



Midwest Living®

www.MeredithTM.com

2012

NATIONAL TRAVEL RATES

CIRCULATION: 950,000

NATIONAL	4-COLOR	BLACK & WHITE
Full Page	\$139,460	\$97,760
2/3 Page	112,420	68,220
1/2 Page	97,660	58,860
1/3 Page	77,170	39,310

COVERS

Second cover	\$160,260
Third cover	160,260
Fourth cover	175,140

TRAVELER'S GUIDE RATES

	1 ISSUE	3 ISSUES	4 ISSUES	6 ISSUES
4" 4/C	\$14,920	\$14,470	\$14,020	\$13,580
4" B/W	12,810	12,430	12,040	11,660
2" B/W	7,550	7,320	7,100	6,870
1" B/W	4,180	4,050	3,930	3,800

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
Jan/Feb	R	Nov 8, 2011	Jan 3, 2012
Mar/April	R	Jan 10, 2012	Mar 6, 2012
May/June	R	Feb 28, 2012	Apr 24, 2012
Jul/Aug	R	Apr 24, 2012	Jun 19, 2012
Sept/Oct	R	Jun 19, 2012	Aug 14, 2012
Nov/Dec	R	Aug 14, 2012	Oct 9, 2012

R Features Reader Service Section