

Reader Service Program: Great Getaways Guide

Country Living, Good Housekeeping, and Woman's Day have come together to create Great Getaways Guide, a reader service program that will run across all three brands. Designed to engage our over 53 million readers, participation in Great Getaways Guide will build awareness and generate qualified leads for advertisers.

READER SERVICE PROGRAM DETAILS*

In-Magazine:

The Great Getaways Guide national reader service page will run in all three magazines.

Schedule:

2012: October, November

2013: March, April, May

BRC: A BRC will run adjacent to the Great Getaways Guide page in all three magazines within the October and November 2012 issues.

Online: All three in-magazine reader service pages will drive traffic to GreatGetawaysGuide.com,** where readers can learn more about the travel advertisers, request information, and enter sweepstakes.

ADDED VALUE OPPORTUNITIES

The Great Getaways Guide reader service program provides a variety of opportunities for participating travel advertisers, they will receive listings within the magazine in which they are running. Paging commitments apply.

Standard Listing: Advertiser name is included in-magazine and online, allowing readers to request more information.

Featured Destination: Additional in-magazine and online exposure above our other advertisers, increasing awareness and driving more leads.

Sweepstakes Sponsorship: An advertiser's sweepstakes is promoted with a large promotional call out in-magazine and online, garnering significant leads for the advertising sponsor.

BRC: Advertisers in the October or November 2012 issues will be included in the BRC.

Co-Op Partnerships: Advertiser's participating co-op partners will receive one Standard Listing. Also, if running in the October or November 2012 issues, co-op partners will also be included in the BRC.

*Program details are in development and are subject to change.

** GreatGetawaysGuide.com will launch in Fall 2012

Source: GfK MRI Fall 2011 Adults 18+



For illustrative purposes only