

EMPOWERING Women



Advertising Rates

Issued

Bi-Monthly; cover Price \$5.95 U.S./\$7.95 Can.
Nationwide newsstand distribution.

Circulation

Our circulation numbers (average 175,000) reflect the actual press run and the total copies purchased. We do not quote or sell based on pass-along readership.
RATE BASE: 131,394 (12/06 BPA)

	1X	3X	6X
Inside Full Page	7,500	6,750	6,000
Inside Front Cover (C2)	9,000	8,100	7,200
Inside Back Cover (C3)	9,000	8,100	7,200
Back Cover	10,500	9,450	8,400

Advertising Calendar

Issue	Space Close	Materials Due
March	12/27/07	1/3/08
May	2/29	3/7
July	5/1	5/8
September	7/2	7/8
November	9/1	9/8
Decembe	10/2	10/9

Dates are subject to change. Please confirm with our sales representative.

Policies

Rates: All rates are net.

Frequency: Additional frequency breaks available-contact your advertising representative.

Bleed: Available at no extra charge.

Ad Size: Full page 4-color process only.

Special Position: Will be charged an additional 10%. If special position is not purchased, ad placements will be rotated as determined by the publisher's needs. Orders specifying positions, other than those known as designated positions, are accepted on a request basis only, subject to the right of the publisher to determine actual positions.

Terms: Terms of payment are net. Payments are due in U.S. currency.

