



TRADITIONAL HOME®

effective February/March issue

2017

NATIONAL RATES

CIRCULATION: 850,000

NATIONAL	4-COLOR	BLACK & WHITE
Full Page	\$184,500	\$136,400
2/3 Page	150,100	92,800
1/2 Page	132,800	79,800
1/3 Page	107,000	55,900

COVERS*	4-COLOR
Second cover	\$230,600
Third cover	195,600
Fourth cover	249,100

*NON-CANCELABLE

ISSUES & CLOSING DATES

ISSUE	AD CLOSE	ON SALE
February/March	Nov 29, 2016	Jan 24, 2017
April	Jan 17, 2017	Mar 14, 2017
May	Feb 21, 2017	Apr 18, 2017
June	Mar 28, 2017	May 23, 2017
July/August	May 2, 2017	June 27, 2017
September	June 20, 2017	Aug 15, 2017
October	July 25, 2017	Sept 19, 2017
November/December	Sept 12, 2017	Nov 7, 2017



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FIRST CLASS RATES

CIRCULATION: 850,000

4-COLOR	1 ISSUE	2 ISSUES	4 ISSUES	6 ISSUES	8 ISSUES
1/2 Page	\$60,900	\$51,800	\$48,700	\$45,700	\$42,600
1/3 Page	40,900	34,800	32,700	30,700	28,600
1/6 Page	23,200	19,700	18,600	17,400	16,200
1/12 Page	12,800	10,900	10,200	9,600	9,000

BLACK & WHITE	1 ISSUE	2 ISSUES	4 ISSUES	6 ISSUES	8 ISSUES
1/2 Page	\$48,600	\$41,300	\$38,900	\$36,500	\$34,00
1/3 Page	32,600	27,700	26,100	24,500	22,800
1/6 Page	19,000	16,200	15,200	14,300	13,300
1/12 Page	10,200	8,700	8,200	7,700	7,100

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