

STS Special Advertising Partnership 2010 "Family Travel Southern Style"

These sections will feature targeted editorial and increased opportunity for reader response.

	SPRING 2010*	FALL 2010*
ISSUE DATE:	April 17, 2010	October 17, 2010
ONSALE DATE:	March 23, 2010	September 21, 2010
SPACE CLOSE:	January 14, 2010	July 15, 2010

ADDED VALUE: All advertisers will receive a NATIONAL reader service listing featuring a postage-paid BRC card. This section will also be featured on our website, **WomansDay.com**, for the three-week period coinciding with the issue on sale dates. The web address in an advertisers listing will be a hyper-link to their website - so that our online audience has easy point and click access to your advertising message and website offerings. Bonus Internet exposure will last throughout the months of April, May, June for the Spring section and October, November, December for the Fall section.
Value: \$3,000 per advertiser

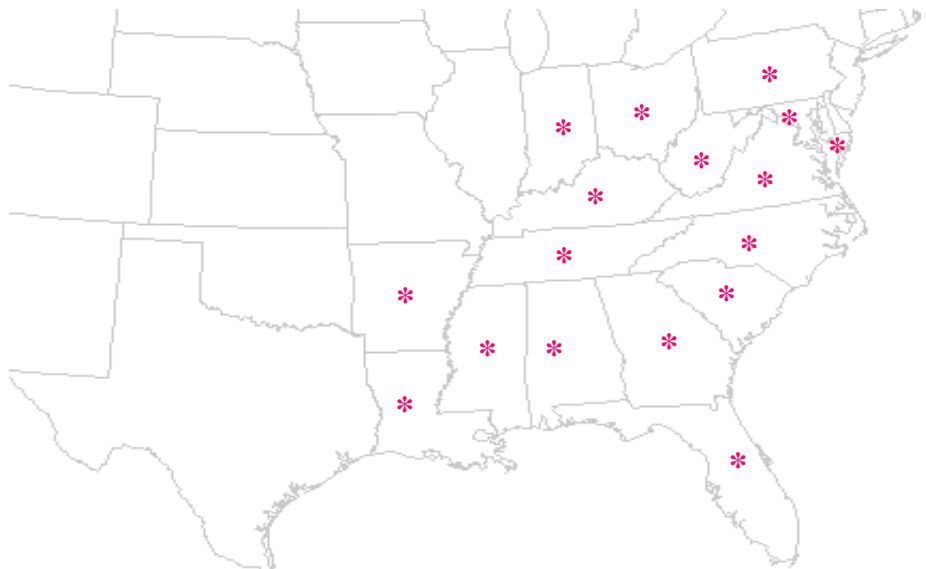
SOUTHEAST TOURISM REGION

Circulation: 1,518,000*

Distribution: LA, AR, MS, AL, FL, GA, SC, NC, VA, WV, TN, KY, IN, OH, PA, MD and DE

<u>Ad Sizes:</u>	<u>Gross Rates:</u>
Page 4 color	\$48,781
1/2 P 4color	\$29,095
1/3 P 4 color	\$23,516
1/6 P 4 color	\$11,761

* Dates and circulations subject to change.



FOR MORE INFORMATION
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