



HEARST

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Hearst Women's Travel Group

FIXED REGIONAL TRAVEL SECTIONS

2023 CIRCULATION

Your supplied ROB brand ad can appear in planned travel sections that are targeted to fixed regional markets in the following issues.

Early Spring

CL: April/May Issue

GH: April Issue

WD: March/April Issue

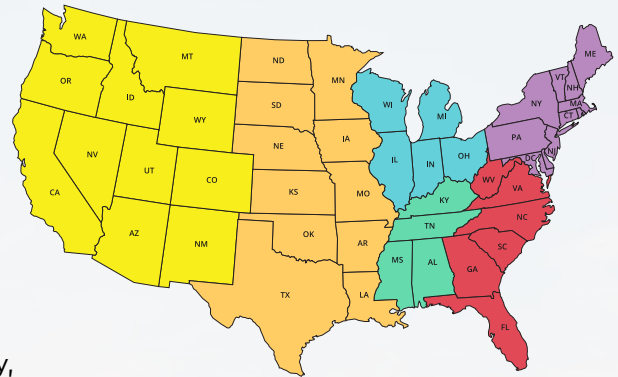
Late Spring

GH + WD: May Issues

Fall

CL: October/November Issue

GH + WD: October Issues



Spread, full page or fractional ad units available. Additionally, custom regional full page ads are available in every issue.

NORTHEAST

Country Living	104,647
Good Housekeeping	443,173
Woman's Day	224,720
Combined Circulation	772,540

SOUTHEAST CENTRAL

Country Living	36,542
Good Housekeeping	134,976
Woman's Day	66,712
Combined Circulation	238,230

SOUTH ATLANTIC

Country Living	82,403
Good Housekeeping	371,489
Woman's Day	185,143
Combined Circulation	639,034

CENTRAL

Country Living	95,269
Good Housekeeping	343,375
Woman's Day	168,595
Combined Circulation	607,240

MIDWEST

Country Living	92,562
Good Housekeeping	355,683
Woman's Day	188,291
Combined Circulation	636,537

WEST

Country Living	88,582
Good Housekeeping	351,318
Woman's Day	166,561
Combined Circulation	606,461



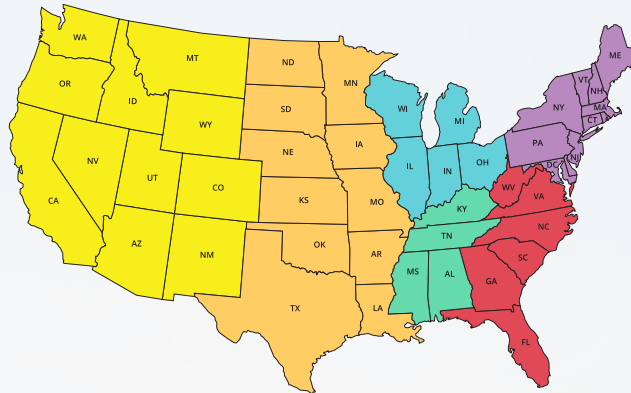
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2023 RATES (GROSS)



	WEST	CENTRAL	MIDWEST	SOUTHEAST	NORTHEAST	SOUTH
3-MAGAZINE BUY						
P4C	\$18,460	\$17,970	\$19,350	\$6,920	\$25,960	\$19,430
1/2 P4C	\$9,710	\$9,440	\$10,170	\$3,640	\$13,650	\$10,200
1/3rd	\$6,780	\$6,590	\$7,100	\$2,550	\$9,540	\$7,130
1/6th	\$3,540	\$3,450	\$3,720	\$1,350	\$4,980	\$3,740
COUNTRY LIVING						
P4C	\$3,020	\$3,220	\$3,130	\$1,240	\$3,910	\$2,790
1/2 P4C	\$1,590	\$1,690	\$1,640	\$650	\$2,060	\$1,470
1/3rd	\$1,110	\$1,180	\$1,150	\$460	\$1,440	\$1,030
1/6th	\$580	\$620	\$600	\$240	\$750	\$540
GOOD HOUSEKEEPING						
P4C	\$11,860	\$11,040	\$12,010	\$4,180	\$16,540	\$12,540
1/2 P4C	\$6,230	\$5,800	\$6,310	\$2,200	\$8,690	\$6,580
1/3rd	\$4,350	\$4,050	\$4,400	\$1,540	\$6,070	\$4,600
1/6th	\$2,270	\$2,120	\$2,310	\$810	\$3,170	\$2,410
WOMAN'S DAY						
P4C	\$5,630	\$5,700	\$6,360	\$2,260	\$8,390	\$6,250
1/2 P4C	\$2,960	\$2,990	\$3,340	\$1,190	\$4,410	\$3,280
1/3rd	\$2,070	\$2,090	\$2,330	\$830	\$3,080	\$2,290
1/6th	\$1,080	\$1,090	\$1,220	\$440	\$1,610	\$1,200



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2023 PRODUCTION SPECS

SIZE	COUNTRY LIVING	GOOD HOUSEKEEPING	WOMAN'S DAY
One-sixth vertical	2.375" x 4.8125"	2.375" x 4.625"	2.0625" x 4.4375"
One-third vertical	2.375" x 9.8125"	2.375" x 9.375"	2.0625" x 9.0625"
One-third square	4.8125" x 4.8125"	4.8125" x 4.625"	4.25" x 4.4375"
One-half horizontal	7.5" x 4.8125"	7.5" x 4.625"	6.5" x 4.4375"
Two-third vertical	4.8125" x 9.8125"	4.9375" x 9.375"	4.25" x 9.0625"
Full-page bleed	8.5" x 11.125"	8.5" x 10.75"	7.75" x 10.75"
Full-page non-bleed	7.75" x 10.375"	7.75" x 10"	7" x 10"
Full-page trim	8.25" x 10.875"	8.25" x 10.5"	7.5" x 10.5"

IF NOT RUNNING IN THE FIXED REGIONAL TRAVEL SECTIONS, REFER TO THE STANDARD PAGE SPECIFICATIONS FOR EACH INDIVIDUAL MAGAZINE.

FOR PRODUCTION QUESTIONS PLEASE REACH OUT TO:

HEARST WOMEN'S TRAVEL GROUP

Country Living
 Hector Gonzalez
 414-622-2810
 hlgonzalezba@quad.com

Good Housekeeping
 Tania Lara
 414-622-2834
 tglarayanez@quad.com

Woman's Day
 Valentina Cabello
 414-566-8651
 vcabelloibar@quad.com

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



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ROB ADS + FIXED REGIONAL TRAVEL SECTIONS

2023 CLOSING + ON-SALE DATES

COUNTRY LIVING GOOD HOUSEKEEPING WOMAN'S DAY

CLOSING DATES	ISSUE/ON-SALE DATES		
11/10/22	February/March Issue 1/10/23	January/February Issue 1/17/23	January/February Issue 01/17/23
12/13/22	—	March Issue 02/21/23	—
1/10/23	April/May Issue 03/7/23	April Issue 03/21/23	March/April Issue 03/7/23
2/7/23	—	May Issue 04/25/23	May Issue 4/11/23
3/16/23	June/July Issue 5/9/23	June Issue 05/23/23	June/July Issue 05/23/23
4/25/23	—	July/August Issue 06/27/23	—
5/23/23	August/September Issue 07/18/23	—	August/September Issue 07/25/23
6/13/23	—	September Issue 08/15/23	—
7/17/23	October/November Issue 09/12/23	October Issue 09/19/23	October Issue 09/19/23
8/22/23	—	November Issue 10/24/23	November Issue 10/24/23
09/14/23	December/January Issue 11/7/23	December Issue 11/21/23	December Issue 11/28/23

FIXED REGIONAL TRAVEL SECTIONS APPEAR IN EARLY SPRING (CL APRIL/MAY ISSUE, GH APRIL ISSUE, WD MARCH/APRIL ISSUE), LATER SPRING (GH AND WD MAY ISSUES), AND FALL (CL OCTOBER/NOVEMBER ISSUE, GH AND WD OCTOBER ISSUES).

COMMITMENT DATES FOR NATIVE AND ADVERTORIAL OPPORTUNITIES AVAILABLE ON A CASE-BY-CASE BASIS.