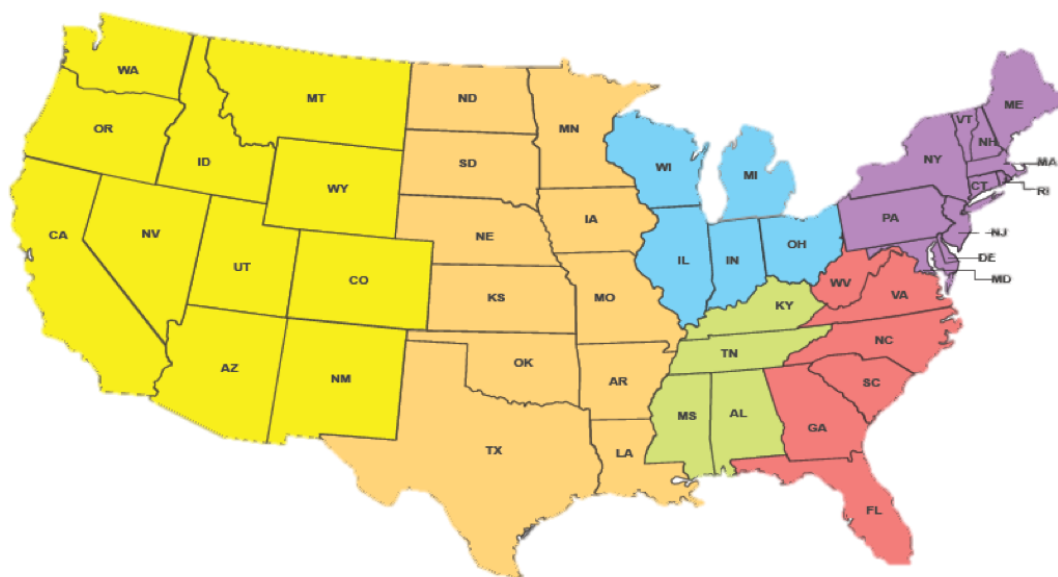


# 2020 REGIONAL CIRCULATION



**NORTHEAST**

Country Living	214,260
Good Housekeeping	681,084
Woman's Day	512,235
<b>Combined Circulation</b>	<b>1,407,578</b>
<b>Combined Audience</b>	<b>7,054,940</b>

**SOUTHEAST CENTRAL**

Country Living	82,205
Good Housekeeping	219,851
Woman's Day	163,019
<b>Combined Circulation</b>	<b>465,075</b>
<b>Combined Audience</b>	<b>2,384,810</b>

**SOUTH ATLANTIC**

Country Living	172,858
Good Housekeeping	575,301
Woman's Day	427,913
<b>Combined Circulation</b>	<b>1,176,072</b>
<b>Combined Audience</b>	<b>5,865,520</b>

**CENTRAL**

Country Living	205,556
Good Housekeeping	571,977
Woman's Day	389,190
<b>Combined Circulation</b>	<b>1,166,723</b>
<b>Combined Audience</b>	<b>5,979,356</b>

**MIDWEST**

Country Living	193,711
Good Housekeeping	567,235
Woman's Day	427,255
<b>Combined Circulation</b>	<b>1,188,201</b>
<b>Combined Audience</b>	<b>6,015,971</b>

**WEST**

Country Living	180,233
Good Housekeeping	575,069
Woman's Day	381,562
<b>Combined Circulation</b>	<b>1,136,864</b>
<b>Combined Audience</b>	<b>5,731,661</b>

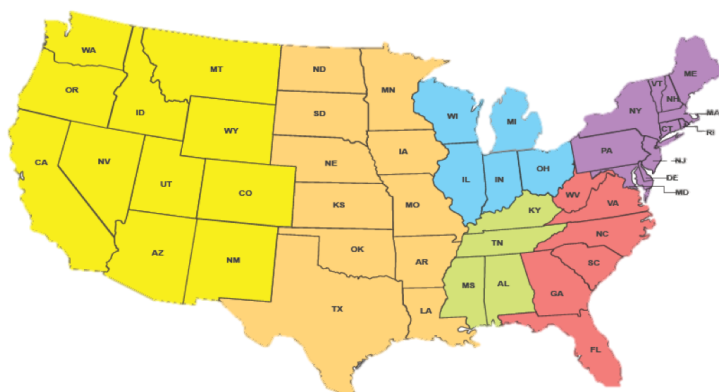
SOURCE: AAM DECEMBER 2019

# 2020 REGIONAL GROSS RATES

## FIXED REGIONAL TRAVEL SECTIONS (APRIL, MAY, AND OCTOBER ISSUES)

Both full page and fractional ads are available in the fixed regional travel sections.

Custom regional full page ads are available in every issue. Ask your representative for pricing.



## FIXED REGIONAL TRAVEL SECTION RATES

	WEST	CENTRAL	MIDWEST	SOUTHEAST CENTRAL	NORTHEAST	SOUTH ATLANTIC
<b>3-MAGAZINE BUY</b>						
P4C	\$28,100	\$28,840	\$29,370	\$11,490	\$38,450	\$29,070
1/2 P4C	\$14,750	\$15,140	\$15,420	\$6,040	\$20,190	\$15,260
1/3rd	\$10,310	\$10,570	\$10,770	\$4,220	\$14,100	\$10,660
1/6th	\$5,390	\$5,530	\$5,630	\$2,210	\$7,370	\$5,580
<b>COUNTRY LIVING</b>						
P4C	\$5,620	\$6,350	\$5,990	\$2,540	\$7,320	\$5,340
1/2 P4C	\$2,960	\$3,340	\$3,150	\$1,330	\$3,850	\$2,810
1/3rd	\$2,070	\$2,330	\$2,200	\$940	\$2,690	\$1,960
1/6th	\$1,080	\$1,230	\$1,150	\$490	\$1,410	\$1,030
<b>GOOD HOUSEKEEPING</b>						
P4C	\$17,770	\$16,830	\$17,530	\$6,230	\$23,260	\$17,770
1/2 P4C	\$9,330	\$8,840	\$9,200	\$3,270	\$12,220	\$9,330
1/3rd	\$6,520	\$6,180	\$6,420	\$2,290	\$8,540	\$6,520
1/6th	\$3,400	\$3,230	\$3,360	\$1,200	\$4,460	\$3,410
<b>WOMAN'S DAY</b>						
P4C	\$11,790	\$12,030	\$13,200	\$5,040	\$17,500	\$13,220
1/2 P4C	\$6,190	\$6,320	\$6,930	\$2,650	\$9,190	\$6,940
1/3rd	\$4,330	\$4,420	\$4,840	\$1,850	\$6,420	\$4,850
1/6th	\$2,260	\$2,310	\$2,540	\$970	\$3,360	\$2,540

# 2020 CLOSING & ON-SALE DATES

	HEARST WOMEN'S TRAVEL GROUP	COUNTRY LIVING	GOOD HOUSEKEEPING	WOMAN'S DAY
ISSUE	CLOSING	ON-SALE DATES		
February	11/06/19	01/07/20	01/21/20	01/21/20
March	12/04/19	02/04/20	02/25/20	02/25/20
April	01/08/20	03/03/20	03/24/20	03/31/20
May	02/05/20	04/07/20	04/28/20	04/28/20
June	03/20/20	05/12/20	05/26/20	05/26/20
July/August	05/04/20	06/30/20	07/07/20	07/14/20
September	05/29/20	08/04/20	08/18/20	—
October	07/06/20	09/01/20	09/22/20	09/08/20
November	08/05/20	10/06/20	10/20/20	10/20/20
December	09/08/20	11/10/20	11/17/20	11/24/20

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

HEARST WOMEN'S TRAVEL GROUP

GOOD HOUSEKEEPING CountryLiving Woman'sDay

# 2020 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 1/2" 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

HEARST WOMEN'S TRAVEL GROUP

GOOD HOUSEKEEPING CountryLiving Woman'sDay