

Reader's Digest Travel Sections

Reach Millions of Travelers Nationwide

- Travel Sections targeted by geographic region or demographics
- Circulations from 505,000 to 5.5 million
- Reader Service Lead Generation (print and online) for all Travel Sections
- ReadersDigest.com/travel website featuring editorial and sponsored listings
- New longer fulfillment period – lead generation for 6 months



▶ Reader's Digest ranks #1 against travel focused magazines in domestic vacation spending. Our readers spent more than \$22 billion on domestic vacations last year; that's 18% of all U.S. dollars spent on domestic travel!

▶ 9.4 million Reader's Digest readers have traveled internationally in the past 3 years, and have spent more than \$11 billion on foreign vacations in the past 12 months.

▶ 3.7 million Reader's Digest readers have taken a cruise of more than one day in the last 3 years.

Reader's Digest Travel Sections are carefully formulated to offer exceptional distribution at highly competitive rates. The circulation figure shown for each one is only part of the story – total readership is much higher. These sections reach more of the most active and engaged travelers within the US than any other publication. Promoting within them will generate sales leads, brochure requests, traffic to your web site, and most importantly, new business for your destination.

The following page details the Travel Sections planned for 2010.



▶ all readership data based on 2008 MRI findings.

Reader's Digest Travel Sections 2010

| Issue and Dates* | Section Name | Distribution | Rates |
|---|---|---|---|
| February 2010 Close October 28 2009 | Great Escapes | 2.4 million Mature Edition National | Pg 4c - \$58,563 1/2p4c - \$29,279 1/3p 4c - \$20,026 1/6p 4c \$11,215 |
| March 2010 Close November 20 2009 | Family Vacations | 3.1 million Family Edition National | Pg 4c - \$68,667 1/2p4c - \$36,103 1/3p 4c - \$24,790 1/6p 4c \$13,325 |
| April 2010 Close December 21 2010 | The Great Northeast** | 894,500** NE/Mid-Atlantic | Pg 4c - \$37,584 1/2p4c - \$21,236 1/3p 4c - \$14,652 1/6p 4c \$7,515 |
| April 2010 Close December 21 2010 | Southern Hospitality** Sponsored by STS | 1,064,900** SE Region plus KY and WV | Pg 4c - \$45,419 1/2p4c - \$22,716 1/3p 4c - \$15,255 1/6p 4c \$7,574 |
| April 2010 Close December 21 2010 | Visit Florida | 1,064,900** SE Region plus KY and WV | Pg 4c - \$45,419 1/2p4c - \$22,716 1/3p 4c - \$15,255 1/6p 4c \$7,574 |
| April 2010 Close December 21 2010 | America's Heartland | 1,651,000 MidWest Region | Pg 4c - \$46,386 1/2p4c - \$24,170 1/3p 4c - \$16,767 1/6p 4c \$8,883 |
| April 2010 Close December 21 2010 | Kentucky Co-op In-state Kentucky Co-op rates only | 1,651,000 MidWest Region | Pg 4c - \$22,161 1/2p4c - \$11,081 1/3p 4c - \$7,387 1/6p 4c \$3,694 |
| April 2010 Close December 21 2010 | Southwest Vacations | 505,000 SW Region | Pg 4c - \$23,373 1/2p4c - \$13,167 1/3p 4c - \$9,063 1/6p 4c \$4,410 |
| April 2010 Close December 21 2010 | Experience the West | 838,100 Western Region | Pg 4c - \$37,584 1/2p4c - \$21,236 1/3p 4c - \$14,652 1/6p 4c \$7,511 |
| May 2010 Close January 22 2010 | Family Adventures | 3.1 million Family Edition National | Pg 4c - \$64,956 1/2p4c - \$34,151 1/3p 4c - \$23,450 1/6p 4c \$12,604 |
| May 2010 Close January 15 2010 | Ohio Co-op+ In-state Ohio rates only | 899,400 Great Lakes Plus PA | Pg 4c - \$16,231 1/2p4c - \$8,579 1/3p 4c - \$5,797 1/6p 4c \$3,014 |
| June/July 2010 Close March 5 2010 | Great Destinations | 2.4 million Mature Edition National | Pg 4c - \$52,398 1/2p4c - \$26,197 1/3p 4c - \$17,918 1/6p 4c \$10,034 |
| October 2010 Close July 8 2010 | The Great Northeast** | 894,500** NE/Mid-Atlantic | Pg 4c - \$33,486 1/2p4c - \$18,921 1/3p 4c - \$13,056 1/6p 4c \$6,694 |
| October 2010 Close July 8 2010 | Southern Hospitality** Sponsored by STS | 1,064,900** SE Region plus KY and WV | Pg 4c - \$40,469 1/2p4c - \$20,239 1/3p 4c - \$13,592 1/6p 4c \$6,749 |
| October 2010 Close July 8 2010 | Vacation in the West | 838,100 Western Region | Pg 4c - \$33,486 1/2p4c - \$18,921 1/3p 4c - \$13,286 1/6p 4c \$6,694 |

- * Publication appears approx. third week of previous month, e.g. January 2010 is on sale mid-December 2009.
- ** Advertise in either NE or SE, in April or October – receive bonus of the **combined** circulation of 1,959,400!
- +Provisional
- All above details subject to change, and 2010 rates and circulations are estimated
- 1/6 placements are standard-formatted – just send us picture, up to 30 words, website and telephone number – and we'll do the rest for you at no extra charge!

Additional discounts are available for advertising within more than one Travel Section. To place your order or for more details on rates and availability please contact your representative:

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Ask us about our online audience and travel website. We can geographically target Run of Site campaigns to reach your target market, and help you build a 360 degree program to reach both print and online audiences during vacation planning!