliers to boost their energy efficiency, decrease fossil fuel use and increase the use of renewable energy.

We purchase only papers manufactured with advanced pulping and bleaching techniques, specifically totally chlorine-free or enhanced elemental chlorine-free processes. We do not purchase paper made from pulps bleached with elemental chlorine gas.

Time Inc. works with suppliers to reduce the amount of raw materials used to make the paper we buy. We encourage the development of lighter-weight paper grades that meet our functional and quality requirement, but require less wood fiber, water, chemicals and energy to manufacture.

We believe that transparency is a critical element of sustainability and we require our paper suppliers to report on key elements of their environmental, social and economic performance.

We expect continuous improvement in ourselves and our supply chain partners. Time Inc. rewards environmental leadership and encourages all of our suppliers to strive for continuous performance improvement. We will not knowingly do business with any supplier that violates this policy.

About Time Inc.

TIME INC., a Time Warner company, is a world class branded content company, investing in the future and engaging more than 123 million consumers monthly; whenever, however, and wherever they are. With 22 magazines and 26 Web sites in the U.S., it is the country's largest consumer publisher. Each month, one out of every two American adults reads a Time Inc. magazine, and one out of every five, who are online, visits a company Web site (nearly 52 million monthly unique visitors). Time Inc.'s popular brands and successful franchises extend to online, television, cable VOD, satellite radio, mobile devices, events and branded products.

REPORTING RESPONSIBILITY

The Time Inc. officer responsible for this report is:

Guy Gleysteen

SENIOR VICE PRESIDENT FOR PRODUCTION
1271 Avenue of the Americas
New York, New York, 10020-1393
212-522-1212



Time Inc.

Time & Life Building
Rockefeller Center
New York, NY 10020-1393
timeinc.com

Contact our sustainability department at:
sustainability@timeinc.com

Time Inc. is a subsidiary of
Time Warner Inc. ©2010

Writing: Kathi Rowzie, The Gagliardi Group
Design: Robert Perino