

# Direct Response Rate Card

Effective January 2009 Issue

2,800,000 Rate Base

[southernlivingmarket.com](http://southernlivingmarket.com)  
[southernlivingschoolandcamp.com](http://southernlivingschoolandcamp.com)

## BONUS ONLINE ADVERTISING

Advertisers receive ads on  
[SouthernLivingMarket.com](http://SouthernLivingMarket.com) or  
[SouthernLivingSchoolandCamp.com](http://SouthernLivingSchoolandCamp.com)  
while advertising in the magazine. Some  
advertisers may qualify for premium  
positioning on these Web sites.

### 2009 THE MARKET/SCHOOL ADVERTISING RATES

4-COLOR	Size	1x	3x	6x	9x	12x
2-inch	2 1/4" x 2"	8,610	8,270	7,920	7,530	7,190
1/12 page (2 1/2-inch)	2 1/4" x 2 1/2"	10,090	9,690	9,280	8,830	8,430
1/6 page	2 1/4" x 5" or 4 5/8" x 2 1/2"	18,250	17,520	16,790	15,970	15,240
1/3 page	2 1/4" x 10" or 4 5/8" x 5"	33,890	32,530	31,180	29,650	28,300
1/2 page	7" x 5"	56,180	53,930	51,690	49,160	46,910
Holiday Gift Guide (November)	3" formatted	11,330	N/A	N/A	N/A	N/A

### BLACK & WHITE

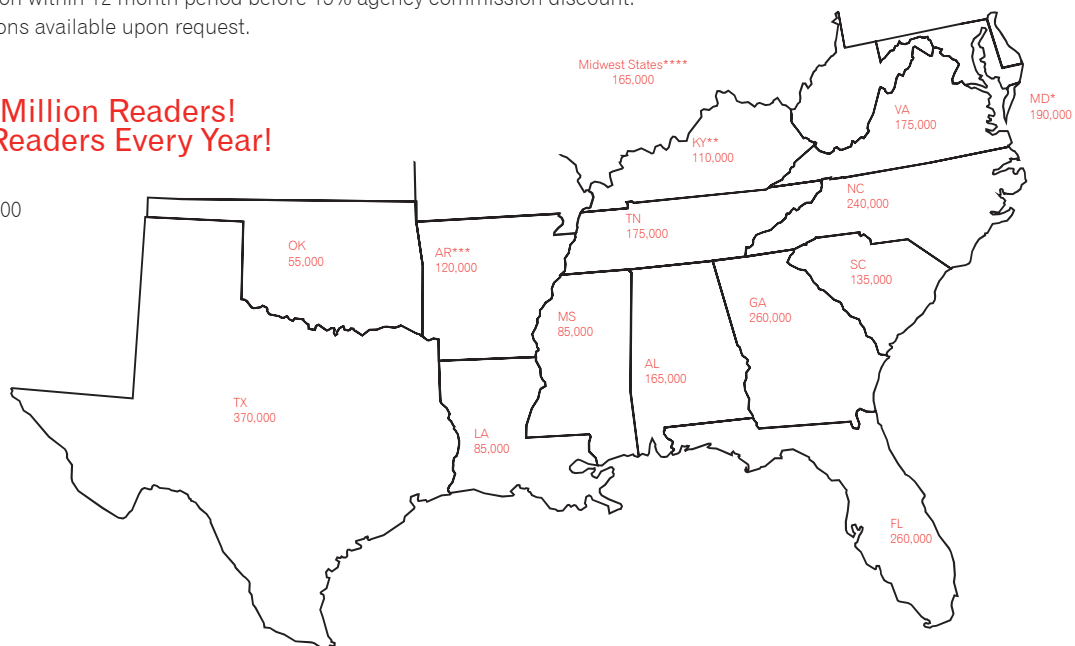
2-inch	2 1/4" x 2"	6,530	6,270	6,010	5,710	5,450
1/12 page (2 1/2-inch)	2 1/4" x 2 1/2"	7,650	7,340	7,040	6,690	6,390
1/6 page	2 1/4" x 5" or 4 5/8" x 2 1/2"	13,830	13,280	12,720	12,100	11,550

Rates are GROSS per insertion within 12-month period before 15% agency commission discount.  
Rates for other ad sizes/options available upon request.

**Reaching Over 16 Million Readers!  
One Million New Readers Every Year!**

**Rate Base:** 2,800,000  
**Total Readership:** 16,176,000  
Source: 2008 Spring MRI.

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



Source: US Census Bureau  
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To make space reservations or for more information, please contact  
**Southern Living Advertising Department:** [SLAD\\_info@timeinc.com](mailto:SLAD_info@timeinc.com), 888-254-9625.

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**Southern Living**  
The heart of Southern life

## OTHER ADVERTISING OPPORTUNITIES

### HOLIDAY GIFT GUIDE

The November issue of *Southern Living* features a middle-of-the-book section with nine formatted ads per page. It's an excellent opportunity for direct response advertisers to appear in the midst of editorial content in one of our most popular issues.

### SPECIAL INTEREST PUBLICATION\*

As a *Southern Living* advertiser, you may qualify for bonus advertising in this newsstand publication:

**BEST OF SOUTHERN LIVING**—On newsstands in late November, this annual publication features a fresh look at the very best *Southern Living* has to offer. Idea and inspiration driven, Best of *Southern Living* features editors' choices and staff picks for travel, foods, homes & gardens and healthy lifestyle.

\* Not available by ABC and not covered by the Time Inc. IBIT policy.

## HAVE A CONVERSATION WITH PREMIUM PROSPECTS

Feature editorial sections ensure added reader involvement with your advertising message.

### 16,176,000 READERS

Male	23%
Female	77%
Median Household Income	\$64,604
Married	67%
Homeowners	82%
Have Internet Access	88%
Are an avid reader and never skip an issue	93%
Have sought more information on a product or service as a result of seeing an advertisement in <i>Southern Living</i>	71%
Are more likely to seek information on a product or service if it is advertised in <i>Southern Living</i> because they find <i>Southern Living</i> to be a credible source	70%

Sources: 2008 Spring MRI; 2007 Starcom Pilot Survey and 2007 *Southern Living* Reader Panel Survey

## 2009 SPECIAL SECTIONS

Feature editorial sections ensure added reader involvement with your advertising message.

JANUARY	Readers' Choice Awards
FEBRUARY	Travel Florida
MARCH	Southern Gardener Travel Texas
MAY	Southern Home
AUGUST	Idea Houses
NOVEMBER	Holiday Dinners

## GENERAL INFORMATION

### AGENCY COMMISSION

15% for recognized agencies only.

### CONTRACT REQUIREMENTS

All advertising is subject to Time Inc. "Terms and Conditions."

Publisher will make every effort to comply with position requests but will not be bound by any conditions appearing on contract, insertion order or copy instructions regarding positioning of advertising or any other instructions which conflict with publisher's book make-up, regulation or policy.

Advertising considered objectionable by publisher in any respect will be refused. *Southern Living* and Southern Progress Corporation, through membership in the Direct Marketing Association, support and require advertiser compliance with its Guidelines for Ethical Business Practice.

### METHOD OF PAYMENT

Advertisers or agencies with established credit with Time Inc. will be invoiced on or about the on-sale date of the magazine. Advertisers without established credit must submit payment with order or by credit card by the closing date.

Payments should be mailed to:

*Southern Living*  
2314 Paysphere Circle  
Chicago, Illinois 60674

Advertisers wishing to establish credit must submit credit application to Time Inc. Your Sales representative will provide you with credit applications or credit card forms.

Submission does not constitute approval, but if adequate time for credit evaluation is allowed, credit can be established. Payments are due within 20 days of the billing date.