



Southern Hospitality: The Reader's Digest Travel Guide for Southern Readers Achieve unparalleled mass reach among 35-64 year old adults (60% women) in all 12 STS-member states via branded partnership travel sections in one of the most trusted and respected brands in American publishing. STS sections in READER'S DIGEST are designed as the most cost efficient print media available to member destinations, attractions and hotels/resorts whose marketing objectives include gaining maximum awareness and drive 'next step' interest among the largest single audience of potential vacationers who live in the southeast region of the U.S. (i.e. all 12 STS member states!).

14% STS MEMBER DISCOUNT FOR SPACE April & October 2010 Issues!

	ON SALE	SPACE	MATERIAL
April	January 4, 2010	January 11, 2010	March 13, 2010
October	July 2, 2010	July 7, 2010	September 14, 2010

FOUR COLOR RATES

Full Page \$50,470; 1/2 Page \$16,950;
1/4 Page \$25,240; 1/8 Page \$8,430

ADDED VALUE!

- A guaranteed free Reader Response Card with an individual listing for each advertiser both print and online.
- Reader Response Card: Company Name on postage-paid/self-addressed BRC, bounce-back reply card each section
- Lead-generation* Processed for 6 months from issue date RD does NOT inflate responses (leads) by pooling lists and distributing the same inquiries to multiple destinations.
- A free link for your location on the ReadersDigest.com travel website for an entire year.*Advertisers receive hundreds if not thousands of leads from their ad!
- Web Component free for print advertisers (20% off if purchase online listing alone)

CIRCULATION Total Circulation: 2.6 million - 1.4 million subscribers in Southeast: AL, FL, GA, LA, MS, NC, SC, TN, VA
Plus bonus distribution to 1.2 million subscribers in: KY, WV, CT, DE, ME, MD, MA, NH, NJ, NY, PA, RI, DC Total
Readership: 15 million

DEMOGRAPHICS Women: 60.2% Men: 39.8% Median Age: 52.0 Median HH Income: \$58,993 Married: 63% Own Home:
77.5% Attended/Grad College+: 57.6% Readership living In the SE: 7,622,000

WEB COMPONENT

1.8 million unique visitors per month for www.readersdigest.com

STS RATES Free Sponsored listing for company on www.readersdigest.com/travel for 12 months from print ad run date. Listing will link to Company's website. (*Option to purchase sponsored listing without print ad for \$1000 per listing per year – rate subject to change)

ADDED VALUE Free sponsored link on www.readersdigest.com/travel for full year with purchase of print ad - Free online Reader Response Card with link to website. Sponsored Website Listing Individual listing on Reader's Digest travel website of each section (goes 'on-line' per on-sale date for that issue). Online Reader Response Card Clickable check box with your Company Name listing generates leads just like in-book reply card. Your listing also functions as a HYPERLINK to your Website. Leads/Inquiries obtained through RD defined as direct request names including complete mailing address. Leads are not derived from purchased lists and are never shared with other advertisers.

CONTACT

Samantha Rady, 212-268-3344 samantha.rady@husonmedia.com