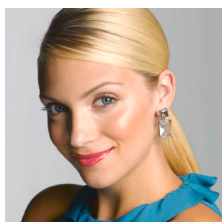




rates

Standard Spots (Markets) 2010



magazine info

REGION		CIRCULATION
1	New England	188,400
110	Portland/Bangor	20,100
120	Concord	19,100
130	Burlington	8,500
140	Boston/Springfield	82,100
150	Providence	13,100
160	Hartford	45,500
2	Middle Atlantic	628,400
211	Metro New York	183,300
213	Albany/Schenectady/Troy	21,100
214	Buffalo	25,700
215	Rochester/Syracuse	54,100
231	Philadelphia	179,500
233	Pittsburgh/Erie	71,800
251	Baltimore	44,700
260	Washington, D.C.	48,200
3	East North Central	655,900
311	Cincinnati	41,900
312	Cleveland	71,000
313	Columbus	33,500
314	Dayton/Toledo	46,200
320	Indianapolis	76,400
331	Peoria/Springfield	54,300
332	Chicago	97,000
341	Detroit	58,000
343	Flint	31,900
344	Grand Rapids	49,400
351	Green Bay/Milwaukee/Madison	96,300
4	West North Central	361,900
410	Minneapolis	88,800
420	Des Moines/Cedar Rapids	61,800
431	St Louis	51,600
432	Columbia/Independence	28,200
440	North & South Dakota	29,300
450	Nebraska	33,500
461	Kansas City	43,600
463	Topeka/Wichita	25,100

REGION		CIRCULATION
5	South Atlantic	623,300
510	Virginia/West Virginia	107,900
531	Raleigh	55,900
533	Charlotte/Greenville/Spartanburg	79,200
541	Charleston	56,600
551	Atlanta	68,700
553	Savannah/Augusta	43,400
561	Miami	55,900
562	Tampa	54,400
563	Orlando	38,800
564	Jacksonville/Tallahassee	62,500
6	East South Central	301,800
610	Louisville/Lexington	68,100
621	Nashville	39,800
622	Knoxville	49,000
623	Memphis	33,000
630	Birmingham/Mobile	75,600
640	Jackson	36,300
7	West South Central	371,100
710	Arkansas	37,300
720	New Orleans/Shreveport	52,400
730	Oklahoma City/Tulsa	52,000
741	Dallas/Ft Worth	89,000
743	Houston	62,200
745	San Antonio	78,200
8	Mountain	221,100
810	Montana/Wyoming	22,200
820	Boise	16,100
832	Denver/Colorado Springs	52,500
840	New Mexico	19,500
850	Phoenix/Tucson	61,000
860	Utah	25,200
870	Nevada	24,600
9	Pacific	425,200
910	Alaska	6,300
920	Seattle/Spokane	71,000
930	Portland/Eugene	49,200
941	LA/Bakersfield	132,400
942	San Diego	51,200
943	Sacramento	46,900
944	San Francisco	57,700
950	Hawaii	10,500