

SPRING GIFT GUIDE:

Special Advertising Section

YANKEE
NEW ENGLAND'S MAGAZINE

SPECIAL ADVERTORIAL SECTION: MAY/JUNE 2012

Mother's Day, Father's Day, graduations, weddings, host or hostess gifts, birthdays, anniversaries, and more—from May through the end of summer, the gift list gets very long. Yankee Magazine readers love to give—and receive—thoughtful New England products for life's special occasions. Showcase your company's unique gifts in Yankee's special Spring Gift Guide section.

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*



WHY YANKEE MAGAZINE?

- + 64% visited an advertiser's website after reading *Yankee*
- + 55% think more positively of a brand advertised in *Yankee*
- + 40% made a purchase after reading *Yankee*

Source: Accelara Publishing Survey, January 2011

ADVERTISERS RECEIVE:

Four-month online listing in Yankee Clicks, Yankee's reader service program – delivering bi-weekly leads via e-mail

RATES

PRINT ONLY

1/3 PAGE.....\$3,750 NET
1/6 PAGE.....\$2,160 NET

PRINT & ONLINE

INCLUDES 70K IMPRESSIONS\$4,170 NET
INCLUDES 50K IMPRESSIONS\$2,510 NET

RESERVATIONS DUE: NOVEMBER 1, 2011 **MATERIALS DUE:** NOVEMBER 4, 2011

IN HOME: DECEMBER 22, 2011

NEWSSTAND: DECEMBER 27, 2011

For more information, contact Steve Hall at
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yankeemagazine.com/adinfo