

Why Pay More For Fewer Homes?

COST PER HOME COMPARISON

Ad Size	THE WOODLANDS LIFESTYLES & HOMES		REVIEWIT		WOODLANDS COMMUNITY MAGAZINE		LIVING MAGAZINE		IN CAHOOTS	
	Ad Cost-Net	Cost Per Home*	Ad Cost-12x	Cost Per Home	Ad Cost-12x	Cost Per Home	Ad Cost-6x	Cost Per Home	Ad Cost-6x	Cost Per Home
1/6 Page	\$438	1¢	\$275	1¢	\$475	1.5¢	\$550	1.4¢	—	—
1/3 Page	\$779	1.7¢	\$555	1.9¢	\$775	2.5¢	\$733	1.9¢	—	—
1/2 Page	\$1,166	2.6¢	\$750	2.5¢	\$1,025	3.3¢	\$916	2.5¢	\$850	8.5¢
2/3 Page	\$1,558	3.5¢	\$1,150	3.8¢	\$1,240	4¢	\$1,466	3.8¢	—	—
Full Page	\$2,083	4.6¢	\$1,575	5.3¢	\$1,615	5.2¢	\$1,833	4.8¢	\$1,550	15.5¢
Inside Cover	\$2,250	3¢	\$1,700	5.7¢	\$2,475	8¢	\$2,200	5.7¢	\$1,800	18¢
Back Cover	\$2,333	5.2¢	\$1,700	5.7¢	\$3,050	9.8¢	\$2,382	6.2¢	\$2,300	23¢
Frequency			12x		12x		12x		12x	
Circulation	41,000		30,000		31,000		38,701		10,000	
Form of Distribution	Primarily mailed plus 1,500 promotional copies Buy 5 Offer		27,500 mailed 2,500 racked		29,275 mailed 1,725 local drops		36,126 mailed 2,575 to Chamber		3,500 mailed 6,500 to local drops	
Payment Terms	Net 10 Days Most Customers		Must Prepay		Must Prepay		Must Prepay		Must Prepay	
Production Charges	None		Yes		Yes		Yes		Yes	
Percent Editorial	60%						20%		—	
Percent Advertising	40%						80%		—	
Readers	139,500 per month*						82,000 per month		—	

*3.1 READERS PER MAGAZINE

(RATE REVIEW AS OF 3-16-09)

CALL ABOUT OUR RECESSION BUSTER OFFER

For Advertising Information 281.240.2445

www.woodlandslifestylesandhomes.com

THE WOODLANDS LIFESTYLES & HOMES	ZIP CODES THE WOODLANDS	LIVING MAGAZINE
5,933	77380	5,816
11,624	77381	11,540
19,821	77382	10,093
3,899	77384	3,639
	ZIP CODES SURROUNDING COMMUNITIES	
1,831	77385	365
2,409	77386	402
5,157	77354	1,099
1,249	77389	0
1,513	77379	0
1,054	77304	520
4,927	77356	2,652
1,500	PROMOTIONAL COPIES	2,575
51,917	TOTAL HOMES REACHED	38,701

(DIFFERENT HOMES REACHED OVER 2 MONTH ROTATION)