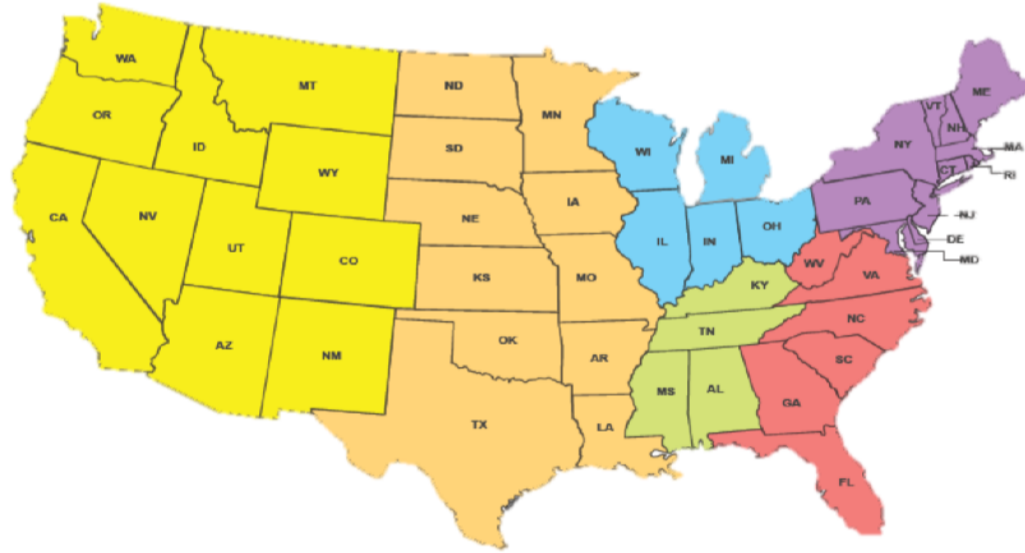


PRINT OPPORTUNITIES

2022 FIXED REGIONAL TRAVEL SECTIONS: OVERVIEW

Your supplied brand ad will appear in our April 2022, May 2022 and/or October 2022 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.



CIRCULATION

NORTHEAST

Country Living	154,404
Good Housekeeping	658,813
Woman's Day	354,900
Combined Circulation	1,168,117

SOUTHEAST CENTRAL

Country Living	57,186
Good Housekeeping	195,302
Woman's Day	109,674
Combined Circulation	362,163

SOUTH ATLANTIC

Country Living	122,897
Good Housekeeping	552,059
Woman's Day	294,262
Combined Circulation	969,219

CENTRAL

Country Living	142,370
Good Housekeeping	505,309
Woman's Day	268,191
Combined Circulation	915,869

MIDWEST

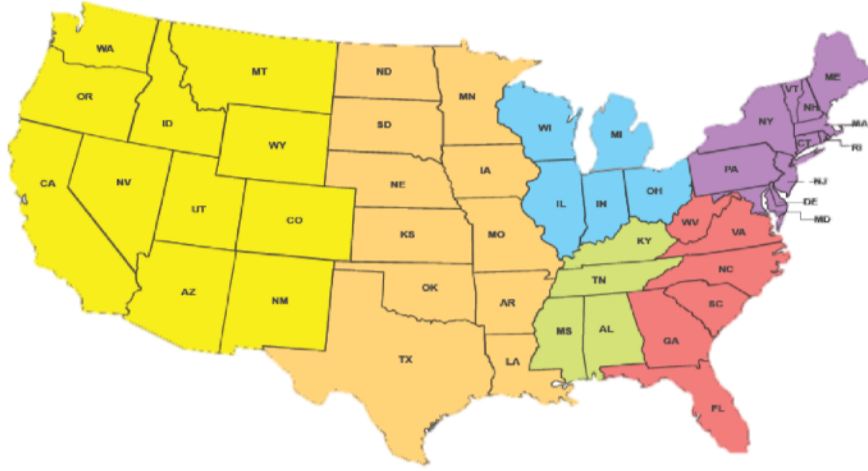
Country Living	140,196
Good Housekeeping	529,037
Woman's Day	309,518
Combined Circulation	978,751

WEST

Country Living	132,947
Good Housekeeping	559,478
Woman's Day	263,463
Combined Circulation	955,889

PRINT OPPORTUNITIES

2022 FIXED REGIONAL TRAVEL SECTIONS: RATES (GROSS)



	WEST	CENTRAL	MIDWEST	SOUTHEAST CENTRAL	NORTHEAST	SOUTH ATLANTIC
3-MAGAZINE BUY						
P4C	\$24,820	\$23,780	\$25,410	\$9,400	\$33,520	\$25,170
1/2 P4C	\$13,030	\$12,490	\$13,340	\$4,940	\$17,600	\$13,220
1/3rd	\$9,110	\$8,720	\$9,320	\$3,460	\$12,300	\$9,230
1/6th	\$4,760	\$4,570	\$4,870	\$1,810	\$6,430	\$4,830
COUNTRY LIVING						
P4C	\$4,360	\$4,620	\$4,550	\$1,860	\$5,540	\$3,990
1/2 P4C	\$2,290	\$2,430	\$2,390	\$980	\$2,920	\$2,100
1/3rd	\$1,600	\$1,700	\$1,670	\$680	\$2,030	\$1,470
1/6th	\$840	\$890	\$880	\$360	\$1,070	\$770
GOOD HOUSEKEEPING						
P4C	\$18,160	\$15,620	\$17,170	\$5,810	\$23,640	\$17,920
1/2 P4C	\$9,530	\$8,200	\$9,020	\$3,050	\$12,410	\$9,410
1/3rd	\$6,660	\$5,730	\$6,290	\$2,130	\$8,680	\$6,580
1/6th	\$3,480	\$3,000	\$3,300	\$1,120	\$4,540	\$3,440
WOMAN'S DAY						
P4C	\$8,560	\$8,710	\$10,050	\$3,570	\$12,740	\$9,550
1/2 P4C	\$4,490	\$4,580	\$5,280	\$1,870	\$6,690	\$5,020
1/3rd	\$3,140	\$3,200	\$3,690	\$1,310	\$4,680	\$3,500
1/6th	\$1,640	\$1,670	\$1,930	\$690	\$2,450	\$1,840

PRINT OPPORTUNITIES

2022 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>
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 Acceptable file format: PDF/x-1a, 1 SWP proof