



**HEARST**

# Hearst Women's Travel Group



CountryLiving

GOOD  
HOUSEKEEPING

woman's day





HEARST

# Hearst Women's Travel Group

## OVERVIEW

**THE HEARST WOMAN'S TRAVEL GROUP** (Good Housekeeping, Country Living, Woman's Day) speaks to travelers across every platform—print, digital, social. The combined reach of our iconic and trusted brands will deliver your messaging to millions of travel decision makers during key travel planning times.

ENORMOUS  
FOOTPRINT

**93M**

**28.3M**  
PRINT

**44.2M**  
ONLINE

**20.0M**  
SOCIAL

**54.9**  
MEDIAN  
AGE

**\$81,787**  
MEDIAN  
INCOME

**71%/29%**  
FEMALE/  
MALE

Reaching more than **1 IN 4 WOMEN**  
Age 25–54, HHI \$75K+, with kids in the U.S.

SOURCES: MRI-SIMMONS SPRING DOUBLEBASE 2022 (PRINT+TABLET); COMSCORE SEPTEMBER 2022;  
SOCIAL COMP REPORT OCTOBER 2022; COMSCORE MULTI-PLATFORM//GFK MRI-SIMMONS (07–22/S22)

COUNTRY LIVING | GOOD HOUSEKEEPING | WOMAN'S DAY





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## CountryLiving

### The Scenic Route Home

**COUNTRY LIVING** delivers useful, actionable advice related to all of the comforts of home alongside soulful and spirited how-tos that embrace slowing down and living well. Our "small-town community" of millions of highly engaged readers knows that *how* you live is more important than *where* you live.

**7.0M**  
PRINT

**12.8M**  
ONLINE

**9.9M**  
SOCIAL

## GOOD HOUSEKEEPING

### A World of Possibility. Tested for You.

**GOOD HOUSEKEEPING** presents a world in which home is life's headquarters—where our readers get ready to face the world, entertain friends, care for their families, indulge themselves, express their creativity and look for their next adventure. Our brand is a trusted resource for those big and small purchases and experiences, at home and on-the-go.

**12.3M**  
PRINT

**26.6M**  
ONLINE

**7.0M**  
SOCIAL

## woman's day

### Making Moments Special

**WOMAN'S DAY** is an invaluable handbook for elevating the every day. Our positive POV encourages our readers to take action, brings joy into everything they do, and powers meaningful connections daily. In a world where every moment counts, our audience turns to us to help make even the smallest ones, extraordinary.

**8.1M**  
PRINT

**4.8M**  
ONLINE

**3.2M**  
SOCIAL

SOURCES: MRI-SIMMONS SPRING DOUBLEBASE 2022 (PRINT+TABLET); COMSCORE SEPTEMBER 2022; SOCIAL COMP REPORT OCTOBER 2022



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# Hearst Women's Travel Group

## REACHING TRAVELERS

DELIVERING TRAVEL SPENDERS AND INTENDERS

### A Mass Print and Digital Audience of Travelers

- **21.2M** took a domestic trip
- Took more than **51.5M** domestic round trips
- **18.2M** are the travel decision makers for their household
- **15.9M** were road-trippers last year, nearly 1 in 3 of our readers

### HWTG Readers are Driving to Action

- HWTG site visitors spent more than **\$42.1B on vacations and weekend getaways** in the last 12 months
- **GoodHousekeeping.com** is the **#1 e-commerce driver at Hearst**, accounting for 33% of e-commerce revenue across all Hearst sites

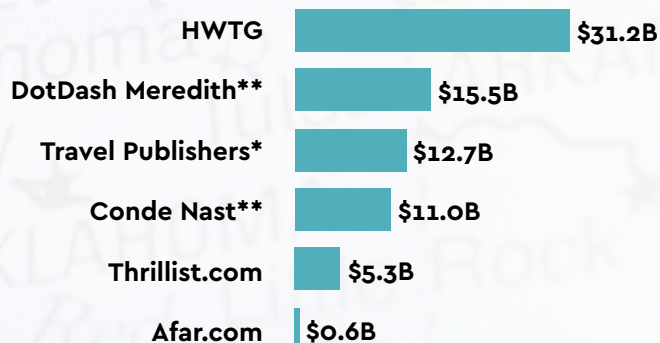
Delivering  
More Travel Prospects  
than Other Integrated  
Travel Publishers\*  
**COMBINED!**

\*INTEGRATED TRAVEL PUBLISHER INCLUDE (PRINT/TABLET+SITES) CONDE NAST TRAVELER/TRAVEL & LEISURE  
SOURCES: 2022 COMSCORE MULTI-PLATFORM © MRI-SIMMONS (07-22/S22, TARGETS INCLUDE WOMEN (NET): OCT 2021-SEPT 2022

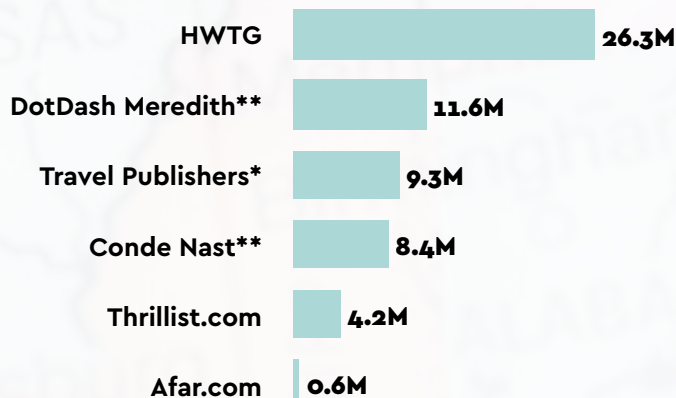
**\$31B+** Spent on Domestic Travel Annually

**26M VACATION INTENDERS** Outranking any other travel media group or competitive travel site

### Domestic Travel Spending (B)



### Vacation Intenders (M)



\*TRAVEL PUBLISHERS INCLUDE (PRINT/TABLET+SITES) CONDE NAST TRAVELER/TRAVEL & LEISURE; \*\*CONDE NAST GROUP INCLUDES BON APPETIT (PRINT/TABLET+SITE)/CONDE NAST TRAVELER (PRINT/TABLET+SITE)/EPICURIOUS.COM; DOTDASH MEREDITH GROUP INCLUDES FOOD & WINE (PRINT/TABLET+SITE)/ TRAVEL+LEISURE (PRINT/TABLET+SITE)  
SOURCES: 2022 COMSCORE MULTI-PLATFORM © MRI-SIMMONS (07-22/S22, TARGETS INCLUDE WOMEN (NET): OCT 2021-SEPT 2022



# 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

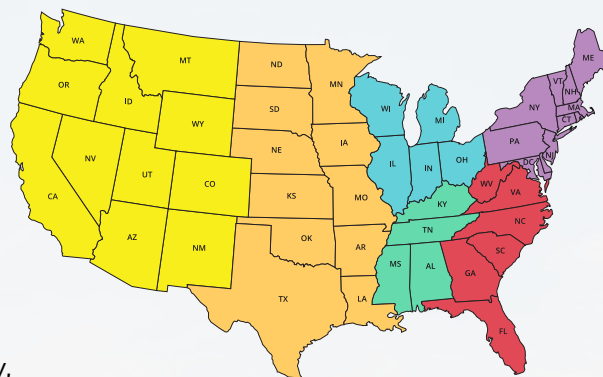
### Late Spring

**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
<b>Combined Circulation</b>	<b>772,540</b>

### SOUTHEAST CENTRAL

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

### SOUTH ATLANTIC

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

### CENTRAL

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

### MIDWEST

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

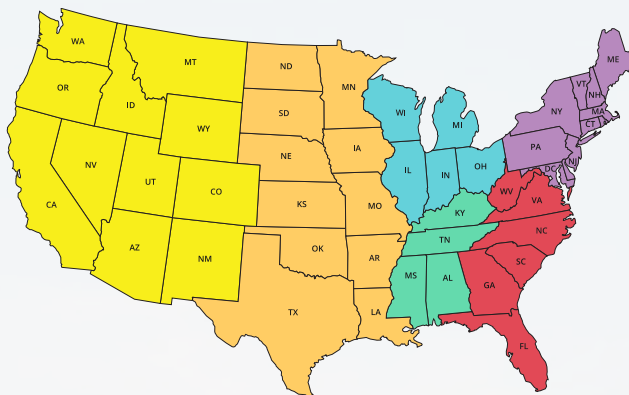
### WEST

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

# Hearst Women's Travel Group

## FIXED REGIONAL TRAVEL SECTIONS

2023 RATES (GROSS)



	WEST	CENTRAL	MIDWEST	SOUTHEAST	NORTHEAST	SOUTH
<b>3-MAGAZINE BUY</b>						
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
<b>COUNTRY LIVING</b>						
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
<b>GOOD HOUSEKEEPING</b>						
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
<b>WOMAN'S DAY</b>						
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

# Hearst Women's Travel Group

## FIXED REGIONAL TRAVEL SECTIONS

### 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



# Hearst Women's Travel Group

## 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.



# Hearst Women's Travel Group

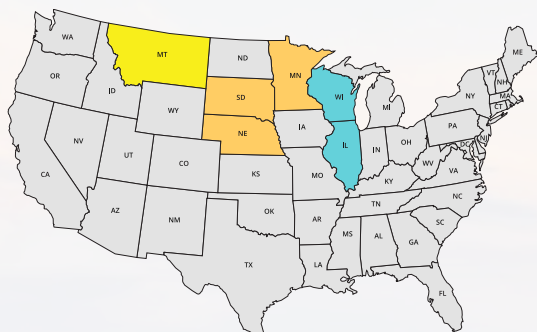
## CUSTOM REGIONAL PAGES

As an alternative to the fixed regional sections, **your destination's supplied brand ads will be delivered to the HWTG audience in the issue of your choice** and targeted to your desired states. Full-page ads only. Specs available upon request.

### CASE STUDIES

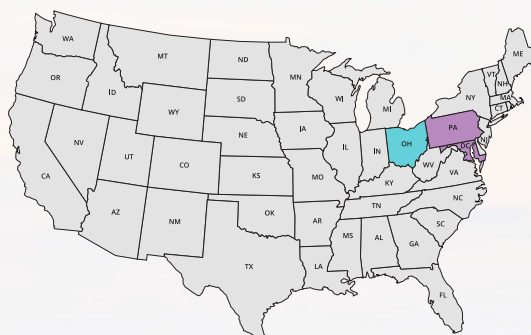
#### NORTH DAKOTA TOURISM

This full page ad ran in the May 2022 issues of Country Living, Good Housekeeping and Woman's Day in the following states: MN, WI, IL, NE, SD



#### SOUTH COUNTY TOURISM COUNCIL

This full page ad ran in the June 2022 issues of Country Living, Good Housekeeping and Woman's Day in the following states: MD, PA and OH



# Hearst Women's Travel Group

## CUSTOM NATIVE CONTENT INTEGRATION

The HWTG invites your destination to engage with our audience through trusted native content that is custom-created by our editors, and delivered in each brand's unique voice. Content includes "Created by Brand for Advertiser" identification. Native content will be developed by the editorial team at their discretion and will not include logo or trademarks. Advertiser will be allowed one round of review for legal approval only.

### NATIVE INTEGRATION WITHIN EXISTING EDITORIAL CONTENT

Native content can align with existing editorial content, such as:



#### Country Living

##### Small Town Saturday Native Page

In each issue, Country Living's editors highlight things to do on a Saturday in a small town within a three-page editorial column called Small Town Saturday that embraces the charms of the

little-town lifestyle. In the selected issue, this column will focus on a small town in your state/region. Also, our editors will shine a spotlight on additional towns in your state/region via a custom native page that immediately follows the editorial column (e.g. Also Be Sure to Check Out...). National brand ad runs on adjacent page.

**Cost:** 2x National Pages at Negotiated  
P4CB Rate + Creative Fees



#### Good Housekeeping

##### Native Editorial Tout in The Good Stuff

In each issue, Good Housekeeping's editors highlight tips, events, and other noteworthy items in our front-of-book section, The Good Stuff. Good Housekeeping will give travel partners the opportunity for our editorial experts to weigh in on their favorite things about your destination—from hiking trails and museums to restaurants and entertainment/amusement—within a custom native tout. A clear call-to-action can drive readers to your site destination for more information and travel inspiration ideas! National brand ad runs on adjacent page.

**Cost:** 1x National Brand Ad at  
Negotiated P4CB Rate + \$20,000 net

NOTE: IDEAS ARE SUBJECT TO EDITORIAL APPROVAL.



# Hearst Women's Travel Group

## CUSTOM NATIVE CONTENT INTEGRATION

### NATIVE INTEGRATION WITHIN EXISTING EDITORIAL CONTENT (*Con't*)

Native content can align with existing editorial content, such as:



#### Woman's Day

##### Native Editorial Page in Happy Place

In each issue, Woman's Day's editors highlight something or some place that is happy-making within our Happy Place column. Woman's Day will create a custom native page that focuses on the magazine's perspective on your destination which may include where to eat, what to do and/or points of interest...all through the lens of celebration, ensuring that a good time will be had by all! National brand ad runs on adjacent page.

**Cost:** 2x National Pages at Negotiated P4CB Rate + Creative Fees

### CUSTOM NATIVE CONTENT

Native content can be custom created for your destination, such as:



#### Country Living, Good Housekeeping and/or Woman's Day Native Page

Upon further interest and direction, the HWTG will create a custom national native page that can run in one or more of our titles adjacent to a national brand ad. Idea-starters include:

##### Country Living/Happy Trails:

Special targeted-interest itineraries, a la the Blues Trail, Bluegrass Trail, BBQ Trail, Antiquing Trail, etc.

**Cost:** 2x National Pages at Negotiated P4CB Rate + Creative Fees

##### Good Housekeeping/Great Escapes:

Editorial experts weigh in on their favorite things about your destination—from hiking and museums to restaurants and entertainment—and more

**Cost:** 2x National Pages at Negotiated P4CB Rate + Creative Fees

##### Woman's Day/Fun Family Adventures:

TK family-friendly locations in [State or Region]

**Cost:** 2x National Pages at Negotiated P4CB Rate + Creative Fees

NOTE: IDEAS ARE SUBJECT TO EDITORIAL APPROVAL.

# Hearst Women's Travel Group

## CUSTOM ADVERTORIAL CONTENT

The HWTG invites your destination to engage with our audience through advertorial content that is custom-created by our marketing team, incorporates your brand identity, and can run either nationally or regionally. Content includes "Presented by Advertiser" identification. Your destination will be allowed up to three rounds of review.



### NATIONAL SPREADVERTORIAL (ADVERTORIAL PAGE + BRAND AD) IN COUNTRY LIVING, WOMAN'S DAY AND/OR GOOD HOUSEKEEPING

- Your destination is invited to run a national spreadadvertorial in CL, GH and/or WD
- The left page of the spreadadvertorial will be a custom advertorial that focuses on what you want to highlight about your destination (where to go, what to do, etc.)
- Written and designed by HWTG marketing team using your supplied images and copy points
- The right page of the spreadadvertorial will be a client-supplied brand ad

**Cost:** 1x National Brand Ad at Negotiated P4CB Rate + 1x National Advertorial Page at Negotiated P4CB Rate + Creative Fees per magazine

### REGIONAL SINGLE SHEET INSERT (ADVERTORIAL PAGE + BRAND AD) IN COUNTRY LIVING, WOMAN'S DAY AND/OR GOOD HOUSEKEEPING

- Your destination is invited to run a regional single sheet insert in CL, GH and/or WD
- The front of the single sheet insert will be a client-supplied brand ad
- The back of the single sheet insert will be a custom advertorial that focuses on what you want to highlight about your destination (where to go, what to do, etc.)
- Written and designed by HWTG marketing team using your supplied images and copy points
- The insert will be targeted to your requested regions

**Cost:** Varies based on magazine/s and regions; minimum total circulation requirements will reply.



# Hearst Women's Travel Group

## REACHING YOUR TRAVEL PROSPECTS ONLINE

The HWTG will deliver an **effective digital campaign** in a brand-safe environment that leverages our trusted relationship with our audiences. Elements may include co-branded or sponsored content, high-impact ad units, social amplification, data-informed targeting, and more.

### CONTENT

#### **Co-Branded Content:**

Co-branded content piece using stock or supplied imagery that will exclusively focus on Destination's state and includes 100% ad SOV.

**Minimum Step-In (no video):** \$75K net; **Minimum Step-in (with custom video):** \$150K

#### **Sponsored Content:**

Your destination can sponsor existing travel content with 100% ad SOV.

**Minimum Step-In:** \$50K net

#### **Native Newsletter Spotlight:**

Engage with Hearst's loyal, leaned-in reader-base through a high-impact integration into an editorial newsletter that links to Destination's site.

**Minimum Step-In:** \$35K net

Click Product Names for Live Example



### HIGH-IMPACT AD UNITS

#### **Premium Super Hero Ad Unit:**

Versatile ad unit with high engagement that drives readers to Destination's website through clear and prominent calls-to-action.

**Minimum Step-In:** \$35K net

#### **Native Assembly Ad:**

Showcase and distribute Destination's provided video or image assets with this templated, scroll-stopping, and effective ad experience.

**Minimum Step-In:** \$25K net

#### **Pre-Roll Sponsorship:**

Hearst pre-roll offers your destination an opportunity to align with Hearst's engaging and successful editorial video franchises and other video content.

**Minimum Step-In:** \$25k net

#### **Newsletter ROS:**

Destination's supplied ads run rotationally within newsletter/s.

**Minimum Step-In:** \$25K net



# Hearst Women's Travel Group

## SOCIAL IMPACT



### SOCIAL AD UNITES

#### **SharePost Ad:**

Give your social assets additional value and reach, as well as drive new follower acquisition, by integrating your Instagram imagery into this mobile-only unit. Displayed in a carousel format, users can scroll through up to four curated images before clicking out to engage with your brand directly on your Instagram channel.

**Minimum Step-In:** \$25k net

#### **Declared Data Unit:**

Immersive, interactive information-capture unit on Instagram. Custom-designed to engage users and collect their volunteered first-party data for use by your Destination. Upon completion of a quiz, users enter their email addresses for offers or prizes.

**Minimum Step-In:** \$75K net

#### **Instagram Post/Slideshow:**

Align with our influential editorial voice on a highly-engaged platform—Instagram! HWTG will create a custom Instagram post (e.g. flat image, meme, animated meme) from the host brand's Instagram handle.

**Minimum Step-In:** \$50K net

#### **Instagram Vertical Video**

Offers scaled social distribution of your Destination's supplied video assets and/or custom-created video assets. Using first-party data, we will organically distribute vertical video assets via our Instagram brand handles, lending an editorial credibility to an extremely customized, targeted Instagram audience.

**Minimum Step-In:** \$75K net

### DATA-INFORMED TARGETING

Hearst is one of the largest data aggregators on the Internet—Top 10. Leveraging this first party data, Hearst can identify the optimal audience, target them, and retarget them to inspire them to travel.

#### **Audience Targeting:**

Hearst can identify and create a custom audience segment informed by thousands of actions and hundreds of categories, interests and psychographics. Audience segment examples include: travel intender, adventure traveler, budget traveler, business traveler, honeymoon traveler, and luxury/affluent traveler

#### **Content Targeting:**

The HWTG can align your destination's messaging with relevant pieces of exiting editorial content, such as travel, art & culture, foodie, etc.

#### **Geo-Targeting:**

Honing-in on your destination's key markets, Hearst can layer in DMA targeting, instilling awareness amongst key consumers

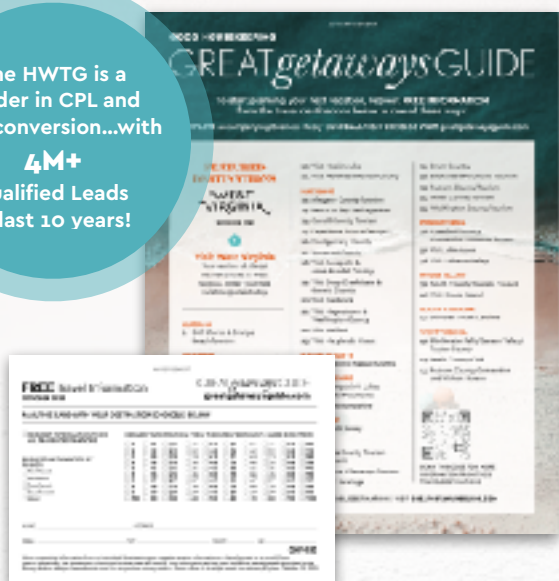


# Hearst Women's Travel Group

## GREAT GETAWAYS GUIDE READER SERVICE PAGES

Country Living, Good Housekeeping, and Woman's Day have come together to create the Great Getaways Guide, an in-magazine and online reader service program designed to generate qualified leads. Minimum commitments apply.

The HWTG is a leader in CPL and lead conversion...with **4M+** qualified Leads in last 10 years!



### READER SERVICE PAGE AND BRC

The Great Getaways Guide reader service page and BRC run in all three magazines, with timing and circulation coinciding with each magazine's regional travel sections. Readers request travel information via phone, fax, and adjacent BRC.

- **Standard Listing:** Destination name
- **Featured Destination:** Destination name, image or logo, and copy
- **BRC:** Corresponding check box in BRC

### READER SERVICE SITE

All three in-magazine reader service pages drive traffic to GreatGetawaysGuide.com, where readers learn more about the destinations, request info, enter sweepstakes, and download guides.

- **Standard Listing:** Destination name, up to 150 characters of copy, logo or image
- **Featured Destination:** Destination name, up to 1,500 characters of copy, logo or image.

Site Promoted to **30M READERS!**



Standard Listing  
on GGG.com



# Hearst Women's Travel Group

## GREAT GETAWAYS GUIDE CUSTOM SWEEPSTAKES

**Sponsor a sweepstakes to win a trip to your destination**, resulting in a significant presence in-magazine and online and generating strong lead results. Destination to provide sweepstakes prize (airfare, accommodations, itinerary) valued at \$1,000 minimum. HWTG will provide a database of entrants who have opted-in to receive further info from Destination. Media commitment required.

### GGG PRINT ANNOUNCEMENT

Sweepstakes will be announced in an in-magazine listing on the Great Getaways Guide page in CL, GH, and WD that encourages readers to enter the sweepstakes on GreatGetawaysGuide.com. Includes supplied image, logo, and URL

### GGG ONLINE ANNOUNCEMENT

Sweepstakes will be announced in an in-magazine listing on the Great Getaways Guide page in CL, GH, and WD that encourages readers to enter the sweepstakes on GreatGetawaysGuide.com. Includes supplied image, logo, and URL



## VIRTUAL MEET THE EDITORS MEETING

The HWTG offers a virtual meeting opportunity as a way to facilitate conversation about your destination with our editorial team. Additional costs will apply.

- Destination may host a virtual editorial video meeting, where you can cultivate authentic conversations with Hearst's elite editorial talent, showcase your destination, and reinforce your messaging.
- Editorial talent (total of 2-4 editors across CL, GH, WD) will be hand-selected to bring expertise that best aligns with Destination's initiatives.
- In addition, HWTG will invite, but cannot guarantee, other Hearst editors outside of the HWTG to attend the meeting

