

# Classified Advertising

Supplement to Rate Card #48 • Rates Effective January 2009 Issue

**Southern Living**  
The heart of Southern life

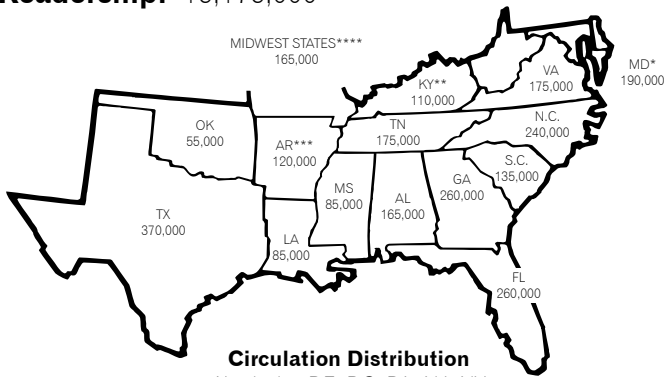
*Southern Living* is the heart of Southern life. Our 16+ million loyal readers recognize this and turn to us for inspiration and information. Reach readers in an unbeatable editorial environment that highlights the best of the South through food, homes & gardens, travel and healthy living.

## The Readers You'll Reach

Total Readership .....	16,176,000
Female .....	77%
Male .....	23%
Median HHI .....	\$64,604
Median Age .....	50.9
Any College .....	65%
Homeowners .....	82%
Have Internet Access .....	88%
Are an avid reader & never miss an issue .....	93%

Source: 2008 Spring MRI; 2007 Southern Living Reader Panel; 2007 Starcom Pilot Survey

**Rate Base:** 2,800,000  
**Readership:** 16,176,000



**Circulation Distribution**  
\*Includes DE, DC, PA, NJ, NY  
\*\*includes WV  
\*\*\*includes MO  
\*\*\*\*includes OH, IN, IL, MI, WI

## Closing Dates

Generally, the 15th of the month, two months before issue is the closing date for classifieds. All dates are subject to change. Please call for specific issue close dates.

## Example

January .....	November 14th
February .....	December 15th
March .....	January 16th

## Classified Rates

Rate....	\$28.25 per word (minimum \$339.00 or 12 words)
<b>Bold Words</b> .....	\$1.50 per word (extra)
ALL CAPS .....	\$1.50 per word (extra)
<b>BOLD ALL CAPS</b> .....	\$3.00 per word (extra)

(The first word of every ad is **BOLD ALL CAPS** at no charge.)

## Upgrades and Discounts

- Online Ad—For 10% upgrade charge, gain an additional audience on southernliving.com. As a bonus, your Web address is displayed in bold-hyperlink blue in the magazine.
- Shaded Background—+10% upgrade charge
- 10% frequency discount for prepayment of 3 consecutive months.
- 15% frequency discount for prepayment of 6+ consecutive months.

## Counting Words

**One or more characters divided by a space will count as one word, with no exceptions.** This includes the zip code, plus sign (+) and ampersands (&). A legitimately hyphenated word counts as one word. Phone numbers count as one word. 2BR/2BA will be edited as 2BR, 2BA. Two-name cities/states will count as two words. The Publisher reserves the right to edit ads for consistency.

## Example

Your ad in *Southern Living Classified* will reach over  
 1 2 3 4 5 6 7 8 9  
 16 million readers every month. For additional information,  
 10 11 12 13 14 15 16 17  
 call 800-542-5585 or write to skoumal@mediapeople.com  
 18 19 20 21 22 23

## Terms

**Orders must be received in writing with payment or credit card information before closing.** No changes or cancellations after closing. A sample product or literature may be required with first time advertisers.

Orders are subject to approval of Publisher, who reserves the right to reject or cancel any advertisement.

All ad text edited and typeset at Publisher's discretion.

## Send your Ad and Payment to:

*Southern Living* Classified Advertising  
40 Richards Avenue, Suite 700  
Norwalk, CT 06854

## For More Information Contact:

Jennifer Malish at Media People  
(800) 542-5585  
(203) 853-2966 (fax)  
jmalish@mediapeople.com