

2009 WOMAN'S DAY
SPECIAL INTEREST PUBLICATIONS
Shelter Classified Rates

Shelter Network

Distribution

Kitchens & Baths - January, March, April, October	450,000
Budget Decorating Ideas - April	400,000
Remodeling & Makeovers - February, May	400,000

Distribution: 450,000			
Unit Size	Black & White	2 Color	4 Color
	\$	\$	\$
1"	1,576	1,882	2,179
1.5"	1,752	2,090	2,428
2"	2,116	2,517	2,933
2.5" or 1/12 Pg	2,475	2,959	3,442
3"	2,834	3,380	3,936
4"	3,567	4,259	4,961
5" or 1/6 Pg	4,316	5,138	5,990
10" or 1/3 Pg	6,495	7,748	9,027
15" or 1/2 Pg	9,157	10,915	12,714

Distribution: 400,000			
Unit Size	Black & White	2 Color	4 Color
	\$	\$	\$
1"	988	1,217	1,404
1.5"	1,144	1,362	1,586
2"	1,378	1,638	1,903
2.5" or 1/12 Pg	1,602	1,914	2,226
3"	1,846	2,210	2,558
4"	2,324	2,777	3,229
5" or 1/6 Pg	2,818	3,349	3,900
10" or 1/3 Pg	4,222	5,039	5,860
15" or 1/2 Pg	5,944	7,098	8,242