

2010 Travel Getaway

SECTIONS



Maximize Your Travel Message

Make the most of your destination promotion and get a great return at an affordable rate by placing your ad in USA WEEKEND Magazine's **Travel Getaway Sections**. Published four times a year, these sections connect with **48 million+** readers eager to visit your destination. Our mass reach and targeted timing, combined with immediate audience cume — **98% in one week** — sends you on a voyage to fast results we call *RapidROI*SM!

Added Value

Free fulfillment for two months — Receive qualified leads every week in e-mail, disk or label format.

Free link for two months — Every travel getaway section appears on usaweekend.com, with a link to your site.

2010 Rates

Frequency Discounts: 2x, 10%; 3x, 15%; 4x, 25%

Region	Circulation	Gross Rate Per Issue
East		
New England & Mid-Atlantic	5,700,000	\$8,600
New England only	1,100,000	\$2,080
Mid-Atlantic only	4,600,000	\$6,910
Central		
Midwest & Central Great Lakes Combo	6,300,000	\$8,960
Midwest only	1,600,000	\$2,720
Central Great Lakes only	4,700,000	\$6,910
South		
	5,800,000	\$7,645
West		
	4,800,000	\$6,860
National		
	22,600,000	\$26,220

Material Requirements

USA WEEKEND handles all production. Send 2 copies of your brochure (or color slide) and 35 words of copy.

Ad unit size:
1.375" w x 2.8" h

Mail to:
USA WEEKEND
535 Madison Avenue
21st Floor
New York, NY 10022
Attn: Travel Service Dept.
or e-mail:
travel@usaweekend.com

Questions?

Contact:
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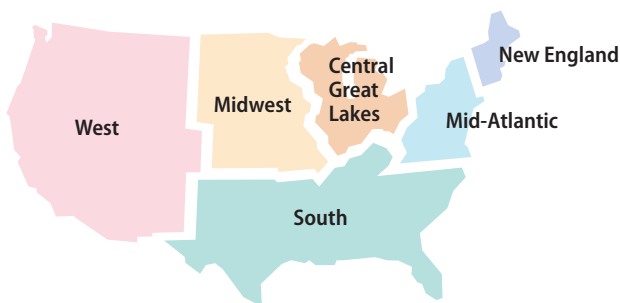


ISSUE DATES*

- March 14, 2010**
- May 16, 2010**
- August 22, 2010**
- November 7, 2010**

CLOSE DATES*

- JANUARY 4, 2010
- MARCH 15, 2010
- JUNE 28, 2010
- AUGUST 30, 2010



*Dates are subject to change.
Source: MRI, Spring 2009