

American baby

Rate Base 2,000,000
Rates Effective January 2010 Issue

"Marketplace" Rates

	1 Issue	3 Issues	6 Issues	12 Issues
FULL RUN - Circulation: 2,000,000				
4-Color				
1/3 page	\$ 40,210	\$ 38,570	\$ 36,950	\$ 34,320
1/6 page	\$ 21,900	\$ 21,000	\$ 20,120	\$ 18,400
1/12 page	\$ 11,360	\$ 10,880	\$ 10,380	\$ 9,660
Black & White				
1/3 page	\$ 35,180	\$ 33,770	\$ 32,330	\$ 30,030
1/6 page	\$ 19,170	\$ 18,390	\$ 17,600	\$ 16,090
1/12 page	\$ 9,960	\$ 9,520	\$ 9,090	\$ 8,450
PRENATAL - Circulation: 1,100,000				
4-Color				
1/3 page	\$ 26,160	\$ 24,530	\$ 23,700	\$ 22,070
1/6 page	\$ 13,260	\$ 12,600	\$ 12,110	\$ 11,630
1/12 page	\$ 6,720	\$ 6,390	\$ 6,060	\$ 5,740
Black & White				
1/3 page	\$ 22,900	\$ 21,470	\$ 20,740	\$ 19,320
1/6 page	\$ 11,610	\$ 11,030	\$ 10,590	\$ 10,180
1/12 page	\$ 5,880	\$ 5,580	\$ 5,300	\$ 5,020
POSTNATAL - Circulation: 1,100,000				
4-Color				
1/3 page	\$ 27,800	\$ 26,160	\$ 24,530	\$ 23,700
1/6 page	\$ 14,150	\$ 13,480	\$ 13,000	\$ 12,430
1/12 page	\$ 7,200	\$ 6,840	\$ 6,500	\$ 6,140
Black & White				
1/3 page	\$ 24,330	\$ 22,900	\$ 21,470	\$ 20,740
1/6 page	\$ 12,380	\$ 11,810	\$ 11,380	\$ 10,890
1/12 page	\$ 6,290	\$ 5,990	\$ 5,690	\$ 5,360

american baby

Rate Base 2,000,000
Rates Effective January 2010 Issue

National Rates

	Full Run 2,000,000	Prenatal 1,100,000	Postnatal 1,100,000
4-Color			
Page	\$ 186,600	\$ 119,800	\$ 119,800
2/3 Page	\$ 145,800	\$ 93,200	\$ 93,200
Digest	\$ 140,300	\$ 90,300	\$ 90,300
1/2 Page	\$ 113,000	\$ 72,000	\$ 72,000
1/3 Page	\$ 74,900	\$ 48,600	\$ 48,600
2-Color			
Page	\$ 168,700	\$ 111,400	\$ 111,400
2/3 Page	\$ 131,700	\$ 85,700	\$ 85,700
Digest	\$ 128,800	\$ 84,000	\$ 84,000
1/2 Page	\$ 101,700	\$ 65,600	\$ 65,600
1/3 Page	\$ 67,300	\$ 43,300	\$ 43,300
Black & White			
Page	\$ 135,800	\$ 87,400	\$ 87,400
2/3 Page	\$ 105,800	\$ 68,300	\$ 68,300
Digest	\$ 102,200	\$ 65,800	\$ 65,800
1/2 Page	\$ 81,500	\$ 52,600	\$ 52,600
1/3 Page	\$ 54,300	\$ 34,700	\$ 34,700
Covers*			
2nd Cover	\$ 205,900		
3rd Cover	\$ 196,600		
4th Cover	\$ 225,000		

*Non-Cancelable



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	\$354,600	\$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.

Better Homes and Gardens.

Rate Base 7,600,000
Rates Effective January 2010 Issue

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



SPECIAL
INTEREST
mediä
BETTER HOMES AND GARDENS.

Home Design / Outdoor Living

Rates Effective January 2010

	4-Color	Black & White
Page	\$ 91,420	\$ 62,910
2/3 Page	\$ 69,450	\$ 48,340
1/2 Page Digest	\$ 59,420	\$ 41,380
1/2 Page	\$ 59,420	\$ 41,380
1/3 Page	\$ 43,870	\$ 30,550
1/6 Page		\$ 16,950
Covers*		
2nd Cover	\$ 100,570	
3rd Cover	\$ 100,570	
4th Cover	\$ 109,720	

*Non-Cancelable

Bleed available, 15% additional.

SPECIAL
INTEREST
mediä
BETTER HOMES AND GARDENS.

Health & Wellness
Rates Effective January 2009

Heart Healthy Living and Diet 2009

	4-Color	Black & White
Page	\$ 43,740	\$ 30,110
2/3 Page	\$ 35,000	\$ 24,080
1/2 Page digest	\$ 32,810	\$ 22,570
1/2 Page	\$ 30,630	\$ 21,080
1/3 Page	\$ 19,680	\$ 13,550
1/6 Page	\$ 8,750	\$ 6,030
Covers*		
2nd Cover	\$ 48,140	
3rd Cover	\$ 48,140	
4th Cover	\$ 52,510	

Diabetic Living

	4-Color	Black & White
Page	\$ 68,780	\$ 47,330
2/3 Page	\$ 55,020	\$ 37,860
1/2 Page digest	\$ 51,600	\$ 35,500
1/2 Page	\$ 48,160	\$ 33,140
1/3 Page	\$ 28,890	\$ 21,340
1/6 Page	\$ 13,760	\$ 9,460
Covers*		
2nd Cover	\$ 75,570	
3rd Cover	\$ 75,570	
4th Cover	\$ 82,400	

*Non-Cancelable

Bleed available, 15% additional.



FamilyCircle®

Rate Base 3,800,000
Rates Effective January 2010 Issue

“Marketplace” Rates

	1 Issue	4 Issues	8 Issues	12 Issues
4-Color				
1/3 Page	\$ 98,630	\$ 93,700	\$ 88,770	\$ 83,840
70 lines (5")	\$ 50,700	\$ 48,170	\$ 45,630	\$ 43,100
56 lines (4")	\$ 35,750	\$ 33,960	\$ 32,180	\$ 30,390
42 lines (3")	\$ 27,220	\$ 25,860	\$ 24,500	\$ 23,140
35 lines (2-1/2")	\$ 22,480	\$ 21,360	\$ 20,230	\$ 19,110
2-Color				
1/3 Page	\$ 92,520	\$ 87,890	\$ 83,270	\$ 78,640
70 lines (5")	\$ 47,490	\$ 45,120	\$ 42,740	\$ 40,370
56 lines (4")	\$ 33,420	\$ 31,750	\$ 30,080	\$ 28,410
42 lines (3")	\$ 25,570	\$ 24,290	\$ 23,010	\$ 21,730
35 lines (2-1/2")	\$ 21,090	\$ 20,040	\$ 18,980	\$ 17,930
Black & White				
1/3 Page	\$ 66,300	\$ 62,990	\$ 59,670	\$ 56,360
70 lines (5")	\$ 34,010	\$ 32,310	\$ 30,610	\$ 28,910
56 lines (4")	\$ 33,390	\$ 31,720	\$ 30,050	\$ 28,380
42 lines (3")	\$ 25,500	\$ 24,230	\$ 22,950	\$ 21,680
35 lines (2-1/2")	\$ 21,050	\$ 20,000	\$ 18,950	\$ 17,890
28 lines (2")	\$ 17,000	\$ 16,150	\$ 15,300	\$ 14,450
21 lines (1-1/2")	\$ 12,810	\$ 12,170	\$ 11,530	\$ 10,890

FamilyCircle[®]

Rate Base 3,800,000
Rates Effective January 2010 Issue

National Rates

4-Color

Page	\$ 254,600
2/3 Page	\$ 196,800
1/2 Page	\$ 155,300
1/3 Page	\$ 123,100

Covers*

2nd Cover	\$ 333,500
3rd Cover	\$ 308,100
4th Cover	\$ 397,200

2-Color

Page	\$ 249,500
2/3 Page	\$ 186,200
1/2 Page	\$ 150,900
1/3 Page	\$ 103,100

Black & White

Page	\$ 214,200
2/3 Page	\$ 157,100
1/2 Page	\$ 125,400
1/3 Page	\$ 85,000
1/6 Page	\$ 43,600

*Non-Cancelable





Rate Base 1,500,000
Rates Effective January 2010 Issue

Direct Response Display Rates

4-Color

Page	\$ 142,300
2/3 Page	\$ 109,150
1/2 Page	\$ 87,560
1/3 Page	\$ 64,540
1/6 Page	\$ 28,900

2-Color

Page	\$ 129,050
2/3 Page	\$ 98,150
1/2 Page	\$ 78,830
1/3 Page	\$ 58,080
1/6 Page	\$ 26,200

Black & White

Page	\$ 111,690
2/3 Page	\$ 85,630
1/2 Page	\$ 68,680
1/3 Page	\$ 50,630
1/6 Page	\$ 22,710





Rate Base 450,000

Rates Effective February/March 2010 Issue

Display Rates

4-Color

Page	\$ 49,800
2/3 Page	\$ 39,800
1/2 Page	\$ 32,300
1/3 Page	\$ 22,400
2nd Cover	\$ 57,200
3rd Cover	\$ 54,700
4th Cover	\$ 59,700

Black & White

Page	\$ 36,400
2/3 Page	\$ 29,100
1/2 Page	\$ 23,600
1/3 Page	\$ 16,400



SER Padres

Rate Base 700,000

Rates Effective February/March 2010 Issue

Display Rates

4-Color

Page	\$ 77,100
2/3 Page	\$ 54,000
1/2 Page	\$ 46,600
1/3 Page	\$ 30,800
2nd Cover	\$ 88,600
3rd Cover	\$ 84,800
4th Cover	\$ 92,500

Black & White

Page	\$ 57,900
2/3 Page	\$ 40,500
1/2 Page	\$ 34,700
1/3 Page	\$ 23,100

LADIES' HomeJournal®

Rate Base 3,800,000
Rates Effective February 2010 Issue

"Marketplace" Rates

	1 Issue	4 Issues	8 Issues	12 Issues
4-Color				
1/3 Page	\$ 90,220	\$ 85,800	\$ 81,230	\$ 76,680
70 lines (5")	\$ 46,380	\$ 43,980	\$ 41,670	\$ 39,450
56 lines (4")	\$ 32,700	\$ 30,970	\$ 29,340	\$ 27,800
42 lines (3")	\$ 24,900	\$ 23,680	\$ 22,420	\$ 21,150
35 lines (2-1/2")	\$ 20,560	\$ 19,550	\$ 18,460	\$ 17,530
2-Color				
1/3 Page	\$ 85,160	\$ 80,890	\$ 76,680	\$ 72,420
70 lines (5")	\$ 43,710	\$ 41,540	\$ 39,450	\$ 37,230
56 lines (4")	\$ 30,760	\$ 29,240	\$ 27,800	\$ 26,190
42 lines (3")	\$ 23,540	\$ 22,250	\$ 21,150	\$ 19,440
35 lines (2-1/2")	\$ 19,410	\$ 18,460	\$ 17,530	\$ 16,590
Black & White				
1/3 Page	\$ 72,230	\$ 68,580	\$ 64,960	\$ 61,350
70 lines (5")	\$ 37,050	\$ 35,160	\$ 33,280	\$ 31,550
56 lines (4")	\$ 26,070	\$ 24,760	\$ 23,540	\$ 22,290
42 lines (3")	\$ 19,910	\$ 18,970	\$ 17,820	\$ 16,950
35 lines (2-1/2")	\$ 16,430	\$ 15,640	\$ 14,840	\$ 14,050
28 lines (2")	\$ 13,270	\$ 12,640	\$ 12,030	\$ 11,370
21 lines (1-1/2")	\$ 10,000	\$ 9,490	\$ 8,980	\$ 8,540

LADIES' HomeJournal®

Rate Base 3,800,000
Rates Effective February 2010 Issue

National Rates

4-Color

Page	\$ 254,000
2/3 Page	\$ 193,000
1/2 Page or Digest	\$ 153,600
1/3 Page	\$ 112,600
1/6 Page	\$ 74,300

Covers*

2nd Cover	\$ 307,400
3rd Cover	\$ 279,300
4th Cover	\$ 360,600

2-Color

Page	\$ 247,400
2/3 Page	\$ 183,000
1/2 Page or Digest	\$ 148,500
1/3 Page	\$ 94,900
1/6 Page	\$ 58,500

Black & White

Page	\$ 240,500
2/3 Page	\$ 175,100
1/2 Page or Digest	\$ 144,400
1/3 Page	\$ 92,600
1/6 Page	\$ 49,500

*Non-Cancelable



Midwest Living®

Rate Base 950,000
Rates Effective February 2010 Issue

Direct Response Display Rates

	1 Issue	3 Issues	4 Issues	6 Issues
4-Color				
Page	\$ 85,490	\$ 77,340	\$ 73,070	\$ 68,750
2/3 Page	\$ 68,090	\$ 61,290	\$ 57,890	\$ 54,480
1/2 Page	\$ 60,060	\$ 54,040	\$ 51,050	\$ 48,040
1/3 Page	\$ 47,340	\$ 42,610	\$ 40,230	\$ 37,860
Black & White				
Page	\$ 60,470	\$ 54,440	\$ 51,420	\$ 48,390
2/3 Page	\$ 42,880	\$ 38,570	\$ 36,440	\$ 34,310
1/2 Page	\$ 36,190	\$ 32,570	\$ 30,790	\$ 28,950
1/3 Page	\$ 24,340	\$ 21,940	\$ 20,710	\$ 19,490

Midwest Living®

Rate Base 950,000
Rates Effective February 2010 Issue

“Shopper’s Guide” Rates

	1 Issue	3 Issues	4 Issues	6 Issues
4-Color				
2/3 Page	\$ 62,740	\$ 56,460	\$ 53,330	\$ 50,200
1/2 Page	\$ 55,150	\$ 49,620	\$ 46,890	\$ 44,090
1/3 Page	\$ 44,010	\$ 39,600	\$ 37,410	\$ 35,200
1/6 Page	\$ 13,410	\$ 12,050	\$ 11,390	\$ 10,720
1/12 Page	\$ 7,410	\$ 6,650	\$ 6,280	\$ 5,900
2-Color				
2/3 Page	\$ 46,370	\$ 41,730	\$ 39,430	\$ 37,090
1/2 Page	\$ 39,770	\$ 35,790	\$ 33,800	\$ 31,820
1/3 Page	\$ 26,590	\$ 23,950	\$ 22,620	\$ 21,280
1/6 Page	\$ 12,640	\$ 11,390	\$ 10,740	\$ 10,120
1/12 Page	\$ 6,120	\$ 5,490	\$ 5,170	\$ 4,890
Black & White				
2/3 Page	\$ 39,320	\$ 35,360	\$ 33,410	\$ 31,450
1/2 Page	\$ 33,700	\$ 30,330	\$ 28,630	\$ 26,980
1/3 Page	\$ 22,560	\$ 20,280	\$ 19,160	\$ 18,050
1/6 Page	\$ 10,720	\$ 9,650	\$ 9,120	\$ 8,570
1/12 Page	\$ 5,160	\$ 4,650	\$ 4,390	\$ 4,130

More

Rate Base 1,300,000
Rates Effective February 2010 Issue

National Rates

Covers (non-cancelable)

2nd Cover	\$185,600
3rd Cover	\$163,300
4th Cover	\$207,900

4-Color

Page	\$148,400
2/3 Page	\$111,820
1/2 Page	\$89,060
1/3 Page	\$59,380
1/6 Page	\$29,680

2-Color

Page	\$140,750
2/3 Page	\$107,400
1/2 Page	\$81,620
1/3 Page	\$51,690
1/6 Page	\$24,770

Black & White

Page	\$133,540
2/3 Page	\$100,600
1/2 Page	\$80,120
1/3 Page	\$53,420
1/6 Page	\$22,180

Parents

Rate Base 2,200,000
Rates Effective January 2010 Issue

“Marketplace” Rates

	1 Issue	3 Issues	6 Issues	12 Issues
4-Color				
1/3 Page	\$ 36,090	\$ 34,290	\$ 32,490	\$ 30,680
1/6 Page	\$ 19,620	\$ 18,630	\$ 17,660	\$ 16,680
1/12 Page	\$ 9,820	\$ 9,320	\$ 8,840	\$ 8,340
1 inch	\$ 4,370	\$ 4,150	\$ 3,930	\$ 3,710
Black & White				
1/3 Page	\$ 28,180	\$ 26,770	\$ 25,360	\$ 23,960
1/6 Page	\$ 15,320	\$ 14,550	\$ 13,790	\$ 13,030
1/12 Page	\$ 7,660	\$ 7,280	\$ 6,900	\$ 6,520
1 inch	\$ 3,410	\$ 3,240	\$ 3,070	\$ 2,890

Bleed available, 15% additional.

Parents

Rate Base 2,200,000
Rates Effective January 2010 Issue

National Rates

4-Color

Full Page	\$ 167,800
2/3 Page	\$ 129,800
1/2 Page	\$ 100,600
1/3 Page	\$ 69,800

Covers*

2nd	\$ 193,000
3rd	\$ 184,600
4th	\$ 206,400

Black & White

Full Page	\$ 131,000
2/3 Page	\$ 101,400
1/2 Page	\$ 78,600
1/3 Page	\$ 55,000

**Non-Cancelable*



TRADITIONAL HOME[®]

Rate Base 950,000

Rates Effective February / March 2010 Issue

Direct Response Display Rates

	1 Issue	2 Issues	4 Issues	6 Issues	8 Issues
4-Color					
Page	\$124,400	\$105,700	\$ 99,500	\$ 93,300	\$ 87,100
2/3 Page	\$103,300	\$ 87,800	\$ 82,600	\$ 77,500	\$ 72,300
1/2 Page	\$ 89,600	\$ 76,200	\$ 71,700	\$ 67,200	\$ 62,700
1/3 Page	\$ 72,200	\$ 61,400	\$ 57,800	\$ 54,200	\$ 50,500
2-Color					
Page	\$103,900	\$ 88,300	\$ 83,100	\$ 77,900	\$ 72,700
2/3 Page	\$ 81,200	\$ 69,000	\$ 65,000	\$ 60,900	\$ 56,800
1/2 Page	\$ 69,600	\$ 59,200	\$ 55,700	\$ 52,200	\$ 48,700
1/3 Page	\$ 51,000	\$ 43,400	\$ 40,800	\$ 38,300	\$ 35,700
Black & White					
Page	\$ 87,200	\$ 74,100	\$ 69,800	\$ 65,400	\$ 61,000
2/3 Page	\$ 63,800	\$ 54,200	\$ 51,000	\$ 47,900	\$ 44,700
1/2 Page	\$ 55,000	\$ 46,800	\$ 44,000	\$ 41,300	\$ 38,500
1/3 Page	\$ 36,700	\$ 31,200	\$ 29,400	\$ 27,500	\$ 25,700

TRADITIONAL HOME[®]

Rate Base 950,000

Rates Effective February / March 2010 Issue

"First Class" Rates

	1 Issue	2 Issues	4 Issues	6 Issues	8 Issues
4-Color					
1/2 Page	\$ 50,800	\$ 43,200	\$ 40,600	\$ 38,100	\$ 35,600
1/3 Page	\$ 34,100	\$ 29,000	\$ 27,300	\$ 25,600	\$ 23,900
1/6 Page	\$ 19,400	\$ 16,500	\$ 15,500	\$ 14,600	\$ 13,600
1/12 Page	\$ 10,700	\$ 9,100	\$ 8,600	\$ 8,000	\$ 7,500
2-Color					
1/2 Page	\$ 46,700	\$ 39,700	\$ 37,400	\$ 35,000	\$ 32,700
1/3 Page	\$ 31,200	\$ 26,500	\$ 25,000	\$ 23,400	\$ 21,800
1/6 Page	\$ 18,200	\$ 15,500	\$ 14,600	\$ 13,700	\$ 12,700
1/12 Page	\$ 9,800	\$ 8,300	\$ 7,800	\$ 7,400	\$ 6,900
Black & White					
1/2 Page	\$ 40,600	\$ 34,500	\$ 32,500	\$ 30,500	\$ 28,400
1/3 Page	\$ 27,200	\$ 23,100	\$ 21,800	\$ 20,400	\$ 19,000
1/6 Page	\$ 15,900	\$ 13,500	\$ 12,700	\$ 11,900	\$ 11,100
1/12 Page	\$ 8,500	\$ 7,200	\$ 6,800	\$ 6,400	\$ 6,000