



# REGIONAL ADVERTISING OPPORTUNITY IN *O, The Oprah Magazine*



For Southeast Tourism Society Members

*O* readers spend **\$17 billion+** annually on vacation travel. Compared to the average woman, they index:

- **200** for 7+ nights away
- **203** for travel to the South

EDITION/THEME	SPACE RESERVATION	MATERIALS DUE
SEPTEMBER 2010 Autumn Road Trips	May 25, 2010	June 1, 2010
FEBRUARY 2011 Romantic Escapes	October 26, 2010	November 2, 2010
JULY 2011 Girlfriends Getaways/Adventure	March 29, 2011	April 5, 2011

➔ **5% OFF THE NET RATE**

AD SIZE	NET RATE	YOUR SPECIAL STS RATE
Full Page	\$34,817	\$33,076
Half Page Spread	\$39,035	\$37,083
Half Page	\$19,846	\$18,854
One-Third Page Horizontal or Vertical	\$12,495	\$11,870
One-Sixth Page	\$9,052	\$8,599

**CIRCULATION: 610,000 in MW region**

Alabama, Arkansas, Illinois, Indiana, Iowa, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Ohio, Tennessee, Texas, Wisconsin



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