

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