



Quick Facts

Woman's Day captivates nearly 23 million readers by inspiring them to Live Well, Every Day. *Woman's Day* is designed for how we live now – with a strong voice that serves up simple but sound ideas about health, food, family, relationships, home, and style. A streamlined look and integrated media capabilities reflect both the sensibility of our readers and our editorial commitment to fresh thinking. *Woman's Day* is truly an indispensable guide to living the best day possible.

Mission Statement

Rate Base: 3,800,000

Audience

Total Adults: 22,787,000

Total Women: 21,719,000

Reader Profile

Median Age: 50.7 years

Median HHI: \$53,165

Married: 61%

Employed: 57%

Att./Grad. College: 53%

Own Home: 74%

Source: Fall 2007 MRI



Competitive Set

Family Circle Redbook Better Homes & Gardens
Good Housekeeping Ladies' Home Journal

Strong Reader Response

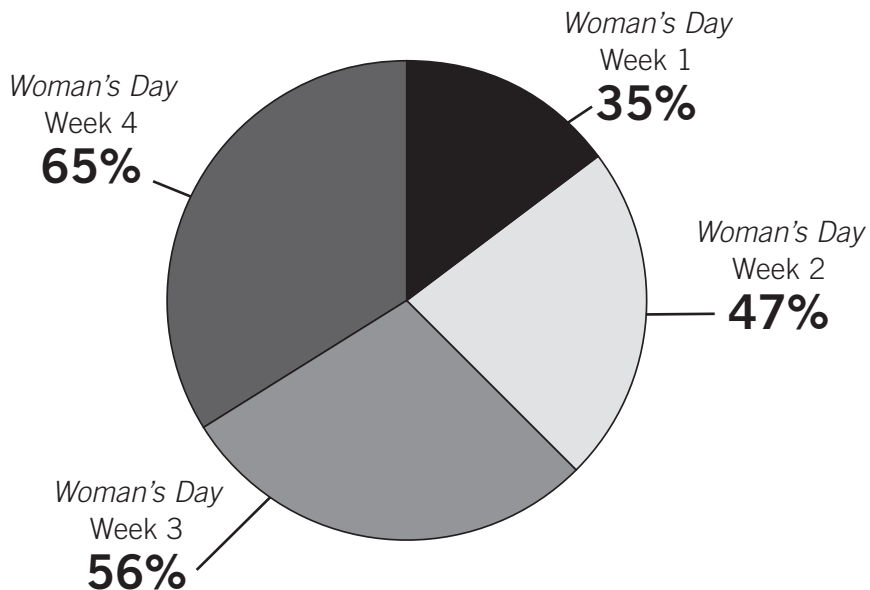
Woman's Day readers are 19% more responsive than the average of the competitive set.

#1 in Direct Response Advertising

Woman's Day has been #1 in the category for the past 13 years – proof that our readers respond!

Audience Accumulation

Woman's Day reaches its audience 27-52% faster than its competitors.



Source: 2007 MRI Spring, Primary Women (5 WMs equals the average of BHG, FC, GH, LHJ and RB); PIB/CMR Jan-Aug 2007; 2-007 MRI Spring & MRI Women Audience Accumulation Curve



The *Woman's Day* Traveler



It's no secret that 70% of all travel arrangements are made by women. But what you may not know is that **nearly 23 million readers** turn to the pages of *Woman's Day* for information and advice. When it comes to travel, *Woman's Day* gives these women everything they need to make smart, informed decisions. From reviews of family-friendly destinations and planning the ultimate road trip, to packing the perfect suitcase, *Woman's Day* makes planning a vacation easy.

And Our Readers Respond:

- *Woman's Day* female readers spent a total of **\$11 billion** on domestic trips in the past 12 months and traveled a total of **9,648,063 miles**
- Over **11.7 million** readers have taken a domestic trip in the past year
 - Over **3 million** are members of a frequent flyer program
 - Over **1 million** have used a travel agent to book their domestic trip
- Over **3.6 million** made personal/business travel plans on the internet in the **past 30 days**

Reader Profile

Total Women: 21,719,000	Median Age: 50.7 years
Median HHI: \$53,165	Employed: 57%
Married: 61%	Children in HH under 18: 38%
Own Home: 74%	Home Value \$100,000+: 60%

An Untapped Audience

Woman's Day provides travel advertisers with millions of fresh prospects.

97% *do not* read Condé Nast Traveler
95% *do not* read National Geographic Traveler
96% *do not* read Travel & Leisure

Woman's Day Readers See America: Domestic Travel



- *Woman's Day* female readers spent a total of **\$11 billion** on domestic trips in the past 12 months and traveled a total of **9,648,063 miles**
- 56% of *Woman's Day* female readers traveled domestically in the past 12 months
- 38% traveled by car (personal/rental); 24% traveled by plane (charter/scheduled)
- Average number of nights away: 8

Regions Visited: South: 30% North Central: 15% West: 16% Northeast: 15%

Activities Enjoyed While on Vacation:

Sightseeing	21%	4.3 million readers
Shopping	19%	3.9 million
Beach	13%	2.6 million
Visiting a National Park	6%	1.2 million

Woman's Day Readers Are Repeat Travelers

In the past 12 months:

- 7.5 million (36%) female readers took 2+ domestic round-trips
- 4.5 million (21%) female readers took 3+ domestic round-trips
- 2.0 million (10%) female readers took 4+ domestic round-trips

Reach *five times* more travelers with *Woman's Day*!

Domestic Trip Past Year	Audience(000)	% Coverage
<i>Woman's Day</i>	11,678	19.1
National Geographic Traveler	2,205	3.6
Travel & Leisure	1,767	2.9
Condé Nast Traveler	1,259	2.1

Source: 2007 MRI Spring, Base: Total Women

Woman's Day Readers Venture Abroad: Foreign Travel



- *Woman's Day* female readers have spent over **\$6 billion** on foreign travel in the past 12 months
- More than **4.6 million** have taken a foreign trip in the past 3 years
- Their average stay is **13 nights**

Reach **three times** as many foreign travelers with *Woman's Day*!

Foreign Trip Past 3 Years	Audience (000)	% Coverage
<i>Woman's Day</i>	4,622	16.0
Travel & Leisure	1,139	3.9
National Geographic Traveler	1,337	4.6
Condé Nast Traveler	927	3.2

Woman's Day readers are more likely to spend their vacations at sea!

Took a Cruise in Past 3 Years	Audience (000)	% Coverage
<i>Woman's Day</i>	2,379	22.0
National Geographic Traveler	559	5.2
Travel & Leisure	557	5.1
Condé Nast Traveler	463	4.3

Source: 2007 MRI Spring, Base: Total Women

Destination: *Woman's Day* The place you want to be!

Annual Travel Section: April 15, 2008 Issue

Appearing in our second April issue each year, this special editorial section will feature the *Woman's Day* annual **Family Vacation-Planning Guide**. The **Family Vacation-Planning Guide** will be loaded with information on travel deals and packages, trips for traveling with children, and destination-specific editorial. In 2008, *Woman's Day* will explore the beaches of the Gulf Coast, the charming low-country town of Beaufort, South Carolina, the family attractions of Hershey, Pennsylvania, and the rich cultural history of Nashville, Tennessee.



Please note: Editorial is subject to change without notice.

Woman's Day Travel

Destination: *Woman's Day* The place you want to be!

Regional Destination Features

Each regional issue of *Woman's Day* (12 per year) features at least one destination piece. In 2008, we will explore weekend getaways in New England, soft adventure destinations in the West, beach towns and resorts across the Southern United States, and cruise vacation packages. For the first time, *Woman's Day* will also feature the following special-themed travel issues in 2008.

Issue	Theme
February 12	Romantic Destinations
June 17	Spa and Fitness Vacations
October 7	Girlfriend Getaways

Don't feel getting "beach" in the way.

Recess in West Virginia

Named one of the top 100 places to visit in the world, West Virginia offers a mix of scenic beauty and historic significance. From the Blue Ridge Mountains to the New River Gorge National River, there's something for everyone. Discover the state's rich history and natural beauty in this special issue.

The Little City That Could—and Did

Discover the charm and history of Gettysburg, Pennsylvania. From the National Park to the historic architecture, there's a wealth of experiences waiting for you. Join us for a weekend of discovery in this special issue.

Please Note: Editorial is subject to change without notice.



Woman's Day Vacation Travel Planner: Reader Service at its best!

The *Woman's Day* **Vacation Travel Planner** is our comprehensive, newly enhanced reader service program. Now it's easier than ever to benefit from the responsiveness of our nearly 23 million readers!

In-book

- Featured in six perfectly timed issues, run nationally and accompanied by an on-page coupon.
- 3 out of the 6 issues contain a postage-paid BRC.
- As part of your advertising schedule, your 20-word listing will appear in one issue of the *Woman's Day* **Vacation Travel Planner**.

Online

- The travel category is expected to receive 26% of sales from the internet!
- *Woman's Day* readers can request travel literature via WomansDay.com.
- A fresher, more eye-catching Online Reader Service for travel advertisers; more interactive with online tools that include:
 - Category links
 - Hot link features
 - 728x90 leaderboard placement
- The *Woman's Day* travel micro-site promoted in-book, within the **Vacation Travel Planner** page, driving readers online and added exposure for travel advertisers. Plus, your literature into our readers' hands faster.



In-book

2008 Issue Schedule

February 12	Web and Travel Planner Listing, On-page coupon
March 4	BRC, Web and Travel Planner Listing, On-page coupon
April 15	BRC, Web and Travel Planner Listing, On-page coupon
May 6	Web and Travel Planner Listing, On-page coupon
June 17	Web and Travel Planner Listing, On-page coupon
October 7	BRC, Web and Travel Planner Listing, On-page coupon



Online

Source: Fall 2007 MRI; Center for Media Research, June 2005



Woman's Day Vacation Travel Planner Participation Form

The *Woman's Day* **Vacation Travel Planner** is our comprehensive, newly enhanced reader service program. Now it's easier than ever to benefit from the responsiveness of our nearly 23 million readers!

2008 Vacation Travel Planner Issue Schedule

(Please indicate issues)

- | | |
|---|--|
| <input type="checkbox"/> February 12.....Web and Travel Planner listing | <input type="checkbox"/> May 6.....Web and Travel Planner listing |
| <input type="checkbox"/> March 4.....BRC, Web and Travel Planner listing | <input type="checkbox"/> June 17.....Web and Travel Planner listing |
| <input type="checkbox"/> April 15.....BRC, Web and Travel Planner listing | <input type="checkbox"/> October 7.....BRC, Web and Travel Planner listing |

Please note: Dates subject to change.

To participate in the *Woman's Day* **Vacation Travel Planner**, simply fill out the form below:

- Advertiser Participating in Issue(s): _____
- Woman's Day* Sales Representative: _____
- Listing Advertiser State: _____
- Title of Listing: _____
- Copy (15-20 words): _____

- Website: _____
- Send leads to:
 Name & Title _____
 Company & Address _____
 Phone & E-mail _____
- Fax, e-mail, or mail completed form to:
 Jeanette Desarden, *Woman's Day*, 1633 Broadway, 42nd Floor, New York, NY 10019
 Phone: (212) 767-6761, Fax: (212) 489-4595

Woman's Day reserves the right to edit copy for clarity and/or to meet space requirements. This form must be received on or before the issue regional closing date to ensure inclusion. There is a \$20 charge to receive leads on a disk.

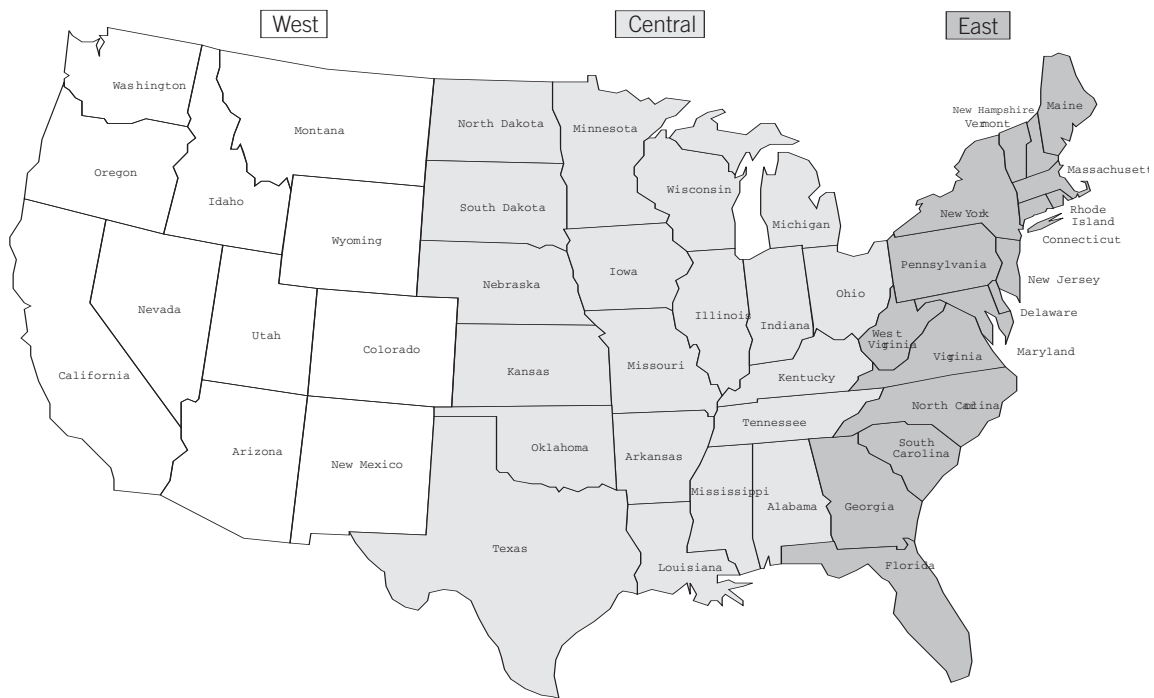


Woman's Day Travel Directory

The most cost-effective way to reach your target!

This special in-book travel section allows advertisers to reach active women readers easily and efficiently. Choose any of our three cost-effective regional sections – East, Central or West. Each **Travel Directory** section is supported by **state- and/or region-specific editorial**.

Region	Total Circulation	1/6-page B&W	1/6-page 4C	1/12-page B&W	1/12-page 4C
East	1,494,000	\$9,955	\$11,945	\$5,520	\$6,625
Central	1,643,000	\$11,135	\$13,365	\$5,695	\$6,830
West	611,000	\$4,120	\$4,945	\$2,105	\$2,490





2008 Travel Directory Issue Schedule

Issue	Regional Close	On-Sale
February 12	11/5/07	1/22/08
March 4	11/28/07	2/12/08
April 15	1/9/08	3/25/08
May 6	1/30/08	4/15/08
June 17	3/12/08	5/27/08
October 7	6/25/08	9/9/08

Added-Value

Every ad placed in the *Woman's Day* **Travel Directory** earns one listing on our national Reader Service page – the **Vacation Travel Planner**. To take advantage of this opportunity, please fill out our **Vacation Travel Planner** Participation Form.

Ad Size Specifications

Format	Non-Bleed		Bleed		Trim size	
	Width	Depth	Width	Depth	Width	Depth
Full Page	7 $\frac{1}{8}$ "	10"	8 $\frac{1}{8}$ "	10 $\frac{3}{4}$ "	7 $\frac{7}{8}$ "	10 $\frac{1}{2}$ "
1/2 page horizontal	7 $\frac{1}{8}$ "	4 $\frac{5}{8}$ "	8 $\frac{1}{8}$ "	5 $\frac{3}{8}$ "	7 $\frac{7}{8}$ "	5 $\frac{1}{4}$ "
1/3 page vertical	2 $\frac{1}{8}$ "	10"	2 $\frac{7}{8}$ "	10 $\frac{3}{4}$ "	2 $\frac{3}{4}$ "	10 $\frac{1}{2}$ "
1/3 page square	4 $\frac{1}{2}$ "	4 $\frac{1}{2}$ "	5 $\frac{1}{8}$ "	5 $\frac{3}{8}$ "	5"	5 $\frac{1}{8}$ "
1/6 page	2 $\frac{1}{4}$ "	4"	–	–	–	–
1/12 page	2 $\frac{1}{4}$ "	2"	–	–	–	–

Shipping Instructions

Please send advertising materials to Ed Barredo, *Woman's Day* Production Department, 1633 Broadway, 43rd Floor, New York, NY 10019.



Digital Ad Specifications and Mechanical Requirements For Travel Directory and Southeast Tourism

Ship ALL TRAVEL DIRECTORY MATERIALS and SOUTHEAST TOURISM MATERIALS to – Woman’s Day Production Department – 43rd floor, 1633 Broadway, NY, NY 10019, Attention: Ed Barredo. Note: All electronic data will be held for one year from date of last insertion and all media will be destroyed after three months unless directed otherwise.

FOR ASSISTANCE CALL: Production Coordinator: Ed Barredo – 212-767-6703 or ebarredo@hfmus.com

ACCEPTABLE FILE FORMATS: The following digital file types are considered optimum. Each of the preferred formats are acceptable for full or partial pages. Trapping is the responsibility of the file provider. Information on both TIFF/IT P1 and PDFs can be found at www.ddap.org.

1. TIFF/IT P1 – The CT should be 12 res (304.8 dpi). LW should be 72 res (1828.8 dpi). Files should be linear, without dot-gain compensation. We cannot accept High Contour or New Line Work TIFF/IT P1 files due to the rotogravure printing process.
2. PDF (Professionally Prepared) – Acrobat v4.01 (press optimized); composite CMYK; all fonts embedded; 300 dpi bitmaps

PROOF SPECIFICATIONS: Kodak Approval; Imation Matchprint Digital Halftone; or Progressive press proofs. All contract proofs must be made according to SWOP standards. Proofs that do not meet SWOP criteria will be used for color break only.

*PLEASE PLACE YOUR AD ON A DISK OR DC AND SEND IT TO THE APPROPRIATE DEPARTMENT AT THE ABOVE ADDRESS ALONG WITH YOUR COLOR PROOF. DO NOT E-MAIL YOUR FILE UNLESS YOU HAVE BEEN INSTRUCTED TO DO SO.

Travel Directory

All sizes are Width times Depth	Size
1/6	2-1/4" x 4"
1/12	2-1/4" x 2"

Southeast Tourism

All sizes are Width times Depth	Size
1/2 Horizontal	7" x 4"
1/3 Square	4-5/8" x 4"
1/3 Vertical	2-1/4" x 8-1 1/2"
1/6	2-1/4" x 4"

Checklist

TIFF/IT P1

- Meets TIFF/IT P1 standard
- CT is RES12 (304.8 dpi)
- LW is RES72 (1828.8 dpi)
- Performed all desired trapping
- SWOP certified contract proof
- 2 content proofs

PDF

- All fonts are embedded and images are included
- All colors are CMYK (except for Spot Colors)
- CMYK images are RES12 (304.8 dpi)
- Performed all desired trapping
- SWOP certified contract proof
- 2 content proofs



Woman's Day Travel 2008 Regional CPM

	<u>Unit</u>	<u>CPM (\$)</u>
4-Color	Full Page	\$68.53
	2/3 Page	52.12
	1/2 Page	40.88
	1/3 Page	33.04
2-Color	Full Page	\$66.53
	2/3 Page	51.20
	1/2 Page	38.83
	1/3 Page	26.42
Black & White	Full Page	\$57.80
	2/3 Page	41.69
	1/2 Page	32.66
	1/3 Page	22.28

Please note: Advertisers wishing to run regionally in *Woman's Day* can purchase one or more regional editions either by regional group or state. To calculate regional rates, multiply the total circulation for the regions being purchased by the appropriate regional CPM.

There is a minimum space charge of \$1,500 gross on regional buys.



Woman's Day
2008 Regional Circulation by State
 East, Central & West

East

Connecticut	46,000
Delaware	12,000
Florida	200,000
Georgia	104,000
Maine	22,000
Maryland	55,000
Massachusetts	117,000
New Hampshire	19,000
New Jersey	124,000
New York	215,000
North Carolina	111,000
Pennsylvania	257,000
Rhode Island	13,000
South Carolina	65,000
Vermont	10,000
Virginia	88,000
Washington D.C.	3,000
West Virginia	<u>33,000</u>
Total East	1,494,000

Central

Alabama	63,000
Arkansas	36,000
Illinois	189,000
Indiana	89,000
Iowa	54,000
Kansas	45,000
Kentucky	62,000
Louisiana	42,000
Michigan	161,000
Minnesota	86,000
Mississippi	32,000
Missouri	91,000
Nebraska	27,000
North Dakota	14,000
Ohio	178,000
Oklahoma	45,000
South Dakota	17,000
Tennessee	104,000
Texas	221,000
Wisconsin	<u>87,000</u>
Total Central	1,643,000

West

Alaska	7,000
Arizona	55,000
California	269,000
Colorado	47,000
Hawaii	10,000
Idaho	15,000
Montana	19,000
Nevada	22,000
New Mexico	19,000
Oregon	37,000
Utah	29,000
Washington	75,000
Wyoming	<u>7,000</u>
Total West	611,000



Woman's Day Travel 2008 Regional Rates

Region		East	Central	West
Circulation		1,494,000	1,643,000	611,000
<u>4-Color/CPM</u>				
Full Page	\$68.53	\$102,385	\$112,595	\$41,875
2/3	52.12	77,870	85,635	31,845
1/2	40.88	61,075	67,165	24,980
1/3	33.04	49,365	54,285	20,190
<u>2-Color/CPM</u>				
Full Page	\$66.53	\$99,395	\$109,310	\$40,650
2/3	51.20	76,495	84,125	31,285
1/2	38.83	58,015	63,800	23,725
1/3	26.42	39,475	43,410	16,145
<u>Black & White/CPM</u>				
Full Page	\$57.80	\$86,355	\$94,965	\$35,315
2/3	41.69	62,285	68,500	25,475
1/2	32.66	48,795	53,660	19,955
1/3	22.28	33,290	36,610	13,615



2008 Editorial At-A-Glance

Issue	Editorial Feature	On-Sale	Close	Response Options
2/12	<u>Romantic Getaways:</u> Destinations from our favorite romance films, including <i>The Bridges of Madison County</i> and <i>Sleepless in Seattle</i> Naples, FL	1/22/08	11/5/07	Travel Planner Web-listing On-page coupon
3/4	Palm Beach, FL Pittsburg, PA Cruising in Alaska	2/12/08	11/28/07	Travel Planner Web-listing On-page coupon BRC
4/15	<u>National Features:</u> Family Vacation-Planning Guide Green Vacations: Eco-tourism on a Budget St. John, USVI; San Francisco; National Parks of Southern Utah <u>Regional Features:</u> Southeast Tourism Section- Singer Island, FL; Hilton Head, SC, Nashville, TN; Gulf Shores, AL; Beaufort, SC; Hershey, PA Cruise Vacations The North Carolina BBQ Trail Georgia Wine Country Culinary Tour of Washington D.C. The Bourbon Trail, KY	3/25/08	1/9/08	Travel Planner Web-listing On-page coupon BRC



2008 Editorial At-A-Glance

Issue	Editorial Feature	On-Sale	Close	Response Options
5/6	Duck, NC Ulster County, NY Burlington, VT	4/15/08	1/30/08	Travel Planner Web-listing On-page coupon
6/17	<u>Spa and Fitness Vacations:</u> Georgia Sea Island and Resort, GA; The Grove Park Inn, Asheville, NC; Fairmont Sonoma Mission Inn & Spa, Sonoma, CA	5/27/08	3/12/08	Travel Planner Web-listing On-page coupon
7/8	RV Hot Spots	6/17/08	4/2/08	
8/1	Saugatuck, MI	7/8/08	4/23/08	
9/16	Lake Tahoe, NV	8/19/08	6/4/08	
10/7	Southeast Tourism Section Girlfriend Getaways White Sulphur Springs, WV Sarasota, FL	9/9/08	6/25/08	Travel Planner Web-listing On-page coupon BRC

Please note: Editorial is subject to change without notice.



Helping You Reach Nearly 23 Million Readers

***Woman's Day* continues to provide travel advertisers with targeted marketing opportunities at some of the most efficient rates available. Here is a look at a few of the travel advertising options that are available for 2008.**

Travel Directory: 6 issues

A special section composed of fractional advertising units that run adjacent to travel editorial. The Directory remains one of the most cost-effective ways to reach your audience via three pre-determined circulation groupings (East, Central and West).

Issues: February 12th, March 4th, April 15th, May 6th, June 17th, October 7th

National Display Advertising: 17 issues

Woman's Day continues to lead the field in direct response advertising, for one simple reason - *Woman's Day* readers respond! And now travel advertisers have more reasons than ever to tap into the power of the *Woman's Day* brand. With travel editorial in every issue, there's no better place to reach our nearly 23 million decision makers with a national ad.

Regional Display Advertising: 12 issues

To help target specific travel markets, and maximize the effectiveness and efficiency of your advertising choices, *Woman's Day* will offer advertisers the option of selecting regional advertising by STATE.

Travel editorial is scheduled to appear within all regions with scheduled travel advertising.

Travel Planner: 6 issues (listing), 3 issues (BRC) and On-line Exposure

Woman's Day magazine's national Reader Service page is available to all qualifying travel advertisers.

The section allows interested readers to receive additional information from travel destinations, and will include 15-20 words of your message accompanying each listing. **Issues: February 12th,**

March 4th, April 15th, May 6th, June 17th, October 7th. The March 4th, April 15th and

October 7th issues include a bonus postage-paid Business Reply Card listing as well.

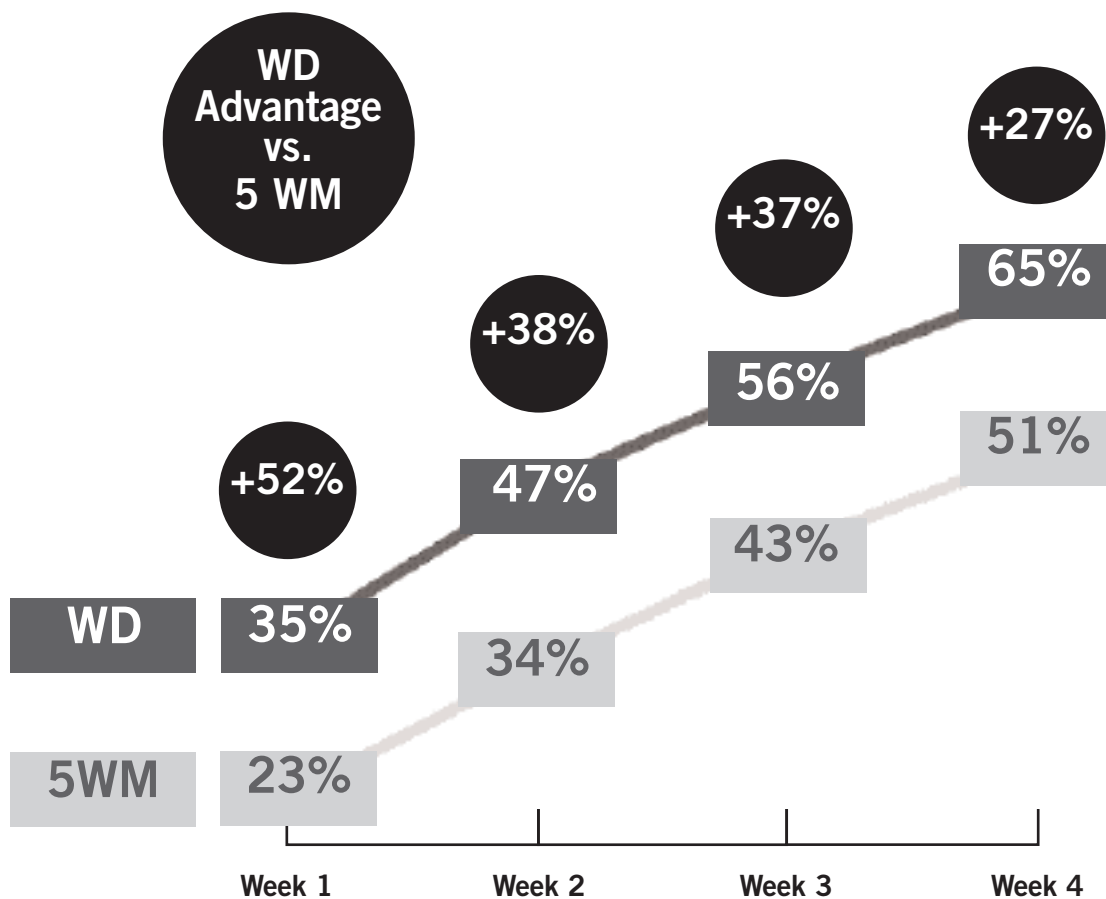
Leads can be forwarded via disk, labels or email.

CO-OP Sections:

Woman's Day can create custom travel advertising sections to meet the specific marketing objectives of your travel destination. Please contact your sales representative for additional details.

Quick Audience Cume Benefit: Your Ads Will Be Seen, Read and Responded to Sooner in *Woman's Day*

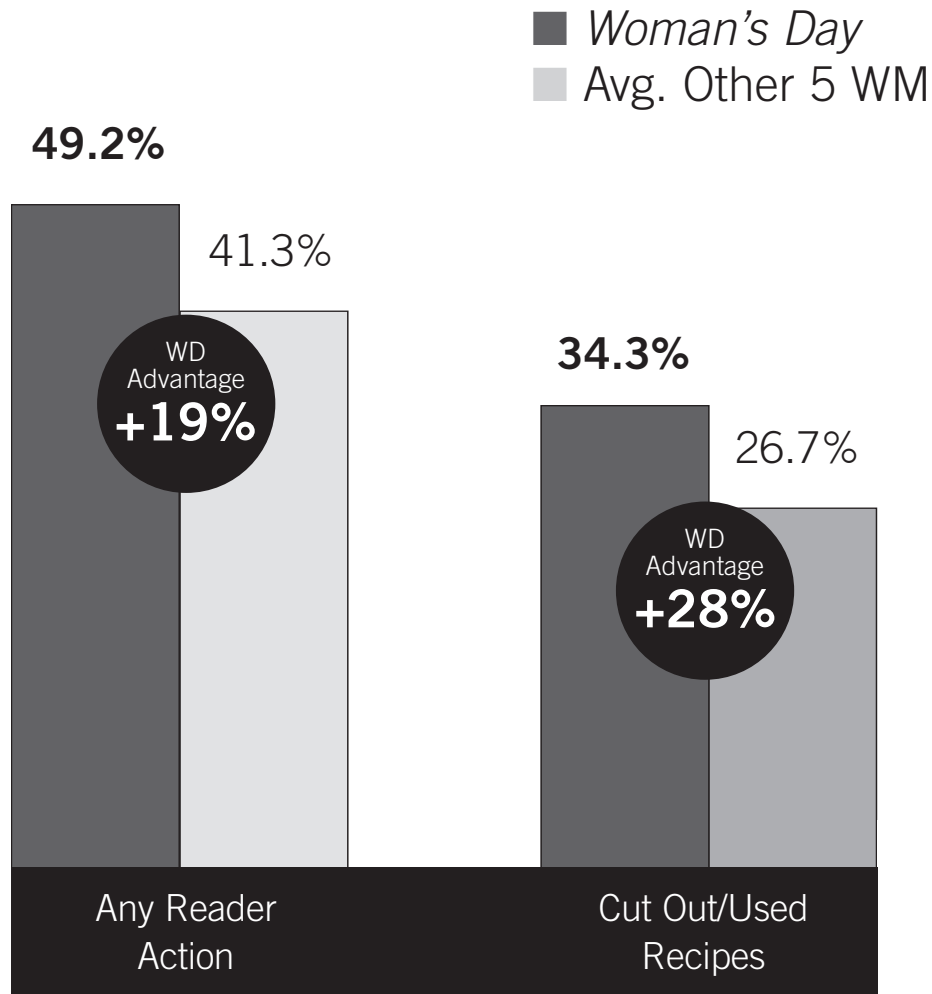
Woman's Day reaches its audience 27-52% sooner



Source: 2007 MRI Spring and MRI Women Audience Accumulation Curve
5 WMs equals the average of Better Homes & Gardens, Family Circle,
Good Housekeeping, Ladies' Home Journal and Redbook

The Single Copy Difference *Woman's Day* Readers Respond

#1 in Reader Responsiveness
Primary Women Readers



Source: 2007 MRI Spring, Primary Women
5 WMs equals the average of Better Homes & Gardens, Family Circle,
Good Housekeeping, Ladies' Home Journal and Redbook



Magazine Advertising Engages Consumers More!



% of consumers who feel positive about the following media:

Magazine: 61%

TV: 52%

Radio: 46%

Web: 30%

Source: Dynamic Logic Ad Reaction

Magazines Provide an Oasis of Engagement

“Magazines provide a journey, one they choose and control by deciding where and when they will go, how long they’ll stay and when they’ll return.

And when readers take this “journey” they are fully engaged...

In a media environment increasingly characterized by interruption, magazines remain an oasis of engagement.”

– Renetta McCann, CEO

The Americas of Publicis Groupe’s

Starcom Media Vest Group



Company

Representatives

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South Dakota, Texas, Utah,
Washington, Wisconsin, Wyoming

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