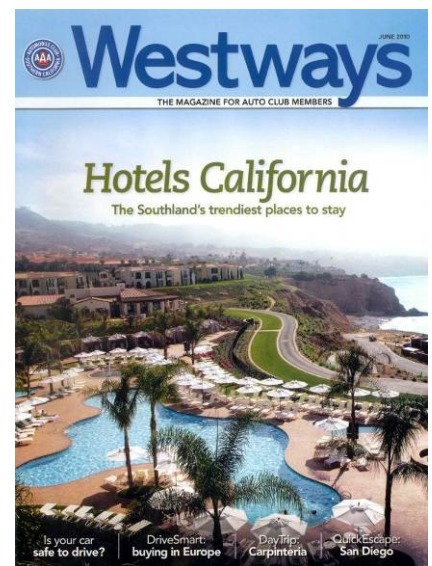


DISCOVER 2012

Westways magazine special sections

DISCOVER is a series of special sections in *Westways* magazine. Readers turn to these sections to DISCOVER new adventures and weekend getaways. Each special section is supported by your advertorial. Only 500,000 of the most affluent reader households will receive the DISCOVER special section series.



Issue/Date	Circulation	Full-page ad + Full-page advertorial	1/2-page ad + 1/2-page advertorial
June 2012	500,000	\$18,000 net	\$9,500 net
September 2012	500,000	\$18,000 net	\$9,500 net
November/December 2012	500,000	\$18,000 net	\$9,500 net



Circulation:

Targets 500,000 *Westways* reader households in Southern California with household incomes of \$100,000+

Advertorial Materials:

Full-page (plus full-page ad)

- Two 4/c photos
- 500 words of copy

1/2-page (plus 1/2 page ad)

- One 4/c photo
- 300 words of copy

Production Information:

Full-page 7.875" w x 10.5" h (trim)
8.125" w x 10.75" h (bleed)

1/2-page 6.875" w x 4.625" h

Deadlines:

Discover – June

Space: Mar. 26, 2012

Materials: April 2, 2012

Discover – September

Space: June 25, 2012

Materials: July 2, 2012

Discover – November/December

Space: Aug. 20, 2012

Materials: Aug. 27, 2012

