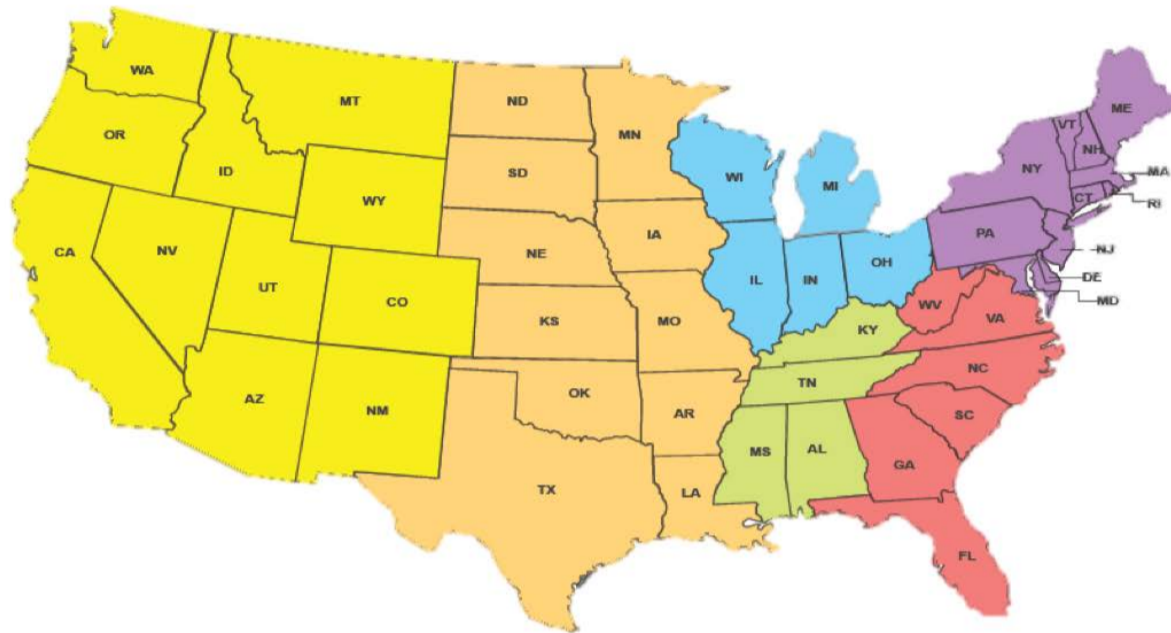


# PRINT OPPORTUNITIES

## 2021 FIXED REGIONAL TRAVEL SECTIONS: OVERVIEW

Your supplied brand ad will appear in our April 2021, May 2021 and/or October 2021 issues in GH, CL and WD, targeted to fixed regional markets. Spread, full page or fractional ad units available. Additionally, custom regional full page ads are available in every issue.



### NORTHEAST

Country Living	217,220
Good Housekeeping	722,550
Woman's Day	523,135
<b>Combined Circulation</b>	<b>1,462,905</b>
<b>Combined Audience</b>	<b>6,990,787</b>

### SOUTHEAST CENTRAL

Country Living	88,847
Good Housekeeping	230,464
Woman's Day	168,001
<b>Combined Circulation</b>	<b>487,311</b>
<b>Combined Audience</b>	<b>2,399,484</b>

### SOUTH ATLANTIC

Country Living	185,001
Good Housekeeping	611,690
Woman's Day	446,926
<b>Combined Circulation</b>	<b>1,243,617</b>
<b>Combined Audience</b>	<b>5,944,576</b>

### CENTRAL

Country Living	216,150
Good Housekeeping	599,524
Woman's Day	397,119
<b>Combined Circulation</b>	<b>1,212,793</b>
<b>Combined Audience</b>	<b>5,948,092</b>

### MIDWEST

Country Living	205,750
Good Housekeeping	606,127
Woman's Day	434,649
<b>Combined Circulation</b>	<b>1,246,527</b>
<b>Combined Audience</b>	<b>6,045,122</b>

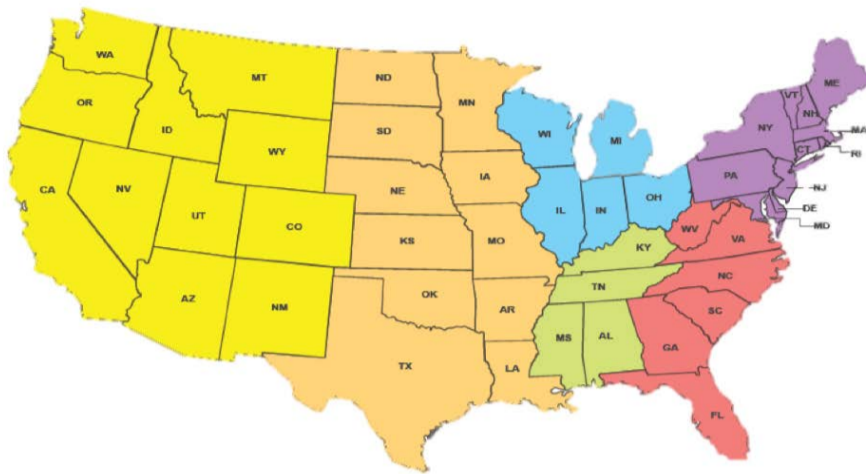
### WEST

Country Living	188,534
Good Housekeeping	599,601
Woman's Day	395,873
<b>Combined Circulation</b>	<b>1,184,008</b>
<b>Combined Audience</b>	<b>5,710,371</b>

Source: AAM June 2020

# PRINT OPPORTUNITIES

## 2021 FIXED REGIONAL TRAVEL SECTIONS: RATES (GROSS)



	WEST	CENTRAL	MIDWEST	SOUTHEAST CENTRAL	NORTHEAST	SOUTH ATLANTIC
<b>3-MAGAZINE BUY</b>						
P4C	\$29,850	\$30,570	\$31,420	\$12,280	\$40,760	\$31,350
1/2 P4C	\$15,670	\$16,050	\$16,500	\$6,450	\$21,400	\$16,460
1/3rd	\$10,950	\$11,210	\$11,530	\$4,510	\$14,950	\$11,500
1/6th	\$5,730	\$5,870	\$6,020	\$2,360	\$7,810	\$6,010
<b>COUNTRY LIVING</b>						
P4C	\$6,000	\$6,810	\$6,480	\$2,800	\$7,570	\$5,830
1/2 P4C	\$3,150	\$3,580	\$3,410	\$1,470	\$3,980	\$3,070
1/3rd	\$2,210	\$2,500	\$2,380	\$1,030	\$2,780	\$2,140
1/6th	\$1,150	\$1,320	\$1,250	\$540	\$1,450	\$1,120
<b>GOOD HOUSEKEEPING</b>						
P4C	\$18,900	\$18,000	\$19,100	\$6,660	\$25,170	\$19,280
1/2 P4C	\$9,920	\$9,450	\$10,030	\$3,500	\$13,220	\$10,120
1/3rd	\$6,930	\$6,600	\$7,000	\$2,440	\$9,240	\$7,070
1/6th	\$3,620	\$3,460	\$3,670	\$1,280	\$4,830	\$3,700
<b>WOMAN'S DAY</b>						
P4C	\$12,480	\$12,520	\$13,700	\$5,300	\$18,230	\$14,080
1/2 P4C	\$6,550	\$6,580	\$7,190	\$2,780	\$9,570	\$7,390
1/3rd	\$4,580	\$4,600	\$5,020	\$1,940	\$6,690	\$5,160
1/6th	\$2,390	\$2,400	\$2,630	\$1,020	\$3,500	\$2,710

HEARST WOMEN'S TRAVEL GROUP

# PRINT OPPORTUNITIES

## 2021 CLOSING & ON-SALE DATES

	HEARST WOMEN'S TRAVEL GROUP	COUNTRY LIVING	GOOD HOUSEKEEPING	WOMAN'S DAY
ISSUE	CLOSING	ON-SALE DATES		
<b>February</b> (J/F for GH and CL)	11/04/20	01/05/21	01/19/21	01/19/21
<b>March</b>	12/02/20	02/02/21	02/23/21	02/23/21
<b>April</b>	01/07/21	03/02/21	03/23/21	03/30/21
<b>May</b>	02/04/21	04/06/21	04/27/21	04/27/21
<b>June</b> (J/J for WD)	03/19/21	05/11/21	05/25/21	05/25/21
<b>July</b> (J/A for GH and CL)	04/19/21	06/15/21	06/29/20	—
<b>August</b> (A/S for WD)	05/25/21	—	—	07/27/21
<b>September</b>	05/28/21	08/03/21	08/17/21	—
<b>October</b>	07/12/21	09/07/21	09/21/21	09/21/21
<b>November</b>	08/04/21	10/05/21	10/26/21	10/19/21
<b>December</b>	09/07/21	11/09/21	11/23/21	11/23/21

COUNTRY LIVING AND GOOD HOUSEKEEPING RUN A DOUBLE ISSUE IN JANUARY/FEBRUARY 2021 AND JULY/AUGUST 2021.  
WOMAN'S DAY RUNS A DOUBLE ISSUE IN DECEMBER 2020/JANUARY 2021, JUNE/JULY 2021, AND AUGUST/SEPTEMBER 2021.

GOOD  
HOUSEKEEPING

CountryLiving

woman's day

# PRINT OPPORTUNITIES

## 2021 PRODUCTION SPECS

SIZE	COUNTRY LIVING	GOOD HOUSEKEEPING	WOMAN'S DAY
One-sixth vertical	2 3/8" x 4 5/8"	2 1/8" x 4 1/4"	2 1/16" x 4 7/16"
One-third vertical	2 3/8" x 9 7/16"	2 1/8" x 8 5/8"	2 1/16" x 9 1/16"
One-third square	5" x 4 15/16"	4 3/8" x 4 1/4"	4 1/4" x 4 7/16"
One-half horizontal	7 1/2" x 4 5/8"	6 5/8" x 4 1/4"	6 1/2" x 4 7/16"
Two-third vertical	4 13/16" x 9 7/16"	4 3/8" x 8 11/16"	4 1/4" x 9 1/16"
Full-page bleed	8 1/2" x 10 3/4"	8" x 10 3/4"	7 3/4" x 10 3/4"
Full-page non-bleed	7 3/4" x 10"	7 1/4" x 10"	7" x 10"
Full-page trim	8 1/4" x 10 1/2"	7 3/4" x 10 1/2"	7 1/2" x 10 1/2"

## FOR PRODUCTION QUESTIONS

Please reach out to:

HEARST WOMEN'S TRAVEL GROUP  
 Javier Aguilar  
 faguilarflor@quad.com  
 414.622.2872

## FOR PRINTING SPECIFICATION

Please visit <http://ads.hearst.com>  
 Upload all materials to: <http://ads.hearst.com>  
 Acceptable file format: PDF/x-1a, 1 SWP proof