

2009 WOMAN'S DAY

SHOPPER'S SHOWCASE RATES

Circulation: 3,800,000

Published 17x Per Year

DISPLAY			
Ad Size	Black & White	2 Color	4 Color
	1X	1X	1X
Word Rate*	48	n/a	n/a
Line Rate²	361	523	528
14 Lines or 1"	5,048	7,329	7,395
21 Lines or 1.5"	7,568	10,990	11,089
28 Lines or 2"	9,667	14,038	14,167
35 Lines or 2.5"	12,190	17,703	17,866
42 Lines or 3"	14,715	21,367	21,562
56 Lines or 4"	19,759	28,694	28,956
70 Lines or 5"	29,010	35,818	36,144
1/4 Page	49,048	67,579	68,199
1/3 Page	49,048	67,579	68,199
1/2 Page	72,171	82,971	83,217
2/3 Page	93,753	105,639	106,375
Full Page	137,473	145,060	145,189

* MARKETPLACE Section: Worded Classified ads, \$48 per word, 20 word minimum.

² Line Rate: Used to calculate fractional ad sizes; 14 lines per inch.

<i>DIRECT CATALOG SECTION</i>	4 Color	Black & White
	\$12,615	\$11,420

2009 Schedule

<u>ISSUE DATE</u>	<u>CLOSING DATE</u>	<u>ON SALE DATE</u>
January 1, 2009	September 30, 2008	December 9, 2008
February 1, 2009	October 22, 2008	December 30, 2008
February 10, 2009	November 10, 2008	January 20, 2009
March 3, 2009	November 25, 2008	February 10, 2009
April 1, 2009	December 22, 2008	March 3, 2009
April 14, 2009	January 14, 2009	March 24, 2009
May 5, 2009	February 4, 2009	April 14, 2009
June 2, 2009	February 27, 2009	May 5, 2009
June 16, 2009	March 18, 2009	May 26, 2009
July 7, 2009	April 8, 2009	June 16, 2009
August 4, 2009	April 29, 2009	July 7, 2009
September 1, 2009	May 20, 2009	July 28, 2009
September 15, 2009	June 10, 2009	August 18, 2009
October 6, 2009	July 1, 2009	September 8, 2009
November 3, 2009	July 29, 2009	October 6, 2009
November 17, 2009	August 19, 2009	October 27, 2009
December 1, 2009	September 9, 2009	November 17, 2009
January 5, 2010	September 30, 2009	December 8, 2009
February 2, 2010	October 21, 2009	December 29, 2009