

# LADIES' HomeJournal®

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

## "Marketplace" Rates

	<b>1 Issue</b>	<b>4 Issues</b>	<b>8 Issues</b>	<b>12 Issues</b>
<b>4-Color</b>				
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
<b>2-Color</b>				
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
<b>Black &amp; White</b>				
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

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## 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

