



The *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

