

## 2010 Issue Dates

ISSUE	AD CLOSE	ON SALE
January/February	11.10.09	1.5.10
March/April	1.05.10	3.2.10
May/June	3.2.10	4.27.10
July/August	4.27.10	6.22.10
September/October	6.29.10	8.24.10
November/December	8.31.10	10.26.10
January/February 2010	11.3.10	12.29.10

### ANNUAL SPECIAL INTEREST PUBLICATION

Best of the Midwest	1.26.10	3.23.10
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Insert card, multiple page inserts and regional advertising costs are available from your Account Manager. For advertising not falling into any of the categories specified in this rate card, contact your Account Manager.

<b>SUBSCRIPTION PRICE:</b>	\$19.97
<b>PRICE PER COPY:</b>	\$4.95
<b>TOTAL PAID &amp; VERIFIED CIRCULATION:</b>	958,988
<b>RATE BASE:</b>	950,000

Source: ABC Publisher's Statement, June 30, 2009. Measured by MediaMark Research Inc. Member of The Audit Bureau of Circulations.

## National Display Advertising Rates

	FOUR COLOR	BLACK & WHITE
Page	\$128,900	\$90,400
2/3 Page	103,900	63,100
1/2 Page	90,300	54,400
1/3 Page	71,300	36,300

### COVERS—NON CANCELABLE

2nd	\$148,200
3rd	148,200
4th	161,900

## Display Volume Discounts

Advertisers may earn discounts based on paging volume running the course of a contract year. Inserts contribute to, but do not earn national volume discounts. Inserts contribute on a national page equivalency based on revenue as applied to open rate. Short rates will be in effect for discounts not earned.

### VOLUME DISCOUNTS

3 Pages	5%	9 Pages	15%
6 Pages	10%	12 Pages	20%

## Traveler's Guide Rates

	1 ISSUE	3 ISSUES	4 ISSUES	6 ISSUES
4 Inch 4/C	\$13,800	\$13,390	\$12,970	\$12,560
4 Inch B&W	11,850	11,490	11,140	10,780
2 Inch B&W	6,980	6,770	6,560	6,350
1 Inch B&W	3,870	3,750	3,640	3,520

Discounts are earned for the 12-month, 6-issue period beginning with the issue of first insertion. Advertisers who place their advertisements without an advertising agency, and who supply required film materials, may deduct 15% from earned rates. Traveler's Guide rates are applicable to a variety of businesses — hotels, visitor bureaus, festivals, attractions, etc.

## Circulation Guarantee

The Magazine is a member of the Audit Bureau of Circulation (ABC). The following rate base guarantee is based on the ABC's reported circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited twelve (12)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited ABC statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the ABC audited 12-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the ABC are used by Publisher only as a basis for determining the Magazine's advertising rates.

## Copy Split Changes

**A-B SPLIT AND GEOGRAPHICAL SPLIT:** A-B split runs, disregarding geographic areas, result in one half of the newsstand and subscriber copies carrying ad "A," and the other half ad "B." Magazines are bound in an A-B, A-B sequence. Available only to individual advertisers using a half-page or larger space. Advertisers using the same size and color space units may make A-B copy or geographical split changes at the following premium:

**GEO SPLIT—FOUR COLOR OR BLACK & WHITE: \$2,800 PER PAGE**

All copy charges are non-commissionable.

**A-B SPLIT—4C OR BLACK & WHITE: \$3,400 PER PAGE**

**FIFTH COLOR: \$5,600 PER PAGE**

## Shopper's Guide Rates

Shopper's Guide advertisements appear in a special advertising section under the Shopper's Guide heading, located in the latter portion of the magazine. Rates are applicable only to mail order firms who sell their products direct by mail. Payment must accompany all orders placed direct rather than through a recognized advertising agency. The publisher reserves the right to decline any advertisement.

	FOUR COLOR	1 ISSUE	2 ISSUES	4 ISSUES	6 ISSUES
2/3 Page	\$62,740	\$56,460	\$53,330	\$50,200	
1/2 Page	55,150	49,620	46,890	44,090	
1/3 Page	44,010	39,600	37,410	35,200	
1/6 Page	13,410	12,050	11,390	10,720	
1/12 Page	7,410	6,650	6,280	5,900	

### BLACK & 1 COLOR

2/3 Page	\$46,370	\$41,730	\$39,430	\$37,090
1/2 Page	39,770	35,790	33,800	31,820
1/3 Page	26,590	23,950	22,620	21,280
1/6 Page	12,640	11,390	10,740	10,120
1/12 Page	6,120	5,490	5,170	4,890

### BLACK & WHITE

2/3 Page	\$39,320	\$35,360	\$33,410	\$31,450
1/2 Page	33,700	30,330	28,630	26,980
1/3 Page	22,560	20,280	19,160	18,050
1/6 Page	10,720	9,650	9,120	8,570
1/12 Page	5,160	4,650	4,390	4,130

## Midwestlivingtravel.com

**PRODUCT INFORMATION SERVICE:** "midwestlivingtravel.com" is a special section available to advertisers in *Midwest Living*. Readers send their requests to a clearing house which processes the orders (for 6 months from issue date) and forwards leads to advertisers on a weekly basis.

**REQUIREMENTS:** Listing request and copy must arrive in Des Moines on the closing date of issue(s).

**TRAVEL SPECIFICATIONS:** Listing (maximum of two lines) consists of 15 words of copy (including headline) with type to be set by *Midwest Living*. Advertiser's name should be included in listing copy.

## Mechanical Requirements

**SEND DIGITAL FILES VIA MEREDITH AD EXPRESS**

**POWERED BY SENDMYAD. TO JOIN GO TO:**

<https://meredith.sendmyad.com>.

**Note: When establishing an account please observe the minimum requirements to avoid processing errors.**