

# Magazine & Publishing Selections

Phone 1 800 4 ACCESS  
(312 440-1140)

TALENT MARKET  
JUNE 2004

## BROAD SELECTIONS

### MAGAZINE SELECTIONS

#1M-Ads, CDs, GDs & creative service buyers.

Magazine Selections #1M		
Locale	Count	Cost*
BOS	75	\$85
NYC	925	\$285
NYM	1050	\$330
RGN 1	1300	\$400
DCM	125	\$85
RGN 2	325	\$95
CHI	100	\$85
RGN 3	375	\$130
RGN 4	150	\$85
LOS	125	\$85
RGN 5	300	\$95
NAT'L	2500	\$715

(S28,C/50M)

#2M-Ads, CDs, & GDs only.

Magazine Selections #2M		
Locale	Count	Cost*
NYC	875	\$245
NYM	1000	\$275
RGN 1	1225	\$370
RGN 2	275	\$85
CHI	100	\$85
RGN 3	325	\$90
RGN 4	150	\$85
RGN 5	275	\$95
NAT'L	2300	\$625

(S28,C/59M)

### PUBLISHERS SELECTIONS

#1P-Ads, CDs, GDs & creative service buyers.

Publishers Selections #1P		
Locale	Count	Cost*
NYC	275	\$105
NYM	400	\$140
RGN 1	650	\$180
DCM	50	\$85
RGN 2	250	\$85
CHI	125	\$85
RGN 3	475	\$140
RGN 4	100	\$85
LOS	50	\$85
SF	50	\$85
RGN 5	250	\$85
NAT'L	1800	\$500

(N28,C/50M)

#2P-Ads, CDs, & GDs only.

Magazine Selections #2P		
Locale	Count	Cost*
NYC	250	\$85
NYM	375	\$105
RGN 1	550	\$150
RGN 2	200	\$85
CHI	100	\$85
RGN 3	425	\$115
RGN 4	75	\$85
RGN 5	200	\$85
NAT'L	1500	\$415

(N28,C/59M)

## TARGETED SELECTIONS

#3M-Ads only at magazines.

Magazine Selections #3M		
Locale	Count	Cost*
NYM	550	\$150
RGN 1	650	\$180
RGN 3	200	\$85
RGN 5	150	\$85
NAT'L	1250	\$345

(S28,C/1X)

#3P-Ads only at publishers.

Publishers Selections #3P		
Locale	Count	Cost*
NYM	250	\$95
RGN 1	325	\$125
RGN 2	75	\$85
RGN 3	175	\$85
RGN 5	100	\$85
NAT'L	750	\$205

(N28,C/1X)

## SPECIALTY SELECTIONS

#4M-Travel & Leisure:

Ads, CDs & GDs at magazines.

Magazine Selections #4M		
Locale	Count	Cost*
RGN 1	150	\$85
NAT'L	400	\$170

(S28,C/59M)

#6M-Food & Beverage:

Ads, CDs & GDs at magazines.

Magazine Selections #6M		
Locale	Count	Cost*
NAT'L	50	\$85

(S28,C/59M)

#4P-Photo editors at publishers.

Publishers Selections #4P		
Locale	Count	Cost*
RGN 1	45	\$85
NAT'L	115	\$85

(N28,C/15D)

#5M-Beauty & Fashion:

Ads, CDs & GDs at magazines.

Magazine Selections #5M		
Locale	Count	Cost*
RGN 1	200	\$85
NAT'L	225	\$95

(S28,C/59M)

#7M-Auto:

Ads, CDs & GDs at magazines.

Magazine Selections #7M		
Locale	Count	Cost*
NAT'L	25	\$85

(S28,C/59M)

#8M-Photo editors at magazines.

Magazine Selections #8M		
Locale	Count	Cost*
RGN 1	400	\$110
NAT'L	625	\$175

(S28,C/15D)



**Creative ACCESS**

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\*Cost based on 1x time mailing, labels only.