



LADIES' HomeJournal®

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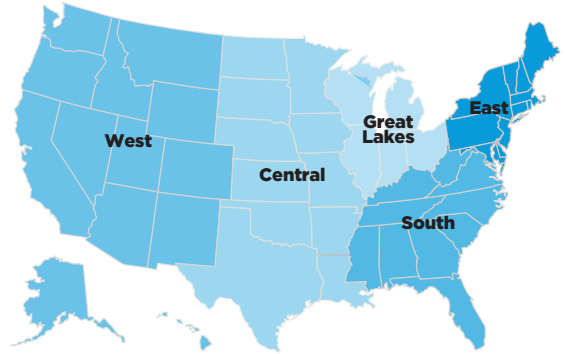
2010

NATIONAL TRAVEL RATES

CIRCULATION: 3,800,000

| NATIONAL | 4- COLOR | 2- COLOR | BLACK & WHITE |
|------------------|-----------|-----------|---------------|
| Spread | \$419,260 | \$407,140 | \$352,520 |
| Full Page | 208,610 | 202,360 | 174,900 |
| 2/3 Page | 157,350 | 140,640 | 124,760 |
| 1/2 Page | 122,110 | 111,660 | 105,400 |
| 1/3 Page | 84,080 | 73,360 | 65,700 |
| 1/6 Page | | | 34,090 |

Rates and Circulation are subject to change.



REGIONAL CIRCULATION

| | |
|--------------|---------|
| East: | 807,700 |
| South: | 925,100 |
| Central: | 733,000 |
| West: | 646,300 |
| Great Lakes: | 655,900 |

REGIONAL TRAVEL RATES

| REGIONAL | 4- COLOR | 2- COLOR | BLACK & WHITE |
|----------------------|-----------|-----------|---------------|
| Spread | \$129,950 | \$126,310 | \$117,300 |
| Full Page | 63,830 | 62,160 | 57,770 |
| 2/3 Page | 47,710 | 42,800 | 40,860 |
| 1/2 Page | 37,730 | 36,100 | 34,680 |
| 1/3 Page | 28,980 | 27,120 | 25,420 |
| 56 Lines (TD) | 13,170 | | 7,220 |
| 47 Lines (LB) | 6,260 | | |
| 20 Lines (SB) | 3,600 | | |

ISSUES & CLOSING DATES

| ISSUE | AD CLOSE | ON SALE |
|-------------------------|-----------------|---------------|
| February | Nov 16, 2009 | Jan 12, 2010 |
| March | Dec 15, 2009 | Feb 9, 2010 |
| April | R Jan 15, 2010 | Mar 9, 2010 |
| May | R Feb 15, 2010 | Apr 13, 2010 |
| June | R Mar 15, 2010 | May 11, 2010 |
| July | R Apr 15, 2010 | June 8, 2010 |
| August | May 14, 2010 | July 13, 2010 |
| September | June 15, 2010 | Aug 10, 2010 |
| October | R July 15, 2010 | Sept 14, 2010 |
| November | R Aug 16, 2010 | Oct 12, 2010 |
| December/January | Oct 1, 2010 | Nov 23, 2010 |

R Features Reader Service Section

Dates are subject to change.