

People Magazine



People Magazine's Travel Program

People is a cultural force —defining celebrity, driving conversation and inspiring action.

It's America's trusted connection to the people you want to know and the moments that shape their lives.

- Reaches more affluent adults HHI \$100,000+ than any other magazine.*
- Award winning performance —
 - **#1 on Capell's Circulation Report list** of 2007 Best Performers, ninth time on the Top 10 list and "one of the best ABC audit performers of the last decade."
 - **Adweek's 2007 Brand Leaders Hot List:** The People brand takes the #5 spot for "staying ahead of the celebrity-weekly pack with a star-stuffed array of spin-offs..."
 - **2007 MIN Integrated Marketing Award Platinum Winner** for Sexiest Man Alive/Chrysler "Your Sexy Man" program

*The Luxury Report 2007, Unity Marketing

FALL DATES TO REMEMBER:

ISSUE DATE: October 12, 2009
 ON SALE DATE: October 2, 2009
 SPACE & MATERIALS DUE: July 6, 2009

SPRING DATES TO REMEMBER:

ISSUE DATE: April 12, 2010
 ON SALE DATE: April 2, 2010
 SPACE AND MATERIALS DUE: January 20, 2010

ADDED VALUE:

FREE bonus placement on our travel and tourism websites, FreeTravelBrochures.net and VacationPlanning.net

MARKETS

RATES (NET)

SOUTHEAST

\$5725

Total Circulation: 739,000

Alabama	North Carolina
Florida	South Carolina
Georgia	Tennessee
Kentucky	Virginia
Mississippi	West Virginia

MIDWEST

\$6680

Total Circulation: 811,000

Illinois	Missouri
Indiana	Nebraska
Iowa North Dakota	
Kansas	Ohio
Michigan	South Dakota
Minnesota	Wisconsin

NORTHEAST

\$5725

Total Circulation: 660,000

Connecticut	New York
Delaware	Pennsylvania
Maryland	Washington D.C.
New Jersey	

WEST

\$6680

Total Circulation: 634,000

Alaska	Nevada
California	Oregon
Hawaii	Utah
Idaho	Washington

SOUTHWEST

\$4780

Total Circulation: 314,000

Arkansas	Oklahoma
Louisiana	Texas
New Mexico	



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