

2008 WOMAN'S DAY
SPECIAL INTEREST PUBLICATIONS
Holiday Classified Rates

Holiday Network

Distribution

Best Ideas For Christmas - September

750,000

Halloween Celebrations - September

400,000

| Distribution: 750,000 | | | |
|------------------------------|--------------------------|----------------|----------------|
| Unit Size | Black & White | 2 Color | 4 Color |
| | \$ | \$ | \$ |
| 1" | 1,076 | 1,284 | 1,487 |
| 1.5" | 1,191 | 1,425 | 1,654 |
| 2" | 1,446 | 1,726 | 2,002 |
| 2.5" or 1/12 Pg | 1,690 | 2,023 | 2,345 |
| 3" | 1,934 | 2,314 | 2,683 |
| 4" | 2,439 | 2,912 | 3,375 |
| 5" or 1/6 Pg | 2,948 | 3,520 | 4,072 |
| 10" or 1/3 Pg | 4,436 | 5,299 | 6,146 |
| 15" or 1/2 Pg | 6,256 | 7,467 | 8,653 |

| Distribution: 400,000 | | | |
|------------------------------|--------------------------|----------------|----------------|
| Unit Size | Black & White | 2 Color | 4 Color |
| | \$ | \$ | \$ |
| 1" | 988 | 1,430 | 1,404 |
| 1.5" | 1,144 | 1,362 | 1,586 |
| 2" | 1,378 | 1,638 | 1,903 |
| 2.5" or 1/12 Pg | 1,602 | 1,919 | 2,226 |
| 3" | 1,841 | 2,205 | 2,558 |
| 4" | 2,324 | 2,777 | 3,229 |
| 5" or 1/6 Pg | 2,818 | 3,349 | 3,900 |
| 10" or 1/3 Pg | 4,222 | 5,039 | 5,860 |
| 15" or 1/2 Pg | 5,944 | 7,098 | 8,242 |