

**2009 WOMAN'S DAY**  
**SPECIAL INTEREST PUBLICATIONS**  
**Holiday Network Mail Order Rates**

**Holiday Network**

**Distribution**

Best Ideas For Christmas - September	650,000
Halloween Celebrations - September	450,000
Holiday Cookies - October	450,000
Holiday Menus - November	400,000
Holiday Appetizers - November	400000
Last Minute Christmas - November	350,000

<b>Distribution: 650,000</b>				
<b>Unit Size</b>	<b>Black &amp; White</b>	<b>2 Color</b>		<b>4 Color</b>
	\$	\$	\$	
<b>1/6 Page</b>	8,216			
<b>1/3 Page</b>	11,076	13,296	15,496	
<b>1/2 Page</b>	15,954	18,814	21,949	
<b>2/3 Page</b>	20,384	24,164	28,137	
<b>Full Page</b>	27,695	33,233	38,563	
<b>Back Cover</b>			50,081	

<b>Distribution: 350,000 to 450,000</b>				
<b>Unit Size</b>	<b>Black &amp; White</b>	<b>2 Color</b>		<b>4 Color</b>
	\$	\$	\$	
<b>1/6 Page</b>	4,930			
<b>1/3 Page</b>	6,646	7,982	9,303	
<b>1/2 Page</b>	9,578	11,289	13,166	
<b>2/3 Page</b>	12,236	14,503	16,879	
<b>Full Page</b>	16,619	19,942	23,140	
<b>Back Cover</b>			30,051	