



2015 Travel Rates

Effective January 2015 Issue

4-COLOR	1 ISSUE
Page	\$156,900
2/3 Page (Vertical)	116,700
1/2 Page/Digest	91,000
1/3 Page	68,600
4 inches (56 lines)	27,300
Large brochure: 2-1/4 X 3"	14,800
Small brochure: 1-1/8 X 3"	8,600

BLACK & WHITE	1 ISSUE
Page	\$123,100
2/3 Page	86,500
1/2 Page/Digest	67,300
1/3 Page	45,500
4 inches (56 lines)	19,600
2 inches (28 lines)	10,000

- All rates are gross
- Rates are based on frequency of use of one or more travel sections for a single advertised travel service or destination USING LIKE UNITS OF SPACE IN SIZE AND COLORATION IN A CONTRACT YEAR. No other discounts apply
- Copy variations are permitted but continuity must be maintained through a single agency of record
- 2-color production—contact your representative for availability and cost if a special ink or 2-color process is required

Subject to change and cancellation.

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For more information about this program, please contact your BHG Account Executive or Christine Guilfoyle, SVP/Publisher, *Better Homes and Gardens* at 212-551-7131 or Jodie Schafer, Advertising Director, Travel Marketing, at 952.322.3124.



2015 Travel Rates *(continued)*

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Better Homes and Gardens® Travel Sections feature travel advertising of interest to readers in the East, Great Lakes, South, Central and West areas in the March, April, May, June, September, and October issues. Included in each travel section is a Travel Planning Guide for advertisers to list promotional literature available.

Circulation Information

Travel East: 1,520,000 circulation in the states of Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, and Washington D.C.

Travel Great Lakes: 1,227,800 circulation in the states of Illinois, Indiana, Michigan, Ohio, and Wisconsin.

Southern Travel: 1,791,700 circulation in the states of Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, West Virginia, and Virginia.

Travel Central: 1,440,400 circulation in the states of Arkansas, Iowa, Kansas, Louisiana, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, and Texas.

Travel West: 1,419,800 circulation in the states of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Wyoming, Nevada, New Mexico, Oregon, Utah, and Washington.

Travel Sections Information

Travel Planning Guide: The Travel Planning Guide is a free listing of promotional material available from advertisers. The guide contains a return-response coupon to allow readers to order the literature. *BHG*® provides advertisers with their leads. All national and regional travel advertisers are eligible for a listing in the Travel Planning Guide. The listing appears in the total circulation of 7.6 million. Advertisers are responsible for submitting their listings of up to 15 words in length before closing date.

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