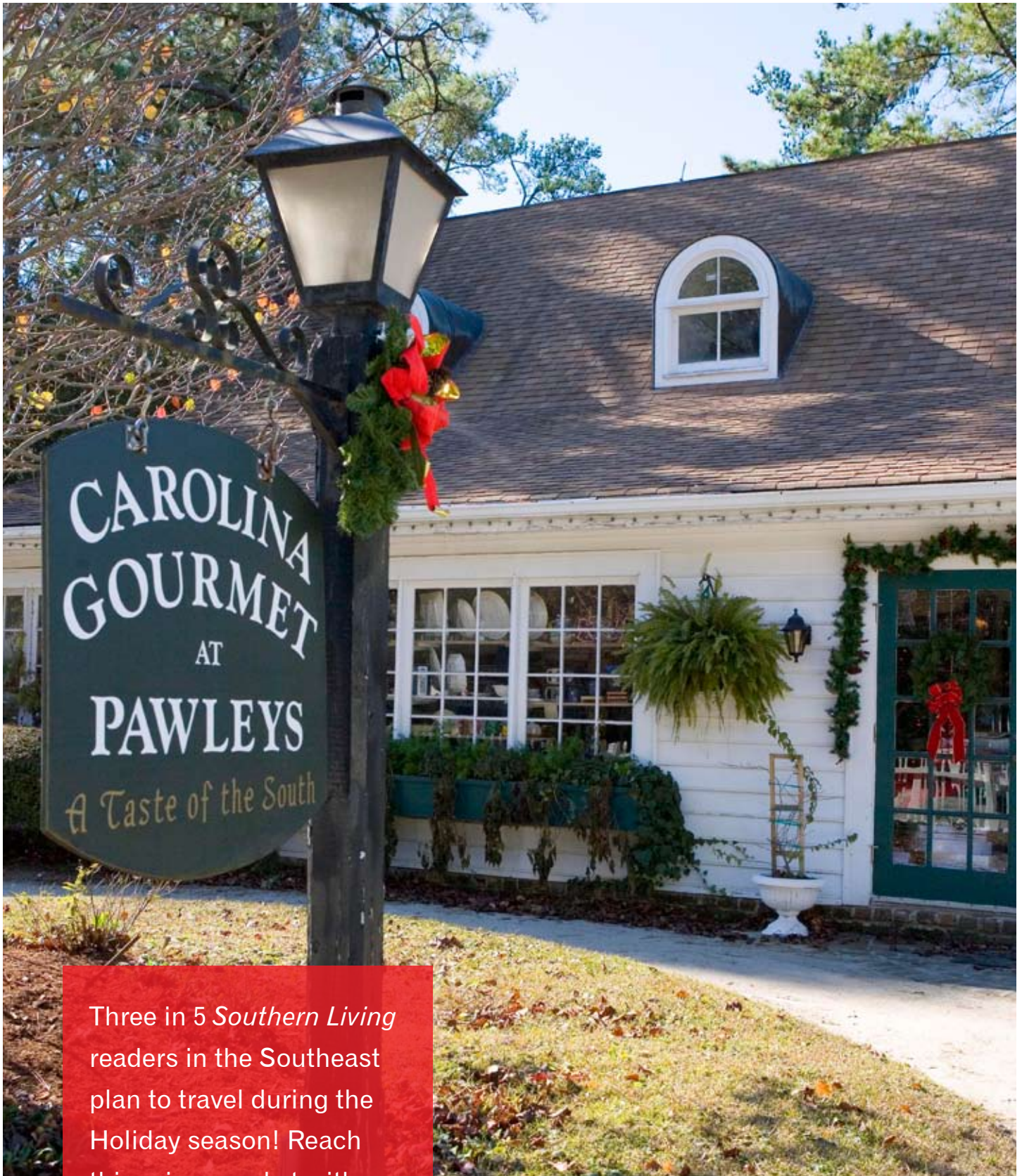


HOLIDAY TRAVEL IN THE SOUTHEAST



Three in 5 *Southern Living* readers in the Southeast plan to travel during the Holiday season! Reach this prime market with your advertising message.

Southern Living
The heart of Southern life

Overview

Southern Living readers travel during the holidays. Reach 3 in 5 readers in the Southeast who plan to travel during November and December. This year, "Holiday Travel in the Southeast" will appear in the *Southern Living* November issue, and will be our readers' travel planning guide to the season's best destinations.

Benefits

- **The Travel Directory format is an effective, economical way to generate responses with colorful 4-inch ads grouped by destination in a useful directory format.**
- Tap into a valuable audience for travel advertisers — nearly 70% of our Southeastern readers plan to travel 300 or more miles during the December holidays! 76% of our Southeastern readers expect their holiday trips to last 3 or more days, and 1 in 3 plan to stay in a hotel or resort during their holiday travel!
- Take advantage of special advertising rates for Southeast Tourism Society members.
- Gain even more exposure on southernlivingvacations.com and through the Southeast Tourism Society's "Escape to the Southeast" newsletter. Each will feature links and customized vacation packages to your destination.
- Receive valuable leads and gain even more exposure through a bonus listing on our *Southern Living* Vacations reader response page. This service generated over 2.1 million leads last year. Readers can request information online or through a postage-paid card. You'll receive the leads weekly via e-mail.
- Directly connect with millions of readers through a reader response service which includes a color image, text and link to your Web site on southernlivingvacations.com.

Details

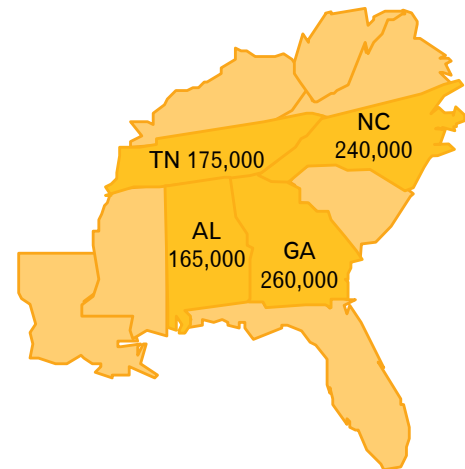
Appearing in the key markets of Alabama, Georgia, North Carolina and Tennessee

Closing Date: August 25, 2008

On-Sale Date: October 28, 2008

Circulation Rate Base: 840,000

Readership: 5,095,000



2008 Rates



Member Rates

	4C
Travel Directory	4,790

Non-Member Rates

	4C
Travel Directory	5,640

Directory Frequency

(within a 12-month period)

1x	3x	6x	9x	12x
\$4,790	4,550	4,410	4,220	4,070

Directory Frequency

(within a 12-month period)

1x	3x	6x	9x	12x
\$5,640	5,360	5,190	4,960	4,790



Actual cover may vary.

Contact Your *Southern Living* Representative Today To Reserve Space.

HOME OFFICE

Birmingham	Atlanta	Chicago	Dallas	Detroit	Los Angeles	New York	San Francisco	Mid-Atlantic/ Midwest Travel
888-254-9625	404-888-1955	312-832-0850	214-523-4005	248-988-7807	310-268-7542	212-522-4103	415-434-5238	
Fax 205-445-7523	Fax 404-888-1970	Fax 312-832-0863	Fax 214-559-3867	Fax 248-988-7933	Fax 310-268-7613	Fax 212-522-4199	Fax 415-434-5294	895-273-6464

*Sources: 2006 Southern Living Holiday Surveys and 2007 MRI Doublebase.

Note: Southeastern readers = Alabama, Georgia, North Carolina and Tennessee.