



MidwestLiving

effective January/February issue

2017

NATIONAL RATES

CIRCULATION: 950,000

NATIONAL	4-COLOR	BLACK & WHITE
Full Page	\$172,500	\$120,900
2/3 Page	139,200	84,600
1/2 Page	120,800	72,500
1/3 Page	95,500	48,800

COVERS*	4-COLOR
Second cover	\$198,400
Third cover	198,400
Fourth cover	217,400

*NON-CANCELABLE

ISSUES & CLOSING DATES

ISSUE	AD CLOSE	ON SALE
January/February	Nov 8, 2016	Jan 3, 2017
March/April	Jan 10, 2017	Mar 7, 2017
May/June	Mar 7, 2017	May 2, 2017
July/August	May 2, 2017	June 27, 2017
September/October	July 4, 2017	Aug 29, 2017
November/December	Sept 5, 2017	Oct 31, 2017



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SHOPPER'S GUIDE RATES

CIRCULATION: 950,000

4-COLOR	1 ISSUE	2 ISSUES	4 ISSUES	6 ISSUES
2/3 Page	\$83,900	\$75,600	\$71,400	\$67,100
1/2 Page	73,800	66,400	62,800	59,000
1/3 Page	58,900	53,100	50,100	47,000
1/6 Page	17,900	16,100	15,200	14,400
1/12 Page	9,900	8,900	8,300	7,900

BLACK & WHITE	1 ISSUE	2 ISSUES	4 ISSUES	6 ISSUES
2/3 Page	\$52,600	\$47,200	\$44,600	\$42,000
1/2 Page	45,100	40,600	38,400	36,100
1/3 Page	30,200	27,200	25,600	24,100
1/6 Page	14,400	12,900	12,200	11,600
1/12 Page	6,900	6,200	5,800	5,500

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