

EXPLORE NEW YORK:

Special Travel Section

YANKEE
NEW ENGLAND'S MAGAZINE

SPECIAL ADVERTORIAL SECTION: MAY/JUNE 2012

With this special New York travel section, celebrate what is best and unique about travel in New York with advertorial coverage in *Yankee Magazine*, a trusted resource for travel in the Northeast.

WHY YANKEE MAGAZINE?

- + 94% of Yankee readers have taken a vacation within the last year.
- + Yankee readers vacation on average more than 15 days each year, and spend nearly \$3,000 on their travels.
- + Top 4 vacation activities: sightseeing (90%), dining (82%), visiting a beach/lake (75%), museums/history (71%).

Source: Accelara Publishing Survey, January 2011

FOUR MONTHS' TARGETED EXPOSURE

Yankee's largest issue of the year, May/June 2012, offers expanded travel editorial as well as an extended shelf life.

- Total Audience: 1.9 million
- 10,000 bonus copies to high income households (\$200K+) in Metro-Boston area
- Powerful Newsstand Presence:
 - Yankee's largest issue of the year with extended shelf life from May through August
 - More than 100,000 copies distributed to 3,000 outlets

ADVERTISERS RECEIVE:

- Advertorial coverage within the section, with photo where applicable. See details below.
- Four-month online listing in Yankee Clicks, Yankee's reader service program.

RATES AND APPROXIMATE SPECIFICATIONS*

OPTION A: 500 WORDS, TWO PHOTOS	\$8,240 NET
OPTION B: 250 WORDS, ONE OR TWO PHOTOS	\$4,380 NET
OPTION C: 185 WORDS, ONE PHOTO	\$3,040 NET
OPTION D: 125 WORDS, ONE PHOTO	\$2,320 NET
OPTION E: 100 WORDS, NO PHOTO OR 50 WORDS, ONE PHOTO	\$1,630 NET
OPTION F: RESOURCE LISTING: 30 WORDS, NO PHOTO	\$720 NET

*Advertisers should submit preferred text and photos (jpeg, 300DPI) to Yankee. Word counts do not include contact information. Yankee may edit individual submissions to maintain a cohesive section. All edits will be run by advertiser for approval. The New York section will be differentiated from the magazine content with distinct design and will run within the Travel section.

RESERVATIONS & MATERIALS DUE:

RESERVATIONS: FEBRUARY 21, 2012
MATERIALS: FEBRUARY 21, 2012

For more information, contact Kelly Moores at
800-736-1100, ext. 356 or KellyM@Yankeepub.com

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