



# FamilyCircle®

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# 2012

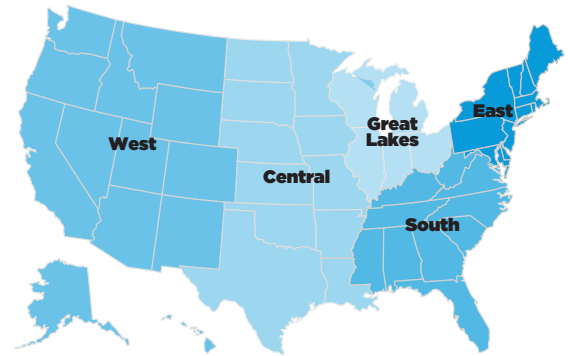
## NATIONAL TRAVEL RATES

CIRCULATION: 4,000,000

NATIONAL	4-COLOR	BLACK & WHITE
<b>Spread</b>	\$550,800	\$463,400
<b>Full Page</b>	275,400	231,700
<b>2/3 Page</b>	212,900	169,900
<b>1/2 Page</b>	168,000	135,600
<b>1/3 Page</b>	133,100	91,900

### REGIONAL CIRCULATION

East:	913,100
South:	844,200
Great Lake:	730,500
Central:	799,000
West:	685,700



## REGIONAL TRAVEL RATES

4-COLOR	TRAVEL EAST	TRAVEL SOUTH	TRAVEL GREAT LAKES	TRAVEL CENTRAL	TRAVEL WEST
<b>Spread</b>	\$101,140	\$99,450	\$86,730	\$83,480	\$78,590
<b>Full Page</b>	50,580	49,730	43,350	41,740	39,310
<b>2/3 Page</b>	39,730	39,060	34,050	32,780	30,860
<b>1/2 Page</b>	31,640	31,100	27,110	26,110	24,580
<b>1/3 Page</b>	15,650	15,380	13,410	12,910	12,160
<b>56 Lines</b>	13,440	13,220	11,550	11,100	10,450
<b>47 Lines</b>	6,350	6,240	5,440	5,230	4,940
<b>20 Lines</b>	3,660	3,590	3,130	3,030	2,850

BLACK & WHITE	TRAVEL EAST	TRAVEL SOUTH	TRAVEL GREAT LAKES	TRAVEL CENTRAL	TRAVEL WEST
<b>Spread</b>	\$83,340	\$81,960	\$71,450	\$68,790	\$64,780
<b>Full Page</b>	41,680	40,990	35,710	34,400	32,380
<b>2/3 Page</b>	33,330	32,780	28,570	27,520	25,900
<b>1/2 Page</b>	22,640	22,260	19,410	18,690	17,590
<b>1/3 Page</b>	11,200	11,010	9,610	9,260	8,710
<b>56 Lines</b>	10,330	10,170	8,870	8,530	8,040
<b>47 Lines</b>	4,870	4,780	4,180	4,020	3,790
<b>20 Lines</b>	2,810	2,760	2,410	2,320	2,200

## ISSUES & CLOSING DATES

ISSUE	AD CLOSE	ON SALE
<b>January</b>	Oct 14, 2011	Dec 13, 2011
<b>February</b>	Nov 11, 2011	Jan 10, 2012
<b>March</b>	<b>R</b> Dec 9, 2011	Feb 7, 2012
<b>April</b>	<b>R</b> Jan 6, 2012	Mar 6, 2012
<b>May</b>	<b>R</b> Feb 10, 2012	Apr 10, 2012
<b>June</b>	Mar 9, 2012	May 8, 2012

ISSUE	AD CLOSE	ON SALE
<b>July</b>	Apr 6, 2012	June 5, 2012
<b>August</b>	May 4, 2012	July 3, 2012
<b>September</b>	<b>R</b> June 8, 2012	Aug 7, 2012
<b>October</b>	July 6, 2012	Sept 4, 2012
<b>November</b>	Aug 3, 2012	Oct 2, 2012
<b>December</b>	Sept 7, 2012	Nov 6, 2012

**R** Features Reader Service Section

Rates and Circulation are subject to change.

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