

2010 Direct Response Rates for ELLE Décor

Circulation: 550,000

Published 10x Per Year

Effective: January/February Issue

| Color | Size | 1X | 3X | 6X | 9X |
|--------------------------|------------------|-----------|-----------|-----------|-----------|
| Black & White | Full Page | 40,430 | 38,410 | 35,580 | 33,890 |
| | 2/3 Page | 33,165 | 31,500 | 29,190 | 27,800 |
| | 1/2 Page | 26,290 | 24,975 | 23,125 | 22,030 |
| | 1/3 Page | 20,215 | 19,205 | 17,800 | 16,945 |
| 2 Color | Full Page | 46,890 | 44,555 | 41,265 | 39,300 |
| | 2/3 Page | 38,460 | 36,545 | 33,845 | 32,235 |
| | 1/2 Page | 30,485 | 28,970 | 26,830 | 25,550 |
| | 1/3 Page | 23,415 | 22,240 | 20,605 | 19,625 |
| 4 Color | Full Page | 53,920 | 51,215 | 47,435 | 45,175 |
| | 2/3 Page | 44,200 | 41,985 | 38,905 | 37,050 |
| | 1/2 Page | 35,060 | 33,305 | 30,840 | 29,370 |
| | 1/3 Page | 26,950 | 25,620 | 23,720 | 22,595 |