

2010 Top Markets Rates & Circulation

Effective January 2010 Issue

Rates

Advertisers wishing to run in selected areas of our circulation can purchase one or more of *Family Circle's* 48 sub-regions listed below.

Minimum sub-regional buy: \$6,600 gross

For copy changes, see Copy Changes/Splits page.

To calculate a sub-regional rate, multiply the total circulation of the sub-regions being purchased by the CPM on the Regional Rate page.

Top 48 Markets

<u>Sub-Region</u>	<u>Circulation</u>	<u>No.</u>	<u>Sub-Region</u>	<u>Circulation</u>
Atlanta	56,900		Miami	48,500
Augusta	37,400		Milwaukee/Madison/Green Bay	105,400
Baltimore	45,600		Minneapolis/St. Paul	89,000
Boston	93,100		New York Metro	189,800
Charlotte/Greenville	69,800		Oklahoma City/Tulsa	52,800
Chicago	98,900		Omaha	34,400
Cincinnati	41,100		Peoria	58,700
Cleveland	73,000		Philadelphia/Harrisburg/Scranton	193,700
Columbus	33,500		Phoenix	60,700
Dallas/Ft. Worth	84,400		Pittsburgh	79,900
Dayton	48,100		Portland	57,700
Denver	53,900		Raleigh	49,300
Des Moines	62,700		Richmond/Norfolk	102,500
Detroit	60,100		Rochester/Syracuse	63,700
Grand Rapids	55,900		St. Louis	50,700
Hartford/New Haven	42,400		Sacramento	53,100
Houston	59,600		San Antonio/Amarillo	79,100
Indianapolis/Ft. Wayne	78,100		San Diego	51,000
Jacksonville/Tallahassee	55,500		San Francisco	54,400
Kansas City	43,900		Seattle/Tacoma/Spokane	77,200
Knoxville	43,000		Tampa	53,000
Little Rock	35,200		Washington D.C.	47,800
Los Angeles	125,900			
Louisville	58,600			