



Southern Living subscribers turn to us for travel information—93% say we give them vacation ideas.

Southern Living
The heart of Southern life

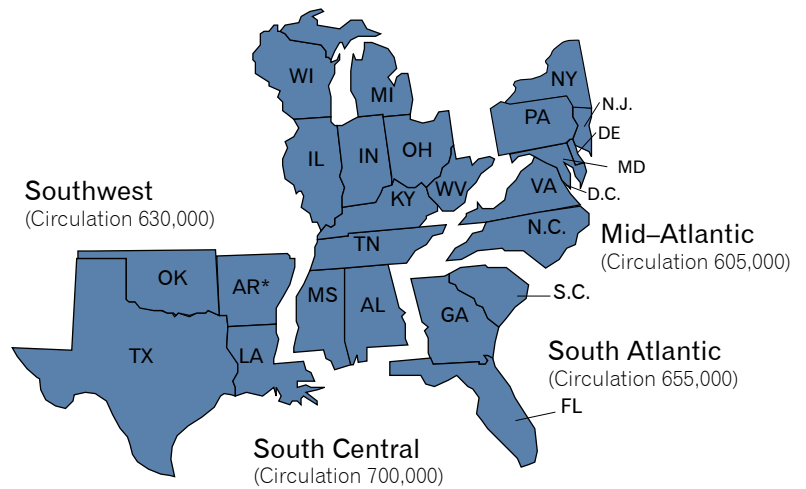
Overview

Advertise in the publication that reaches more Southerners than other magazines travel advertisers frequently use. The Travel Directory is an effective, monthly economical way to generate responses with colorful 4-inch ads grouped by destination in a useful directory format. For maximum flexibility, choose from any one of our four regions, a combination of two or three regions, or reach all four regions.

Benefits

- Reach millions of readers who are very likely to travel and travel frequently—more than 6.4 million took two or more domestic trips in the past 12 months. And, when *Southern Living* readers travel, they spend money! They spent a total of \$10.6 billion on domestic vacations last year. Plus, they shop when they're on vacation at a rate of 39% above the national average.
- Receive bonus exposure by connecting with readers online at southernliving.com and southernlivingvacations.com, useful resources for vacation planning. When you buy a Travel Directory ad, you get a four-color image and link plus several avenues for featuring special travel packages to complement your print advertising.
- Gain even more exposure through our reader response service, which generated over 2 million leads last year. Readers can request information online or through a postage-paid card. You'll receive the leads weekly via e-mail.

Travel Directory Rates					
	1x	3x	6x	9x	12x
All Regions/National Circulation: 2,590,000 4-inch, four-color	\$11,340	\$10,890	\$10,430	\$9,920	\$9,470
South Atlantic: 655,000 4-inch, four-color	\$4,360	\$4,190	\$4,010	\$3,820	\$3,640
Mid-Atlantic: 605,000 4-inch, four-color	\$4,010	\$3,850	\$3,690	\$3,510	\$3,350
South Central: 700,000 4-inch, four-color	\$4,100	\$3,940	\$3,770	\$3,590	\$3,420
Southwest: 630,000 4-inch, four-color	\$4,190	\$4,020	\$3,850	\$3,670	\$3,500
Regional Combination (4" insertion) An advertiser running the same size ad in two geographic regions of any one issue earns a 16% discount. Any three regions in a combination earn a 24% discount.					
Dimension Specifications					
Ad Size	Width	Depth			
4"	2 1/4"	4"			



*Includes MO

Details

All Regions/National Circulation: 2,590,000

Total Audience: 13,957,000

For Travel Display ad rates and other geographical options, please refer to general rate card #47. Insertion orders are legally binding. All rates and terms are subject to conditions set forth in general rate card #47.



Contact Your *Southern Living* Representative Today To Find Out About Directory Opportunities.

HOME OFFICE

Birmingham	Atlanta	Chicago	Dallas	Detroit	Los Angeles	New York	San Francisco	Ontario
888-254-9625	404-888-1955	312-832-0850	214-523-4005	248-988-7811	310-268-7542	212-522-4103	415-434-5238	905-885-0664
Fax 205-445-7523	Fax 404-888-1970	Fax 312-832-0863	Fax 214-559-3867	Fax 248-988-7933	Fax 310-268-7613	Fax 212-522-4199	Fax 415-434-5294	Fax 905-885-0665

*Sources: 2007 MRI Doublebase; 2003 Southwatch Travel Survey.

PO08TD