

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

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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

