



- 1 New England**
1.1 million
- 2 Midwest**
1.6 million
- 3 Mid-Atlantic**
4.5 million
- 4 Southeast**
2.8 million
- 5 South/Gulf Coast**
3.0 million
- 6 Central Great Lakes**
4.7 million
- 7 Western Mountains**
3.0 million
- 8 California**
1.9 million

REGIONAL CPM'S

		NATIONAL CPM	6 OR MORE REGIONS	3-5 REGIONS	2 OR FEWER REGIONS
Four Color	Page	\$28.85	\$33.05	\$34.45	\$36.00
	Magazine	21.65	24.60	25.80	26.80
	Three-Fifths	20.85	24.10	25.00	26.05
	Half	16.70	19.25	20.05	20.90
	Two-Fifths/Digest	14.50	18.40	19.25	20.05
	Quarter	10.15	11.70	12.15	12.60
Two Color	Page	\$26.90	\$30.70	\$32.15	\$33.50
	Magazine	19.90	22.75	24.00	24.95
	Three-Fifths	19.25	22.30	23.20	24.15
	Half	15.70	18.20	18.85	19.80
	Two-Fifths/Digest	13.50	16.95	17.75	18.45
	Quarter	9.05	10.45	10.85	11.50
Black & White	Page	\$24.35	\$27.86	\$29.05	\$30.45
	Magazine	18.25	20.85	21.70	22.60
	Three-Fifths	17.65	20.20	21.05	22.05
	Half	14.05	16.25	16.75	17.70
	Two-Fifths/Digest	12.35	15.70	16.35	16.95
	Quarter	8.45	9.70	10.15	10.55

Source: Total circulation and rate base reflect 7/5/09 carrier newspaper market list; based on ABC, CAC, VAC, SRDS or publisher-certified circulation for 6-month period ending 3/31/09. Regional map is approximate. Ask your USA WEEKEND Magazine representative for current circulation.

Note: All circulation figures are subject to change.