



# Better Homes and Gardens®

www.TravelMeredith.com

# 2010

## NATIONAL TRAVEL RATES\*

CIRCULATION: 7,600,000

NATIONAL	4-COLOR	BLACK & WHITE
Page	\$468,200	\$387,100
2/3 Page	370,900	295,000
1/2 Page/Digest	305,100	244,100
1/3 Page	226,400	161,400

### COVERS: NON-CANCELABLE

2nd Cover	\$585,300
3rd Cover	562,000
4th Cover	679,000

## REGIONAL TRAVEL RATES\*

REGIONAL	4-COLOR	BLACK & WHITE
Page	\$127,450	\$99,960
2/3 Page	94,790	70,250
1/2 Page/Digest	73,920	54,670
1/3 Page	55,740	36,940
4" (56 Lines)	22,200	15,880
2" (28 Lines)		8,090
<b>Large Brochure</b> 2 1/4" x 3"	12,060	
<b>Small Brochure</b> 1 1/8" x 3"	7,010	

\*Ads must be the same size and coloration to qualify for the frequency level rates.

Rates and Circulation are subject to change.



### REGIONAL CIRCULATION

East:	1,523,000
South:	1,758,000
Great Lakes:	1,276,000
Central:	1,493,000
West:	1,620,000

**Travel Planning Guide:** The Travel Planning Guide is a free listing of promotional material available from advertisers. The guide contains a return-response coupon to allow readers to order the literature. BH&G® provides advertisers with their leads. All national and regional travel advertisers are eligible for a listing in the Travel Planning Guide. The listing appears in the total circulation of 7.6 million. Advertisers are responsible for submitting their listings of up to 15 words in length before closing date.

**Closing Date:** Closing date for listings in the Travel Planning Guide is the 15th of the third month preceding date of issue. Send contracts, insertion orders, one proof and listing to: Kristina Parker, BH&G® Travel Section Sales, 1716 Locust St., Des Moines, IA 50309-3023.

- All rates are gross
- Rates are based on frequency of use of one or more travel sections for a single advertised travel service or destination USING LIKE UNITS OF SPACE IN SIZE AND COLORATION IN A CONTRACT YEAR. No other discounts apply.
- Copy variations are permitted by continuity must be maintained through a single agency of record.
- 2-color production—contact your representative for availability and cost if a special ink or 2-color process is required.

## ISSUES & CLOSING DATES

ISSUE	CLOSING DATE/ MATERIALS DUE	ON SALE
January	Oct 15, 2009	Dec 15, 2009
February	Nov 16, 2009	Jan 19, 2010
March	<b>R</b> Dec 15, 2009	Feb 16, 2010
April	<b>R</b> Jan 15, 2010	Mar 16, 2010
May	<b>R</b> Feb 15, 2010	Apr 20, 2010
June	<b>R</b> Mar 15, 2010	May 18, 2010

**R** Features Reader Service Section

Dates are subject to change.

ISSUE	CLOSING DATE/ MATERIALS DUE	ON SALE
July	Apr 15, 2010	June 15, 2010
August	May 14, 2010	July 20, 2010
September	<b>R</b> June 15, 2010	Aug 17, 2010
October	<b>R</b> July 15, 2010	Sept 21, 2010
November	Aug 16, 2010	Oct 19, 2010
December	Sept 15, 2010	Nov 16, 2010

For more information regarding online advertising, contact your account representative.

