



- 1 New England**
1.4 million
- 2 Midwest**
1.8 million
- 3 Mid-Atlantic**
5.0 million
- 4 Southeast**
2.6 million
- 5 South/Gulf Coast**
2.4 million
- 6 Central Great Lakes**
4.8 million
- 7 Western Mountains**
3.2 million
- 8 California**
1.8 million

* Region 7 includes Alaska and Hawaii

REGIONAL CPM'S

		NATIONAL CPM	6 OR MORE REGIONS	3-5 REGIONS	2 OR FEWER REGIONS
Four Color	Page	\$28.00	\$32.10	\$33.45	\$34.95
	Magazine	21.00	23.90	25.05	26.00
	Three-Fifths	20.25	23.40	24.25	25.30
	Half	16.20	18.70	19.45	20.30
	Two-Fifths/Digest	14.10	17.85	18.70	19.45
	Quarter	9.85	11.35	11.80	12.25
Two Color	Page	\$26.10	\$29.80	\$31.20	\$32.50
	Magazine	19.30	22.10	23.30	24.20
	Three-Fifths	18.70	21.65	22.50	23.45
	Half	15.25	17.65	18.30	19.20
	Two-Fifths/Digest	13.10	16.45	17.25	17.90
	Quarter	8.80	10.15	10.55	11.15
Black & White	Page	\$23.65	\$27.05	\$28.20	\$29.55
	Magazine	17.70	20.25	21.05	21.95
	Three-Fifths	17.15	19.60	20.45	21.40
	Half	13.65	15.80	16.25	17.20
	Two-Fifths/Digest	12.00	15.25	15.85	16.45
	Quarter	8.20	9.40	9.85	10.25

Source: Total circulation and rate base reflect 11/07 carrier newspaper market list; based on ABC, CAC, VAC, SRDS or publisher-certified circulation for 6-month period ending 3/31/07. Regional map is approximate. Ask your USA WEEKEND Magazine representative for current circulation.
Note: All circulation figures are subject to change.