



MAGAZINE AD RATES

FREQUENCY:	Open	3x (10% Off)	6x (15% Off)	12x (20% Off)	26x (30% Off)	52x (40% Off)
Full page	\$33,999	\$30,599	\$28,899	\$27,199	\$23,799	\$20,399
1/2 page	21,999	19,799	18,699	17,599	15,399	13,199
1/3 page	15,999	14,399	13,599	12,799	11,199	9,599
1/6 page	4,999	4,499	4,249	3,999	3,499	2,999
1/12 page	2,399	2,159	2,039	1,919	1,679	1,439

NOTE: Magazine ad rates are gross.

PLAN TO BE A PART OF UPCOMING SPECIAL ISSUES:

2010

In Memoriam
 Wedding Issue
 Spring Getaways Travel/
 Higher Education
 Home & Design
 Spring Travel
 Peeps® Diorama Contest
 Spring Education Review
 Spring Home & Design
 Health Focus
 Spring Dining
 The Post Hunt
 Home & Design
 Education Issue
 Fall Travel
 Fall Home & Design
 Fall Dining
 Fall Education Review
 Home & Design
 Holiday Issue
 Dave Barry's Year-In-Review

ISSUE DATE

January 3, 2010
 February 7
 February 14

 February 21
 March 28
 April 4
 April 11
 April 25
 May 2
 May 23
 June 13
 July 4
 August 8
 September 12
 September 19
 October 17
 November 7
 November 14
 November 21
 December 26

SPACE DEADLINE

December 4, 2009
 January 8, 2010
 January 15

 January 22
 February 26
 March 5
 March 12
 March 26
 April 12
 April 23
 May 14
 June 4
 July 9
 August 13
 August 20
 September 17
 October 8
 October 15
 October 22
 November 26

For typical issues of The Magazine, space deadline is one month prior to issue date.
 Materials are due three weeks prior to issue date.



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