

# Consumer Print

## CONSUMER PRINT PLAN NOTES

Broken out into categories: General/Lifestyle, Travel, Heritage/Culture, Epicurean/Wine, Outdoor/Recreation

Formatted Co-Ops: New York Times Magazine, Saveur, Smithsonian, Washington Post Magazine

Co-Op themes will be updated within this document at a later date

## CONSUMER PRINT CO-OP- General, Lifestyle

### GOOD HOUSEKEEPING

Contact: Christina Marusic 212.649.2454  
cmarusic@hearst.com

Circulation: 1,991,450 NE/SE (National 4,600,000)

Distribution: ME, NH, VT, MA, RI, CT, NY, PA, NJ, DE, MD, DC, VA, WV, NC, SC, GA, FL, AL, MS, TN, KY

Demographics: Median age 50.1 (A35-54 45.3%), 34.6% HHI \$75K+, 89.6% female, 34.5% mothers

Highlights: Co-Ops will live in-book and online. Includes buy down opportunities. Lead generator for partners.

#### Issues:

March 2009 (Buy Down)

October 2009

March 2010 (Buy Down)

May 2010



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## CONSUMER PRINT CO-OP- General, Lifestyle

### LEISURE PUBLISHING FAMILY TRAVEL MAGAZINE INSERT

Contact: Denise Koff 540.989.6138  
dkoff@leisurepublishing.com

Circulation: Cooking With Rachel Ray (210,000), Family Fun (375,000), Family Circle (400,000)

Distribution: NJ, PA, MD, DC VA, NC, SC, GA, FL, MS, TN, OH

Demographics: Median age 45, HHI \$65K, 91% female

Highlights: Lead generator for partners.

Issues:

Spring 2009 (Apr/May & June 09 Issues)

Spring 2010 (Apr/May & June 10 Issues)

### LEISURE PUBLISHING SPRING TRAVEL PLANNER NEWSPAPER INSERT

Contact: Denise Koff 540.989.6138  
dkoff@leisurepublishing.com

Details: Virginia specific newspaper insert (see rep for full list of papers)

Circulation: 2,500,000

Distribution: PA, MD, NC, OH, CT, NY, DC

Demographics: A35-54, with and without children, HHI \$85K-\$250K

Highlights: Lead generator for partners.

Issues:

Spring 2009 (Late March/Early April)

Spring 2010 (Late March/Early April)



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## CONSUMER PRINT CO-OP- General, Lifestyle

### NEW YORK DAILY NEWS VIRGINIA INSERT

Contact: Clara Doyle 212.210.2087  
cdoyle@nydailynews.com

Details: Virginia specific newspaper insert

Circulation: 735,000

Distribution: NY DMA, 29 counties including NY City (all 5 boroughs), Long Island, New Jersey

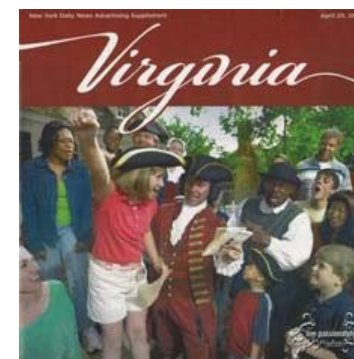
Demographics: Adults 35-54, average HHI \$75K+

Highlights: Lead generator for partners.

Issues:

April 19, 2009

April 18, 2010



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## CONSUMER PRINT CO-OP- General, Lifestyle

### NEW YORK TIMES MAGAZINE (T TRAVEL)

Contact: Karen Jones-Atchison 770.643.0053  
atchikj@nytimes.com

Circulation: 1,627,062

Distribution: National- Mid Atlantic (NY, NJ, PA) 45.75%, South Atlantic (DE, MD, DC, VA, WV, NC, SC, GA, FL) 13.17%

Demographics: Index 143 for A35-54 married, HHI \$75K+ w/ kids.

Highlights: Lead generator for partners.



### FORMATTED CO-OP

#### Issues:

May 24, 2009- 50 States of Discovery

September 27, 2009- 50 States of Discovery

May 16, 2010- 50 States of Discovery (TBD)

## CONSUMER PRINT CO-OPS- General, Lifestyle

### SOUTHERN LIVING

Contact: Eric Lukehart 859.273.6464 eric@goxmedia.com

Circulation: 365,000

Distribution: VA, DC, MD, DE, PA, NJ, NY

Demographics: 77.3% female, 50.3% HHI \$60K+, 44.3% A35-54

Highlights: Co-Op within Mid-Atlantic section set up as Virginia editorial. Lead generator for partners.

Issues:

May 2009

September 2009

May 2010

### VIRGINIA LIVING

Contact: Torrey Munford 804.343.7539 tmunford@capefear.com

Circulation: 72,000

Distribution: Richmond, Charlottesville, Hampton Roads, Northern Virginia, Southwest Virginia

Demographics: 54% HHI \$75K+, 39% A35-54, 69% have children

Issues:

March/April 2009 (Buy Down)

September/October 2009

March/April 2010 (Buy Down)



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## CONSUMER PRINT CO-OP- General, Lifestyle

### WASHINGTON POST MAGAZINE

Contact: Ellen Gerhard 202.334.7762  
gerharde@washpost.com

Circulation: 945,343

Distribution: 91% of circulation is in the DC DMA, which includes DC,  
Northern VA and MD

Demographics: 59% female, 61% A25-54, 56% HHI \$75K+

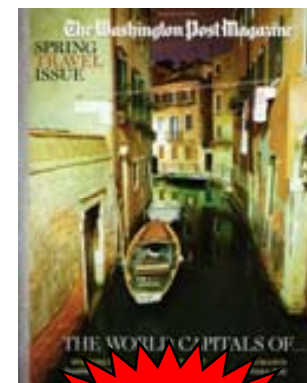
### FORMATTED CO-OP

Issues:

March 29, 2009

September 13, 2009

March 28, 2010



**20-45%  
SAVINGS**

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## CONSUMER PRINT NON CO-OP- General/Lifestyle

### BLUE RIDGE COUNTRY

Contact: Liz Houhoulis 540.989.0052  
lhoulis@leisurepublishing.com

Details: Focuses on history and scenic travel opportunities in the Southern Appalachians and Blue Ridge Mountains.

Circulation: 91,000

Distribution: 91.68% in the Southeast (26.65% VA, 24.4% NC, 9.9% TN, 7.8% GA, 6.2% SC)

Demographics: 53% female, median age 56, average HHI \$68K+

NON CO-OP however partners are invited to contact the rep to inquire about individual advertising opportunities.



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## CONSUMER PRINT CO-OP- Travel

### AAA WORLD

Contact: Steve DeWalle 804.355.0317 sdewalle@aaaworld.com

Circulation: 2,300,000

Distribution: VA, DC, MD, DE, PA NJ

Demographics: Median age 57, HHI \$113K, 56% female

Highlights: Lead generator for partners.

Issues:

March/April 2009

July/August 2009- Civil War Co-Op

September/October 2009

March/April 2010

### PATHFINDERS TRAVEL

Contact: Weller Thomas 215.438.2140

wthomas@pathfinderstravel.com

Circulation: 100,000

Distribution: National, 90% East of the Mississippi

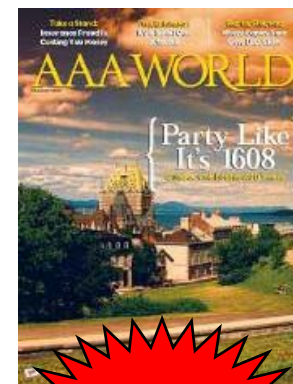
Demographics: A35-54, 59% female, median HHI \$97K

Issues:

Spring 2009

Fall 2009

Spring 2010



55-60%  
SAVINGS



35%  
SAVINGS

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## CONSUMER PRINT CO-OPS- Travel

### BUDGET TRAVEL

Contact: Ryan McDermott 404.256.3800 [ryan@maddockandmandel.com](mailto:ryan@maddockandmandel.com)

Circulation: 393,000 (EOM), 300,000 (Girlfriend Getaways)

Distribution: East of Mississippi and National (Girlfriend Getaways)

Demographics: 42.2% HHI \$75K+, 46.6% Baby Boomers, 45.4% A35-54

Highlights: Co-ops are within gatefold ad units with editorial. Lead generator for partners.

Issues:

April 2009

Spring 2009- Girlfriend Getaways

April 2010

### Co-Op E-Blast

Subscribers: 575,000

Distribution: East of Mississippi

Highlights: Sold with print co-op (see Budget Travel rep), these are Travel Marketplace exclusive Virginia e-blasts.

E-Mail Co-Op Dates:

April 15, 2009

April 14, 2010



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## CONSUMER PRINT CO-OP- Heritage/Culture

### AMERICAN HERITAGE

Contact: Bob Jenkins 240.453.0900 x22

[rjenkins@americanheritage.com](mailto:rjenkins@americanheritage.com)

Circulation: 350,000

Distribution: National

Demographics: HHI \$79K+, A35-54 and 55+ traveling with and without children

Highlights: Virginia Historic Guide will include at least 14 pages of content. Lead generator for partners.

Issues:

September/October 2009



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## CONSUMER PRINT CO-OP- Heritage/Culture

### AMERICAN LEGACY

Contact: Janice Kirwan 212.367.3152  
jkirwan@forbes.com

Details: Premiere magazine of African American history and culture. Features editorial on African American pioneers, historic destinations, and other important events in black history.

Circulation: 512,496

Distribution: National

Demographics: 68% female, 54% married, HHI \$83K, 41% 25-54

Highlights: New to VTC plan giving partners additional reach to the African American market.

Issues:

Spring 2009 (Buy Down)

Winter 2009 (Buy Down)

Spring 2010 (Buy Down)



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## CONSUMER PRINT CO-OP- Heritage/Culture

### LEISURE PUBLISHING HERITAGE MAGAZINE INSERT

Contact: Denise Koff 540.989.6138  
dkoff@leisurepublishing.com

Circulation: 600,000 Total, 470,000 Smithsonian, 105,000 Preservation, 30,000 Civil War Times

Distribution: AL, DC, GA, MD, MS, NC, PA, SC, TN, VA, WV, TX, SC, CT, DE, FL, MA, NY, NJ, OH

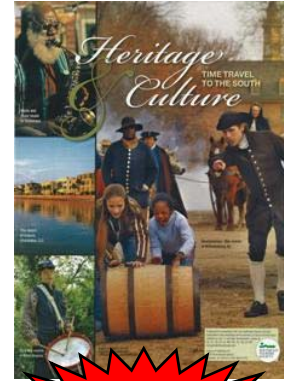
Demographics: Median age 52, HHI \$79.5K, 53% male, 63.1% married

Highlights: Lead generator for partners.

Issues:

Spring 2009 (March/April & May Issues)

Spring 2010 (March/April & May Issues)



**25-35%  
SAVINGS**

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## CONSUMER PRINT CO-OP- Heritage/Culture

### SMITHSONIAN

Contact: Susan Boucher 800.280.2069 or 800.542.5180  
susan@mi-ms.com

Circulation: 454,457

Distribution: NY, DC, PA, MD, NC, VA

Demographics: 43% ages 35-54, 49% female, 49% HHI \$75K+, strong pub for targeting Baby Boomers

Highlights: Lead generator for partners.

### FORMATTED CO-OPS

Issues:

April 2009

September 2009

April 2010



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## CONSUMER PRINT CO-OP- Epicurean/Wine

### COOKING WITH PAULA DEEN

Contact: Sarita Lew [slew@hoffmanmedia.com](mailto:slew@hoffmanmedia.com)

Details: Delivers a fresh approach to everyday life and culinary experiences through Paula Deen herself. Includes recipes, entertaining ideas and travel destinations.

Circulation: 775,000

Distribution: National (18% VA target markets)

Demographics: 87% female, median age 49, median HHI \$60K

Issues:

March/April 2009

### FLAVOR MAGAZINE

Contact: Melissa Harris 540.987.9299

[melissa@flavormags.com](mailto:melissa@flavormags.com)

Details: Virginia's premier local food and wine magazine. Promotes Virginia as destination for local food and wine.

Circulation: 100,000 per issue starting in Fall 09

Distribution: Northern Virginia, Washington DC, Fredericksburg

Issues:

August/September 2009

October/November 2009

April/May 2010



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## CONSUMER PRINT CO-OP- Epicurean/Wine

### SAVEUR

Contact: Amy Campbell 407-571-4820  
Amy.Campbell@bonniercorp.com

Circulation: 350,000

Distribution: National (21% in VA key markets)

Demographics: Median age 51, median HHI \$152.6K, 53% female

Highlights: Lead generator for partners.

### FORMATTED CO-OPS

Issues:

April 2009

October 2009 (Buy Down)

April 2010



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## CONSUMER PRINT CO-OP- Epicurean/Wine

### VIRGINIA WINE LOVER

Contact: Lorraine Curry 434.385.0600

[lorraine@brittmarketing.com](mailto:lorraine@brittmarketing.com)

Circulation: 40,000

Distribution: Virginia

Highlights: New to plan

Issues:

Spring 2009

Fall 2009

Winter 2010



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## CONSUMER PRINT CO-OP- Outdoor/Recreation

### BLUE RIDGE OUTDOORS

Contact: Charles Leonard 434.817.2755 charles@blueridgeoutdoors.com

Circulation: 110,000

Distribution: VA, DC, MD, WV, TN, NC, SC, GA

Demographics: Median age 38, 57% male, average HHI \$75K

#### Issues:

May 2009- Exploring Waters of Virginia Co-Op

September 2009- Virginia's Best in Biking Co-Op

January 2010- Virginia Mountain Resorts Co-Op (Print & Online)

May 2010- Exploring Waters of Virginia Co-Op



65%  
SAVINGS

NEW!

### BREATHE

Contact: Charles Leonard 434.817.2755 charles@blueridgeoutdoors.com

Details: Offers fresh perspectives on women's health, outdoor adventure and green living.

Circulation: 150,000

Distribution: DC, MD, VA, WV, TN, NC, SC, GA

Demographics: Median age 36, median HHI \$82K, 42% have children

Highlights: First women's adventure co-op offered to industry partners.



5-10%  
SAVINGS

#### Issues:

Spring 2009

Fall 2009

Spring 2010

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