

2008 WOMAN'S DAY
SPECIAL INTEREST PUBLICATIONS
Shelter & Gardening Network's Mail Order Rates

Shelter Network

Distribution

| | |
|--|---------|
| Kitchens & Baths - January, March, April, July, Sept, Nov, Dec | 500,000 |
| Budget Decorating Ideas - February, August | 450,000 |
| Decorating With Style - May, November | 450,000 |
| Remodeling & Makeovers - February, April, June, August | 400,000 |

Gardening Network

Distribution

| | |
|---|---------|
| Gardening & Deck Design - Jan, March, May | 400,000 |
|---|---------|

| Distribution: 500,000 | | | |
|------------------------------|--------------------------|----------------|----------------|
| Unit Size | Black & White | 2 Color | 4 Color |
| | \$ | \$ | \$ |
| 1/6 Page | 9,303 | | |
| 1/3 Page | 13,744 | 16,437 | 19,131 |
| 1/2 Page | 19,526 | 23,457 | 25,345 |
| 2/3 Page | 24,991 | 29,640 | 34,762 |
| Full Page | 34,356 | 40,960 | 47,689 |
| Back Cover | | | 62,109 |

| Distribution: 450,000 and 400,000 | | | |
|--|--------------------------|----------------|----------------|
| Unit Size | Black & White | 2 Color | 4 Color |
| | \$ | \$ | \$ |
| 1/6 Page | 7,010 | | |
| 1/3 Page | 10,379 | 11,986 | 12,137 |
| 1/2 Page | 14,695 | 17,514 | 20,342 |
| 2/3 Page | 18,866 | 22,506 | 26,146 |
| Full Page | 34,356 | 30,722 | 35,703 |
| Back Cover | | | 46,483 |