



# 2017 TRAVEL RATES

*Effective January 2017 Issue*

*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:** 1,505,100 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:** 1,225,700 circulation in the states of Illinois, Indiana, Michigan, Ohio, and Wisconsin.

**SOUTHERN TRAVEL:** 1,785,400 circulation in the states of Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, West Virginia, and Virginia.

**TRAVEL CENTRAL:** 1,418,300 circulation in the states of Arkansas, Iowa, Kansas, Louisiana, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, and Texas.

**TRAVEL WEST:** 1,422,800 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.

Subject to change and cancellation.



\*All editorial subject to change and cancellation.

For more information, please contact your *BHG* Account Executive or Deirdre Finnegan, Associate Publisher, *Better Homes and Gardens* at 212-455-1208 or Melissa Luebbe, Advertising Director, Travel Marketing, 312.580.2554

**Better  
Homes  
and Gardens.** | LIFE IN  
COLOR



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<b>4-COLOR</b>	<b>1 ISSUE</b>
Page	\$170,600
2/3 Page (Vertical)	126,900
1/2 Page/Digest	98,900
1/3 Page	74,500
4 inches (56 lines)	29,700
Large brochure: 2 1/4 X 3"	16,100
Small brochure: 1 1/8 X 3"	9,400

<b>BLACK &amp; WHITE</b>	<b>1 ISSUE</b>
Page	\$133,800
2/3 Page	94,000
1/2 Page/Digest	73,200
1/3 Page	49,400
4 inches (56 lines)	21,300
2 inches (28 lines)	10,800

- 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

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