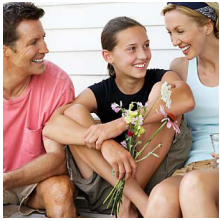




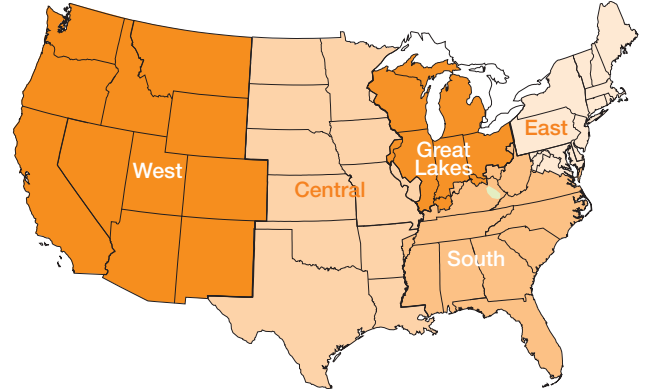
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magazine info

Regional Travel Editions

CIRCULATION: EAST 807,100 / SOUTH 899,100
GREAT LAKES 658,100 / **CENTRAL** 726,200 / **WEST** 670,100
ISSUES: March/April/March/Apr/May/June/Sept/oct



4-color	1 issue	2 issues	3 issues
Spread	\$127,260	\$120,870	\$114,420
Full Page	\$63,070	\$59,870	\$56,640
2/3 Page	\$47,140	\$45,130	\$42,630
1/2 Page	\$37,270	\$34,900	\$33,040
1/3 Page	\$28,580	\$26,420	\$24,990
56 Lines	\$13,010	\$11,470	\$10,780
47 Lines	\$6,160	-	-
20 Lines	\$3,540	-	-

2-color

Spread	\$123,570	\$117,200	\$110,980
Full Page	\$61,290	\$58,030	\$54,910
2/3 Page	\$42,300	\$39,800	\$37,650
1/2 Page	\$35,540	\$33,130	\$31,370
1/3 Page	\$25,940	\$23,230	\$21,960

Black & White

Spread	\$114,730	\$108,730	\$102,890
Full Page	\$56,930	\$53,790	\$50,890
2/3 Page	\$40,290	\$37,780	\$35,720
1/2 Page	\$34,140	\$31,750	\$30,030
1/3 Page	\$24,970	\$22,940	\$21,670
56 Lines	\$7,180	\$5,880	\$5,490

4-color	1 Time	2 Times	3 Times
Spread	\$408,150	\$387,860	\$367,450
Full Page	\$203,630	\$193,230	\$183,090
2/3 Page	\$153,860	\$146,030	\$138,320
1/2 Page	\$119,650	\$113,830	\$107,750
1/3 Page	\$82,730	\$78,670	\$74,340

2-color

Spread	\$396,380	\$376,370	\$356,610
Full Page	\$197,560	\$187,690	\$177,670
2/3 Page	\$137,640	\$130,890	\$123,840
1/2 Page	\$109,500	\$103,680	\$98,300
1/3 Page	\$72,320	\$68,530	\$64,880

Black & White

Spread	\$343,350	\$325,910	\$308,750
Full Page	\$170,900	\$162,380	\$153,860
2/3 Page	\$122,220	\$115,870	\$109,780
1/2 Page	\$103,430	\$98,140	\$93,020
1/3 Page	\$64,880	\$61,500	\$58,520
1/6 Page	\$34,190	\$32,420	\$30,670