



More Destinations

Whether looking for a girlfriends' getaway, a cross-country family trip or a romantic weekend away, **More Destinations** provides readers with the finest travel locations.

More Destinations is an in-book section that presents our adventurous readers with travel ideas and locations. This in-book guide is a perfect "destination" for promoting your travel spot to 4 million of our affluent, intelligent readers who make travel a top indulgence in their lives.

ADVERTISER BENEFITS

Participating advertisers will receive: a custom unit that will include an image, a logo and 30-40 words of promotional copy ● A listing on the **More Destinations** postage paid business-reply card ● A listing on the "More Information" page that can include an 800# or Web address ● More will generate and process advertiser leads for one year ● **More Destinations** will also run on www.morepromo.com; each advertiser will receive an online listing that will include a link to their website

BONUS

More Destinations will feature a sweepstakes overlay offering readers a chance to win ● An e-mail blast will be sent to More's Reader Panel inviting them to visit the **More Destinations** section on www.morepromo.com

TIMING & COMMITMENT DATES

May 2006 Issue: February 22, 2006

September 2006 Issue: June 22, 2006

REQUIRED MATERIALS

Mac EPS or TIFF high-resolution files, 300 DPI, CMYK.

Logos should be supplied as Illustrator EPS files.

ADVERTISER RATE

\$5,475 gross

PLEASE SEND ARTWORK TO:

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For additional information, please contact your More sales representative.

smart talk for smart women

we are
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