

2010 Edit Calendar

The Midwest is much more than just a geographic region. It is a place and a people with a voice and values all their own. Only one magazine speaks in that voice—and is a mirror image of those values—*Midwest Living*.

Midwest Living provides its audience with the richest experience of what matters most to them. Home and Garden. Family. Travel. Food. All with a distinctly Midwestern focus and flavor, and a combination of trusted information and inspiration that compels readers to take action. To reach America's richest market, you need the magazine that defines it. And delivers it. You need *Midwest Living*. **Life's Richer Here.**





2010 Editorial Calendar

January/February

- TRAVEL**
 - 25 Best Lodgings to Get Snowed In
 - Warm Weather Getaway to Austin, Texas
 - How to Find Travel Steals & Deals
 - The Year's Best New Things To Do
- FOOD**
 - Our Favorite Midwest Comfort Foods
 - Breakfast Breads
- HOME**
 - How to Decorate for Three Different Personality Types
 - Five Ways to Remake Furniture
- GARDEN**
 - Easy Veggies to Grow

May/June

- TRAVEL**
 - The Midwest's Best State Parks
 - Multi-Generational Minnesota Lake Vacation
 - Two-Day Getaway: Columbus, Ohio
- FOOD**
 - The Ultimate Grilled Sandwich Guide
 - Great Cooks' Dirty Little Secrets
 - Cinco de Mayo Fiesta Menu
- HOME**
 - Ideas for Easy Porch Living
 - Colonial Home in Illinois
- GARDEN**
 - Artist's Door County Garden
 - Kansas City Pergola Garden
- LIFE**
 - Fun 5K Runs

September/October

- TRAVEL**
 - Illinois River Drive
 - Great Girlfriend Getaways
 - Autumn in the City
 - Ten Overlooked Gems at the Field Museum
- FOOD**
 - Tales from the Wisconsin Cranberry Harvest
 - Elegant Dining Near Ft. Wayne, Indiana
 - Pot Pies
- HOME**
 - Idea Home
- GARDEN**
 - Heirloom Plants at Iowa's Seed Savers' Exchange
 - Neighbors' Shared Woodland Garden – Stillwater, MN

March/April

- TRAVEL**
 - Northern Kentucky Spring Drive
 - Spring in Bayfield, Wisconsin
 - Guide to Midwest Mega Events
 - Midwest Glass Makers
- FOOD**
 - Ozark Cooking
 - The Ultimate Chocolate Chip Cookie Showdown
- HOME**
 - Home in Ohio's German Village
 - Des Moines Kitchen
- GARDEN**
 - Girlfriends' Plant Swap Garden Party
 - Daffodils
- LIFE**
 - Real-World Ways to Go Green

July/August

- TRAVEL**
 - Top Vacations within 100 miles of Major Cities
 - City Beaches
- FOOD**
 - Beat-the-Heat Cold Treats
 - The Ultimate Block Party
 - Our Favorite Hole-in-the-Wall Eats
- HOME**
 - Budget-Friendly Michigan Lake Cottage
- GARDEN**
 - Sunflowers
 - Summer's Best Plant Combos
 - Herb Gardening
- LIFE**
 - Local Art Parades

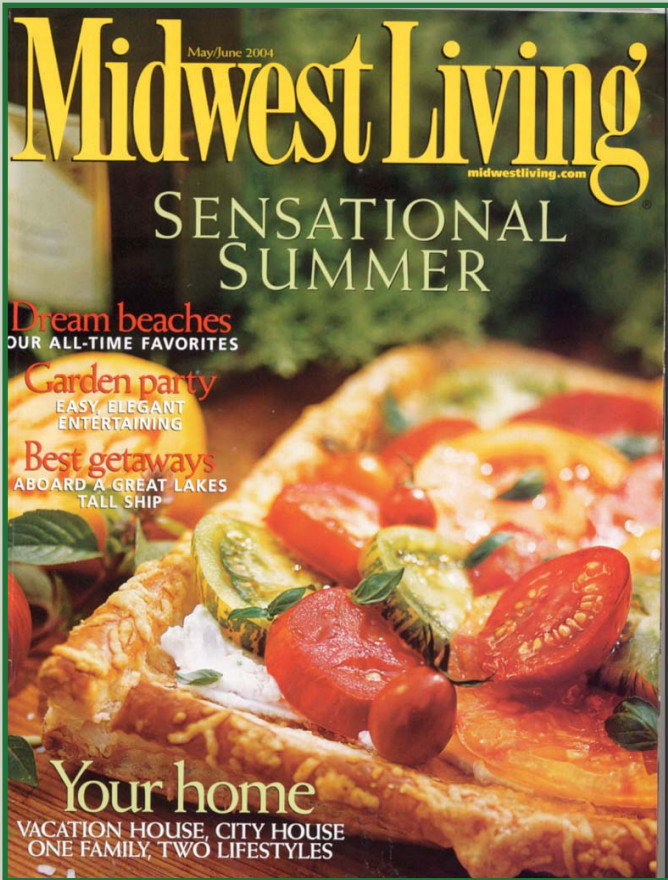
November/December

- TRAVEL**
 - Cool Holiday City Nights
 - Christmas in Minnesota/Wisconsin's St. Croix Valley
 - Winter Adventure: Luxury-Style
- FOOD**
 - Holiday Food Memories from Readers
 - Annual Holiday Cookbook
- GARDEN**
 - Plants with Cool Fall/Winter Berries
- LIFE**
 - Where to Experience a Storybook Christmas
 - Midwest Volunteerism

Please Note: Editorial line-up and timing subject to change.

2.85 Million Readers

Midwest Living



Midwest Living

Published 6x year
 2.85 Million Readers
 900,000 Paid Circulation

ADVERTISING RATES

Classified Rates:

\$37.95 per word / 14 word minimum

ABOUT THE READERS

Audience Female: 76.7%

Median Age: 51

Median HHI: \$56,280

Median Home Value: \$128,745

Midwest Living

Midwest Living reflects and celebrates the unique passions and pursuits of affluent Midwesterners. The magazine offers region specific features on travel, food, home and garden. It is the exclusive guide to the good life enjoyed by the best of the Midwest.

HOW TO PLACE YOUR AD

Simply complete the order form and fax it back to us at (352) 597-6201 or mail it to:

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ISSUE

CLOSE DATE

ON-SALE

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