

Better Homes and Gardens.

Rate Base 7,600,000

Rates Effective January 2010 Issue

"Home Shopping Connection" Rates

	1 Issue	4 Issues	8 Issues	12 Issues
4-Color				
Page	\$417,900	\$397,000	\$376,100	\$355,200
2/3 Page Vertical	\$319,900	\$303,900	\$287,900	\$271,900
1/2 Page or Digest	\$253,000	\$240,400	\$227,700	\$215,100
1/3 Page	\$190,600	\$181,100	\$171,500	\$162,000
70 lines (5")	\$ 75,100	\$ 71,300	\$ 67,600	\$ 63,800
56 lines (4")	\$ 60,200	\$ 57,200	\$ 54,200	\$ 51,200
42 lines (3")	\$ 45,400	\$ 43,100	\$ 40,900	\$ 38,600
35 lines (2-1/2")	\$ 37,900	\$ 36,000	\$ 34,100	\$ 32,200
Black & White				
Page	\$345,600	\$328,300	\$311,000	\$293,800
2/3 Page Vertical	\$245,100	\$232,800	\$220,600	\$208,300
1/2 Page or Digest	\$184,100	\$174,900	\$165,700	\$156,500
1/3 Page	\$123,000	\$116,900	\$110,700	\$104,600
70 lines (5")	\$ 58,700	\$ 55,800	\$ 52,800	\$ 49,900
56 lines (4")	\$ 47,000	\$ 44,700	\$ 42,300	\$ 40,000
42 lines (3")	\$ 35,200	\$ 33,400	\$ 31,700	\$ 29,900
35 lines (2-1/2")	\$ 29,400	\$ 27,900	\$ 26,500	\$ 25,000
28 lines (2")	\$ 23,600	\$ 22,400	\$ 21,200	\$ 20,100
21 lines (1-1/2")	\$ 17,700	\$ 16,800	\$ 15,900	\$ 15,000
Per line	\$ 700			

Minimum unit qualifying for frequency discount is 21 lines.

Minimum depth for 1 column, 14 lines (1"); for 2 columns, 28 lines.

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National Rates

4-Color

Page	\$468,200
2/3 Page	\$370,900
1/2 Page or Digest	\$305,100
1/3 Page	\$226,400

Covers*

2nd Cover	\$585,300
3rd Cover	\$562,000
4th Cover	\$679,000

Black & White

Page	\$387,100
2/3 Page	\$295,000
1/2 Page or Digest	\$244,100
1/3 Page	\$161,400

*Non-Cancelable