



# Midwest Living®

www.TravelMeredith.com

## 2010

### NATIONAL TRAVEL RATES

CIRCULATION: 950,000

NATIONAL	4-COLOR	BLACK & WHITE
<b>Full Page</b>	\$111,030	\$77,850
<b>2/3 Page</b>	89,580	54,390
<b>1/2 Page</b>	77,850	46,890
<b>1/3 Page</b>	61,480	31,220

#### COVERS

<b>Second cover</b>	\$127,810
<b>Third cover</b>	127,810
<b>Fourth cover</b>	139,530

### TRAVELER'S GUIDE RATES

	1 ISSUE	3 ISSUES	4 ISSUES	6 ISSUES
<b>4" 4/C</b>	\$13,800	\$13,390	\$12,970	\$12,560
<b>4" B/W</b>	11,850	11,490	11,140	10,780
<b>2" B/W</b>	6,980	6,770	6,560	6,350
<b>1" B/W</b>	3,870	3,750	3,640	3,520

Rates and Circulation are subject to change.

Discounts are earned for the twelve-month, six-issue period beginning with the issue of first insertion.

Advertisers who place their advertisements without an advertising agency, and who supply required film materials, may deduct 15% from earned rates.

Traveler's Guide rates are applicable to a variety of businesses: hotels, visitor bureaus, festivals, attractions, etc.

### ISSUES & CLOSING DATES

ISSUE		CLOSE DATE	ON SALE
<b>Jan/Feb</b>	<b>R</b>	Nov 10, 2009	Jan 5, 2010
<b>Mar/April</b>	<b>R</b>	Jan 5, 2010	Mar 2, 2010
<b>May/June</b>	<b>R</b>	Mar 2, 2010	Apr 27, 2010
<b>Jul/Aug</b>	<b>R</b>	Apr 27, 2010	Jun 22, 2010
<b>Sept/Oct</b>	<b>R</b>	Jun 29, 2010	Aug 24, 2010
<b>Nov/Dec</b>	<b>R</b>	Aug 31, 2010	Oct 26, 2010

**R** Features Reader Service Section

Dates are subject to change.