

2008 WOMAN'S DAY
SPECIAL INTEREST PUBLICATIONS
Holiday Network Mail Order Rates

Holiday Network

Distribution

Best Ideas For Christmas - September	750,000
Halloween Celebrations - September	400,000
Easy Holiday Cooking & Crafts - October	400,000

Distribution: 750,000				
Unit Size	Black & White	2 Color		4 Color
	\$	\$	\$	
1/6 Page	8,216			
1/3 Page	11,076	13,296	15,496	
1/2 Page	15,954	18,814	21,949	
2/3 Page	20,384	24,164	28,137	
Full Page	27,695	33,233	38,563	
Back Cover			50,081	

Distribution: 400,000				
Unit Size	Black & White	2 Color		4 Color
	\$	\$	\$	
1/6 Page	4,930			
1/3 Page	6,646	7,982	9,303	
1/2 Page	9,578	11,289	13,166	
2/3 Page	12,236	14,503	16,879	
Full Page	16,619	19,942	23,140	
Back Cover			30,051	