

# FIELD & STREAM



## NATIONAL RATES | 2010

### \$ GROSS OPEN RATES PER PAGE

Rate Base: 1,250,000

Effective January 1, 2010

#### **4/Color** **1x**

|           |           |
|-----------|-----------|
| Full Page | \$115,800 |
| 2/3 Page  | 96,700    |
| 1/2 Page  | 75,300    |
| 1/3 Page  | 52,100    |

#### **Black & White**

|           |          |
|-----------|----------|
| Full Page | \$92,700 |
| 2/3 Page  | 77,300   |
| 1/2 Page  | 60,300   |
| 1/3 Page  | 41,600   |

#### **2/Color**

|           |           |
|-----------|-----------|
| Full Page | \$100,800 |
| 2/3 Page  | 84,000    |
| 1/2 Page  | 65,600    |
| 1/3 Page  | 45,300    |

#### **Covers**

|         |           |
|---------|-----------|
| Cover 2 | \$133,300 |
| Cover 3 | 127,400   |
| Cover 4 | 150,600   |

#### **Bleed:**

Available on all ROB units one-third page or larger; add 10% to the gross rate.

No charge for gutter bleed on two facing pages.

All Rates Gross. Rates Subject To Change.

**SALES OFFICES:** New York | 212.779.5486 • Chicago | 312.252.2847 • Detroit | 248.282.5544 • Los Angeles | 310.227.8947

# FIELD & STREAM



**CUSTOM REGIONAL | 2010**

## FULL PAGE UNITS ONLY

### CUSTOM REGIONALS

|                              |      | <b>B&amp;W</b> | <b>2 COLOR</b> | <b>4 COLOR</b> |
|------------------------------|------|----------------|----------------|----------------|
| Minimum Circulation: 335,000 | CPM: | \$87.50        | \$94.80        | \$108.94       |
| PRODUCTION CHARGE            | NET: | \$2,000        | \$2,300        | \$2,700        |

### COPY SPLIT CHARGES

Apply to all space units per page, per split, per magazine. For more than 5 copy changes, the per split charge is higher.

|                   |      | <b>B&amp;W</b> | <b>2 COLOR</b> | <b>4 COLOR</b> |
|-------------------|------|----------------|----------------|----------------|
| BY STATE          | NET: | \$2,000        | \$2,300        | \$2,700        |
| RANDOM A/B SPLIT  | NET: | \$2,000        | \$2,300        | \$2,700        |
| PERFECT A/B SPLIT | NET: | \$12,600       | \$13,000       | \$13,400       |

Custom Regionals and copy splits by DMA are available on a limited basis only.

Please consult Publisher. Requests should be made by sectional center (first three digits of the zip code) as well as by city.

Bleed: Available on all ROB units; add 10% to the gross rate.

All space rates gross / production costs net  
Rates subject to change

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# FIELD & STREAM



## CIRCULATION BY STATE | 2010

| <b>STATE</b>    | <b>CIRC</b> | <b>STATE</b>   | <b>CIRC</b> |
|-----------------|-------------|----------------|-------------|
| Alabama         | 21,000      | Nebraska       | 12,300      |
| Alaska          | 3,800       | Nevada         | 6,800       |
| Arizona         | 13,100      | New Hampshire  | 6,300       |
| Arkansas        | 16,000      | New Jersey     | 17,400      |
| California      | 61,500      | New Mexico     | 6,100       |
| Colorado        | 37,600      | New York       | 55,600      |
| Connecticut     | 13,800      | North Carolina | 34,000      |
| Delaware        | 3,600       | North Dakota   | 6,100       |
| Florida         | 72,500      | Ohio           | 46,800      |
| Georgia         | 28,800      | Oklahoma       | 18,300      |
| Hawaii          | 1,400       | Oregon         | 22,500      |
| Idaho           | 11,100      | Pennsylvania   | 69,400      |
| Illinois        | 40,500      | Rhode Island   | 2,200       |
| Indiana         | 28,200      | South Carolina | 31,500      |
| Iowa            | 21,700      | South Dakota   | 7,300       |
| Kansas          | 17,400      | Tennessee      | 27,300      |
| Kentucky        | 28,600      | Texas          | 57,300      |
| Louisiana       | 14,700      | Utah           | 16,900      |
| Maine           | 9,400       | Vermont        | 5,300       |
| Maryland & D.C. | 17,100      | Virginia       | 35,500      |
| Massachusetts   | 22,000      | Washington     | 35,100      |
| Michigan        | 52,600      | West Virginia  | 13,100      |
| Minnesota       | 38,400      | Wisconsin      | 42,200      |
| Mississippi     | 13,400      | Wyoming        | 4,800       |
| Missouri        | 37,100      | Canada         | 5,500       |
| Montana         | 10,200      | Other          | 1,500       |

**Circulation without newsstand: 1,222,600**

**Newsstand: 27,400**

**Circulation with newsstand: 1,250,000**

Note: Allow a 5%-10% margin in the circulation of regional editions.

Circulation based on June 2009 Publisher's Statement

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# FIELD & STREAM



SELECTS | 2010

In-depth coverage presented as a magazine-within-a-magazine bound into the pages of FIELD & STREAM.

## SELECT EDITION

## CIRC

## ISSUES

### Whitetail Handbook

790,000

Avid hunters and top hunting states

#### Close Dates

August: 5/25/10 | September: 6/24/10 | October: 7/26/10 |  
November: 8/25/10

|          |       |       |     |      |      |        |           |         |          |                 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|
| February | March | April | May | June | July | August | September | October | November | Dec '10/Jan '11 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|

### Fishing Handbook

500,000

Avid fishermen and top fishing states

#### Close Dates

April: 1/25/10 | May: 2/22/10

|          |       |       |     |      |      |        |           |         |          |                 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|
| February | March | April | May | June | July | August | September | October | November | Dec '10/Jan '11 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|

### Turkey Handbook

350,000

Top states for harvesting wild turkeys as well as by turkey population

#### Close Dates

March: 12/28/09 | April: 1/25/10

|          |       |       |     |      |      |        |           |         |          |                 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|
| February | March | April | May | June | July | August | September | October | November | Dec '10/Jan '11 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|

### Waterfowl Handbook

350,000

Subscribers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months

#### Close Dates

September: 6/24/10 | October: 7/26/10

|          |       |       |     |      |      |        |           |         |          |                 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|
| February | March | April | May | June | July | August | September | October | November | Dec '10/Jan '11 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|

### Bowhunting Handbook

225,000

Subscribers that purchased an archery hunting license or archery equipment in the last 12 months

#### Close Dates

August: 5/25/10 | September: 6/24/10 | October: 7/26/10

|          |       |       |     |      |      |        |           |         |          |                 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|
| February | March | April | May | June | July | August | September | October | November | Dec '10/Jan '11 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|

### Sportsman's Journal

150,000

Targeting households with income over \$100,000

#### Close Dates

March: 12/28/09 | May: 2/22/10 | August: 5/25/10 | October: 7/26/10

|          |       |       |     |      |      |        |           |         |          |                 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|
| February | March | April | May | June | July | August | September | October | November | Dec '10/Jan '11 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|

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# FIELD & STREAM



SELECTS | 2010

In-depth coverage presented as a magazine-within-a-magazine bound into the pages of FIELD & STREAM.

## WHITETAIL HANDBOOK

CIRCULATION: 790,000

|         | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------|-----------|----------|----------|----------|
| 4/Color | \$73,400  | \$61,300 | \$46,000 | \$33,900 |
| 2/Color | \$64,000  | \$53,600 | \$40,100 | \$29,500 |
| B & W   | \$58,800  | \$48,900 | \$36,900 | \$27,100 |

Circulation from a mix of top hunting states: TX, PA, MI, NY, WI, MN, OH, MO, GA, AL, AR, LA, TN, VA, NC, IN, KY, IL, MS, OK, OR, WV

## FISHING HANDBOOK

CIRCULATION: 500,000

|         | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------|-----------|----------|----------|----------|
| 4/Color | \$46,400  | \$38,800 | \$29,100 | \$21,500 |
| 2/Color | \$40,600  | \$33,800 | \$25,500 | \$18,800 |
| B & W   | \$37,400  | \$31,200 | \$23,400 | \$17,400 |

Circulation from a mix of top fishing states: CA, TX, FL, MN, NY, OH, IL, PA, MI, GA

## TURKEY HANDBOOK

CIRCULATION: 350,000

|         | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------|-----------|----------|----------|----------|
| 4/Color | \$32,800  | \$27,200 | \$20,600 | \$15,300 |
| 2/Color | \$28,600  | \$24,000 | \$18,000 | \$13,300 |
| B & W   | \$26,400  | \$22,000 | \$16,500 | \$12,300 |

Circulation from a mix of top hunting states for turkey: MO, PA, AL, MS, WI, TN, GA, NY, OH

## WATERFOWL HANDBOOK

CIRCULATION: 350,000

|         | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------|-----------|----------|----------|----------|
| 4/Color | \$32,800  | \$27,200 | \$20,600 | \$15,300 |
| 2/Color | \$28,600  | \$24,000 | \$18,000 | \$13,300 |
| B & W   | \$26,400  | \$22,000 | \$16,500 | \$12,300 |

Circulation from subscribers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months

## BOWHUNTING HANDBOOK

CIRCULATION: 225,000

|         | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------|-----------|----------|----------|----------|
| 4/Color | \$21,100  | \$17,700 | \$13,300 | \$9,800  |
| 2/Color | \$18,600  | \$15,500 | \$11,600 | \$8,800  |
| B & W   | \$17,100  | \$14,400 | \$10,800 | \$8,000  |

Circulation from subscribers that purchased an archery hunting license or archery equipment in the last 12 months

## SPORTSMAN'S JOURNAL

CIRCULATION: 150,000

|         | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------|-----------|----------|----------|----------|
| 4/Color | \$22,800  | \$19,000 | \$14,400 | \$10,800 |
| 2/Color | \$20,000  | \$16,700 | \$12,500 | \$9,300  |
| B & W   | \$18,300  | \$15,300 | \$11,400 | \$8,500  |

Circulation from subscribers obtained from purchase data from shooting sport enthusiast retailers

All rates gross • Rates subject to change • Bleed: available on all ROB units one-third page or larger, add 10% to the gross rate.

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# FIELD & STREAM



## WHITETAIL HANDBOOK | 2010

### WHITETAIL HANDBOOK – AVID HUNTERS AND TOP HUNTING STATES

Circulation: 790,000

*Field & Stream* Whitetail Handbook is a special magazine-within-a-magazine bound into *Field & Stream* and sent to our readers in the top hunting states. Our editors create special in-depth coverage of the popular whitetail hunting tactics, guns & gear, maps, and sound expert advice in this editorial series, which prints four times a year.

### RATES

|                  | <b>Full Page</b> | <b>2/3 Page</b> | <b>1/2 Page</b> | <b>1/3 Page</b> |
|------------------|------------------|-----------------|-----------------|-----------------|
| <b>4/Color</b>   | \$73,400         | \$61,300        | \$46,000        | \$33,900        |
| <b>2/Color</b>   | \$64,000         | \$53,600        | \$40,100        | \$29,500        |
| <b>B &amp; W</b> | \$58,800         | \$48,900        | \$36,900        | \$27,100        |

### CLOSING DATES

| <b>Issue</b>     | <b>Ad Close</b> | <b>On Sale</b> |
|------------------|-----------------|----------------|
| <b>August</b>    | 5/25/10         | 7/20/10        |
| <b>September</b> | 6/24/10         | 8/17/10        |
| <b>October</b>   | 7/26/10         | 9/21/10        |
| <b>November</b>  | 8/25/10         | 10/19/10       |

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

Circulation from a Mix of Top hunting states: TX, PA, MI, NY, WI, MN, OH, MO, GA, AL, AR, LA, TN, VA, NC, IN, KY, IL, MS, OK, OR, WV

# FIELD & STREAM



## FISHING HANDBOOK | 2010

### FISHING HANDBOOK - AVID FISHERMAN AND TOP FISHING STATES

Circulation: 500,000

*Field & Stream* Fishing Handbook is a special magazine-within-a-magazine bound into *Field & Stream* and sent to a targeted list of readers in top fishing states. Our editors create customized in-depth fishing coverage—expert tactics, best lures and tackle, and top spots—in this series, which prints two times per year.

### RATES

|                | Full Page | 2/3 Page | 1/2 Page | 1/3 Page |
|----------------|-----------|----------|----------|----------|
| <b>4/Color</b> | \$46,400  | \$38,800 | \$29,100 | \$21,500 |
| <b>2/Color</b> | \$40,600  | \$33,800 | \$25,500 | \$18,800 |
| <b>B/W</b>     | \$37,400  | \$31,200 | \$23,400 | \$17,400 |

### CLOSING DATES

| Issue        | Ad Close | On Sale |
|--------------|----------|---------|
| <b>April</b> | 1/25/10  | 3/23/10 |
| <b>May</b>   | 2/22/10  | 4/20/10 |

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

Circulation from a Mix of Top fishing states: CA, TX, FL, MN, NY, OH, IL, PA, MI, GA

# FIELD & STREAM



## TURKEY HANDBOOK | 2010

### TURKEY HANDBOOK -

*TOP TURKEY HUNTING STATES AS WELL AS BY TURKEY POPULATION*

Circulation: 350,000

This spring, as hundreds of thousands of *Field & Stream* readers prepare for the upcoming turkey season, they'll turn to our Turkey Handbook for the best advice on how to bag a gobbler. This special editorial package is bound into the regular edition of *Field & Stream* and circulated to subscribers in the top turkey hunting states.

Turkey Handbook will cover the latest in spring turkey hunting how-to, featuring cutting-edge tactics, expert advice, pro tips, and the hottest new gear, from calls and decoys to guns and loads. With superb photography and instructional art, this bonus section is custom-crafted for the serious turkey hunter.

### RATES

|                | <b>Full Page</b> | <b>2/3 Page</b> | <b>1/2 Page</b> | <b>1/3 Page</b> |
|----------------|------------------|-----------------|-----------------|-----------------|
| <b>4/Color</b> | \$32,800         | \$27,200        | \$20,600        | \$15,300        |
| <b>2/Color</b> | \$28,600         | \$24,000        | \$18,000        | \$13,300        |
| <b>B/W</b>     | \$26,400         | \$22,000        | \$16,500        | \$12,300        |

### CLOSING DATES

| <b>Issue</b> | <b>Ad Close</b> | <b>On Sale</b> |
|--------------|-----------------|----------------|
| <b>March</b> | 12/28/09        | 2/23/10        |
| <b>April</b> | 1/25/10         | 3/23/10        |

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

Circulation From a mix of top states for wild turkeys: MO, PA, AL, MS, WI, TN, GA, NY, OH



# FIELD & STREAM



## WATERFOWL HANDBOOK | 2010

### WATERFOWL HANDBOOK - WATERFOWL LICENSE AND EQUIPMENT PURCHASERS

Circulation: 350,000

*Field & Stream* Waterfowl Handbook is a special magazine-within-a-magazine bound into *Field & Stream* and sent to readers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months. Our editors create a special in-depth package covering waterfowling strategies and hot-spots in this editorial series, which prints two times per year.

### RATES

|                | Full Page | 2/3 Page | 1/2 Page | 1/3 Page |
|----------------|-----------|----------|----------|----------|
| <b>4/Color</b> | \$32,800  | \$27,200 | \$20,600 | \$15,300 |
| <b>2/Color</b> | \$28,600  | \$24,000 | \$18,000 | \$13,300 |
| <b>B/W</b>     | \$26,400  | \$22,000 | \$16,500 | \$12,300 |

### CLOSING DATES

| Issue            | Ad Close | On Sale |
|------------------|----------|---------|
| <b>September</b> | 6/24/10  | 8/17/10 |
| <b>October</b>   | 7/26/10  | 9/21/10 |

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

# FIELD & STREAM



## BOWHUNTING HANDBOOK | 2010

### BOWHUNTING HANDBOOK - ARCHERY LICENSE AND EQUIPMENT PURCHASERS

Circulation: 225,000

As the nation's four million bowhunters prepare to take the field next fall, *Field & Stream* will be there with the Bowhunting Handbook, a special editorial section bound into the regular August and September editions of *Field & Stream* and circulated to subscribers that purchased an archery hunting license or archery equipment in the last 12 months. Featuring the hottest new gear, the latest field tactics, top shooting techniques, tips from the pros, and instructional art and photos, Bowhunting Handbook is edited specifically for the hard-core archery hunter.

### RATES

|                | Full Page | 2/3 Page | 1/2 Page | 1/3 Page |
|----------------|-----------|----------|----------|----------|
| <b>4/Color</b> | \$21,100  | \$17,700 | \$13,300 | \$ 9,800 |
| <b>2/Color</b> | \$18,600  | \$15,500 | \$11,600 | \$ 8,800 |
| <b>B/W</b>     | \$17,100  | \$14,400 | \$10,800 | \$ 8,000 |

### CLOSING DATES

| Issue            | Ad Close | On Sale |
|------------------|----------|---------|
| <b>August</b>    | 5/25/10  | 7/20/10 |
| <b>September</b> | 6/24/10  | 8/17/10 |
| <b>October</b>   | 7/26/10  | 9/21/10 |

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

# FIELD & STREAM



## SPORTSMAN'S JOURNAL | 2010

**SPORTSMAN'S JOURNAL** - TARGETED TO HOUSEHOLDS WITH HHI \$100K+ NATIONWIDE

Circulation: 150,000

*Field & Stream's Sportsman's Journal* is a special editorial supplement that targets subscribers who have the means and the desire to live their sporting lives to the hilt. Featuring the great writing and photography that are the hallmarks of *Field & Stream*, the Sportsman's Journal focuses on lodges and outfitters, fine guns, food and drink, quality clothing, sporting art and literature, country property, and the best equipment available. In addition, the Sportsman's Journal is printed on the highest quality paper and features a clean, elegant, and sophisticated design.

### RATES

|                | <b>Full Page</b> | <b>2/3 Page</b> | <b>1/2 Page</b> | <b>1/3 Page</b> |
|----------------|------------------|-----------------|-----------------|-----------------|
| <b>4/Color</b> | \$22,800         | \$19,000        | \$14,400        | \$10,800        |
| <b>2/Color</b> | \$20,000         | \$16,700        | \$12,500        | \$ 9,300        |
| <b>B/W</b>     | \$18,300         | \$15,300        | \$11,400        | \$ 8,500        |

### CLOSING DATES

| <b>Issue</b>   | <b>Ad Close</b> | <b>On Sale</b> |
|----------------|-----------------|----------------|
| <b>March</b>   | 12/28/09        | 2/23/10        |
| <b>May</b>     | 2/22/10         | 4/20/10        |
| <b>August</b>  | 5/25/10         | 7/20/10        |
| <b>October</b> | 7/26/10         | 9/21/10        |

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

# FIELD & STREAM



## HOMEOWNERS | 2010

**HOMEOWNERS** – IDENTIFIED HOMEOWNERS IN OUR DATABASE AND HIGH CONCENTRATION RESIDENTIAL AREAS NATIONWIDE

Circulation: 750,000

### RATES

|                | <b>Full Page</b> |
|----------------|------------------|
| <b>4/Color</b> | \$80,100         |
| <b>2/Color</b> | \$69,700         |
| <b>B/W</b>     | \$64,100         |

### CLOSING DATES

| <b>Issue</b>     | <b>Ad Close</b> | <b>On Sale</b> |
|------------------|-----------------|----------------|
| <b>March</b>     | 12/28/09        | 2/23/10        |
| <b>April</b>     | 1/25/10         | 3/23/10        |
| <b>May</b>       | 2/22/10         | 4/20/10        |
| <b>June</b>      | 3/25/10         | 5/18/10        |
| <b>July</b>      | 4/26/10         | 6/22/10        |
| <b>September</b> | 6/24/10         | 8/17/10        |
| <b>October</b>   | 7/26/10         | 9/21/10        |

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

All rates gross  
Rates subject to change  
Bleed: add 10% to the gross rate.

# FIELD & STREAM



## COASTAL STATES | 2010

### COASTAL STATES -

*STATES THAT BORDER AN OCEAN COAST AND SELECT INLAND LAKE AREAS*

Circulation: 650,000

### RATES

|                | <b>Full Page</b> |
|----------------|------------------|
| <b>4/Color</b> | \$71,200         |
| <b>2/Color</b> | \$62,000         |
| <b>B/W</b>     | \$56,900         |

### CLOSING DATES

| <b>Issue</b>     | <b>Ad Close</b> | <b>On Sale</b> |
|------------------|-----------------|----------------|
| <b>March</b>     | 12/28/09        | 2/23/10        |
| <b>April</b>     | 1/25/10         | 3/23/10        |
| <b>May</b>       | 2/22/10         | 4/20/10        |
| <b>June</b>      | 3/25/10         | 5/18/10        |
| <b>July</b>      | 4/26/10         | 6/22/10        |
| <b>September</b> | 6/24/10         | 8/17/10        |
| <b>October</b>   | 7/26/10         | 9/21/10        |

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

All rates gross

Rates subject to change

Bleed: add 10% to the gross rate.

Circulation from a Mix of Coastal States: AL, AK, CA, CT, DE, FL, GA, HI, IL, LA, ME, MD, MA, MI, MN, NH, NJ, NY, NC, OH, OR, PA, RI, SC, TX, VA, WA

# FIELD & STREAM



**TOP ZIPS | 2010**

**TOP ZIPS** - TOP ZIP CODES BASED ON INCOME, TARGETED TO HHI \$75K+

Circulation: 300,000

## RATES

## CLOSING DATES

|                | <b>Full Page</b> |
|----------------|------------------|
| <b>4/Color</b> | \$36,300         |
| <b>2/Color</b> | \$31,700         |
| <b>B/W</b>     | \$29,100         |

| <b>Issue</b>     | <b>Ad Close</b> | <b>On Sale</b> |
|------------------|-----------------|----------------|
| <b>March</b>     | 12/28/09        | 2/23/10        |
| <b>April</b>     | 1/25/10         | 3/23/10        |
| <b>May</b>       | 2/22/10         | 4/20/10        |
| <b>September</b> | 6/24/10         | 8/17/10        |
| <b>October</b>   | 7/26/10         | 9/21/10        |
| <b>November</b>  | 8/25/10         | 10/19/10       |
| <b>December</b>  | 9/24/10         | 11/23/10       |

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

All rates gross

Rates subject to change

Bleed: add 10% to the gross rate.