

**2010 WOMAN'S DAY**  
**SPECIAL INTEREST PUBLICATIONS**  
**Classified Rates**

**Issues**

**Distribution**

**Best Ideas For Christmas**  
**Kitchens & Baths; Halloween Celebrations; Eating Light**  
**Decorating; Remodeling & Makeovers**

**650,000**  
**450,000**  
**400,000**

<b>Distribution: 650,000</b>	
<b>Unit Size</b>	<b>4 Color</b>
<b>1/12 Page</b>	<b>3,550</b>
<b>1/6 Page</b>	<b>6,890</b>
<b>1/3 Page</b>	<b>10,380</b>
<b>1/2 Page</b>	<b>14,625</b>
<b>Full Page</b>	<b>25,360</b>

<b>Distribution: 450,000</b>	
<b>Unit Size</b>	<b>4 Color</b>
<b>1/12 Page</b>	<b>2,700</b>
<b>1/6 Page</b>	<b>4,975</b>
<b>1/3 Page</b>	<b>7,509</b>
<b>1/2 Page</b>	<b>10,525</b>
<b>Full Page</b>	<b>18,285</b>

<b>Distribution: 400,000</b>	
<b>Unit Size</b>	<b>4 Color</b>
<b>1/12 Page</b>	<b>2,560</b>
<b>1/6 Page</b>	<b>4,485</b>
<b>1/3 Page</b>	<b>6,740</b>
<b>1/2 Page</b>	<b>9,585</b>
<b>Full Page</b>	<b>16,560</b>