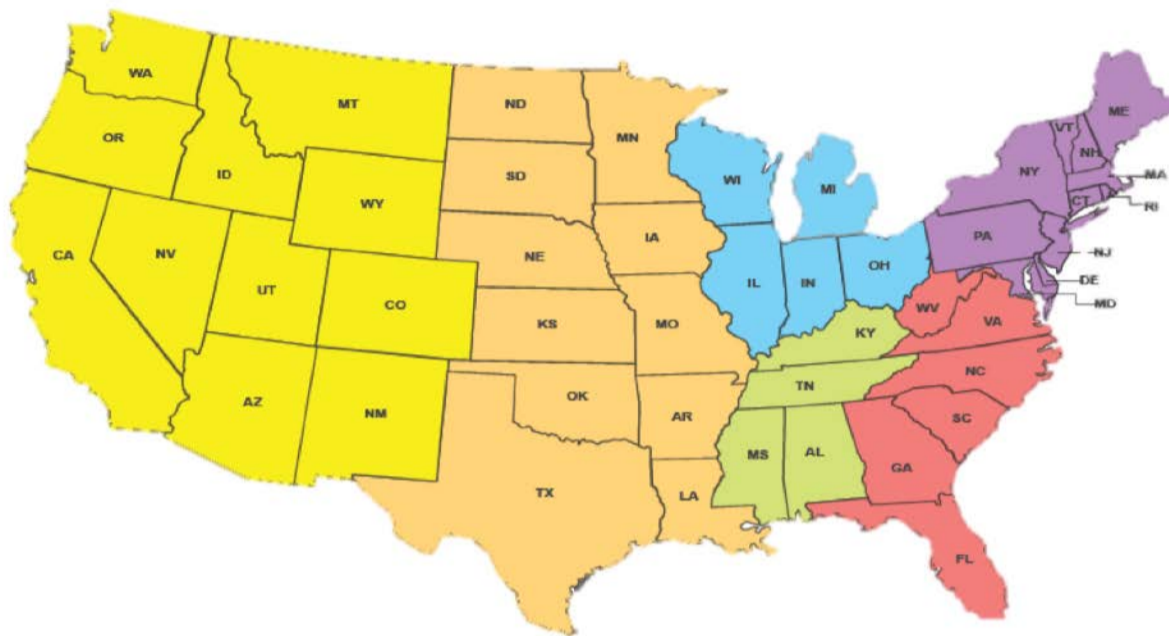


PRINT OPPORTUNITIES

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	177,649
Good Housekeeping	644,645
Woman's Day	443,332
Combined Circulation	1,265,626
Combined Audience	5,130,000

SOUTHEAST CENTRAL

Country Living	72,777
Good Housekeeping	205,161
Woman's Day	141,947
Combined Circulation	419,885
Combined Audience	1,659,000

SOUTH ATLANTIC

Country Living	151,594
Good Housekeeping	545,329
Woman's Day	378,675
Combined Circulation	1,075,598
Combined Audience	4,989,000

CENTRAL

Country Living	177,033
Good Housekeeping	534,370
Woman's Day	336,195
Combined Circulation	1,047,598
Combined Audience	5,023,000

MIDWEST

Country Living	168,378
Good Housekeeping	540,706
Woman's Day	367,878
Combined Circulation	1,076,962
Combined Audience	3,708,000

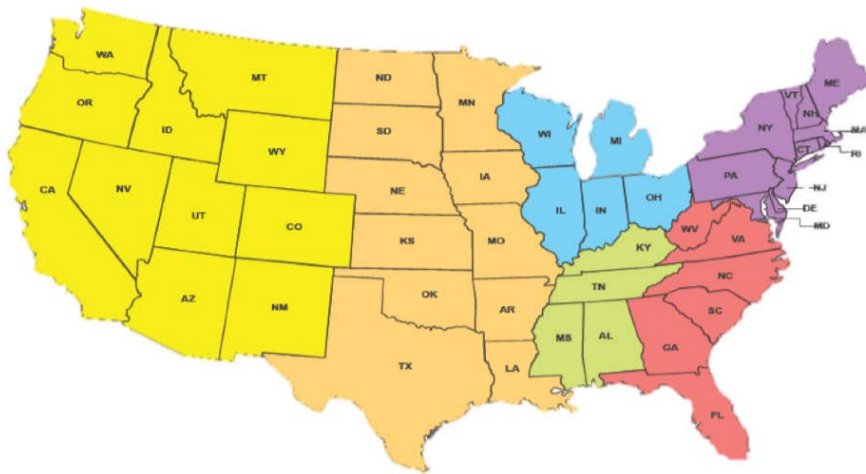
WEST

Country Living	154,174
Good Housekeeping	534,351
Woman's Day	335,286
Combined Circulation	1,023,811
Combined Audience	4,321,000

Source: AAM June 2020; MRI-Simmons Fall 2020

PRINT OPPORTUNITIES

2021 FIXED REGIONAL TRAVEL SECTIONS: RATES (GROSS)



	WEST	CENTRAL	MIDWEST	SOUTHEAST CENTRAL	NORTHEAST	SOUTH ATLANTIC
3-MAGAZINE BUY						
P4C	\$25,810	\$26,410	\$27,150	\$10,590	\$35,260	\$27,120
1/2 P4C	\$13,550	\$13,870	\$14,250	\$5,560	\$18,510	\$14,240
1/3rd	\$9,470	\$9,680	\$9,960	\$3,890	\$12,930	\$9,940
1/6th	\$4,950	\$5,070	\$5,200	\$2,030	\$6,760	\$5,200
COUNTRY LIVING						
P4C	\$4,910	\$5,580	\$5,310	\$2,300	\$6,190	\$4,780
1/2 P4C	\$2,580	\$2,940	\$2,790	\$1,200	\$3,260	\$2,510
1/3rd	\$1,810	\$2,050	\$1,950	\$840	\$2,270	\$1,760
1/6th	\$940	\$1,080	\$1,020	\$450	\$1,190	\$920
GOOD HOUSEKEEPING						
P4C	\$16,840	\$16,040	\$17,040	\$5,930	\$22,460	\$17,180
1/2 P4C	\$8,840	\$8,420	\$8,950	\$3,120	\$11,790	\$9,020
1/3rd	\$6,180	\$5,890	\$6,240	\$2,180	\$8,240	\$6,310
1/6th	\$3,230	\$3,080	\$3,270	\$1,140	\$4,310	\$3,300
WOMAN'S DAY						
P4C	\$10,570	\$10,600	\$11,590	\$4,480	\$15,450	\$11,930
1/2 P4C	\$5,550	\$5,570	\$6,090	\$2,350	\$8,110	\$6,270
1/3rd	\$3,880	\$3,890	\$4,250	\$1,640	\$5,670	\$4,380
1/6th	\$2,030	\$2,030	\$2,230	\$860	\$2,970	\$2,290

Note: Rates effective 2nd half of 2021

PRINT OPPORTUNITIES

2021 CLOSING & ON-SALE DATES

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

PRINT OPPORTUNITIES

2021 PRODUCTION SPECS

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

Note: Good Housekeeping specs effective with the September 2021 issue