



McHenry County Magazine

mchenrycountymagazine.com

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EDITORIAL

McHenry County Magazine covers the most important topics in today's lifestyles. We will be featuring important local news about health, family and home:

- | | | |
|-------------------------|--------------------|---------------------------|
| HEALTH: | FAMILY: | HOME: |
| > Health Trends | > Parenting Trends | > Decorating Trends |
| > Nutrition | > Budgeting | > Do-It-Yourself Projects |
| > Fitness & Weight Loss | > Pets | > Home Essentials |
| > Disease Prevention | > Local Getaways | > Wine |

DISTRIBUTION

McHenry County Magazine is distributed at over 160 high traffic locations in and around McHenry County. The magazine is also available online with expanded story, video and photo coverage at mchenrycountymagazine.com.

2010 PUBLICATION DATES AND AD DEADLINES

ISSUE	THEME	AD DEADLINE	PUBLICATION DATE*
JANUARY	Resolutions	Dec. 8, 2009	Dec. 30, 2009
FEBRUARY	Relationships	Jan. 5, 2010	Jan. 27, 2010
MARCH	The At-Home Issue	Feb. 2, 2010	February 24, 2010
APRIL	Stride Into Spring	Mar. 9, 2010	March 31, 2010
MAY	Women's Issue	April 6, 2010	April 28, 2010
JUNE	Arts & Artists	May 4, 2010	May 26, 2010
JULY	Celebrating Summer	June 8, 2010	June 30, 2010
AUGUST	Money-Saving Issue	July 6, 2010	July 28, 2010
SEPTEMBER	Autumn's Arrival	Aug. 3, 2010	August 25, 2010
OCTOBER	Fall Family Fun	Sept. 7, 2010	September 29, 2010
NOVEMBER	Holidays	Oct. 5, 2010	October 27, 2010
DECEMBER	People of the Year	Nov. 2, 2010	November 24, 2010

AD RATES & DIMENSIONS

* Dates subject to change

PAGE SIZE	WIDTH	X		OPEN	3X 20%	6 - 12X 40%
Front Page Feature				\$1995	\$1995	\$1995
Back Cover	3 Col. (8.75")	X	11.25"	-	\$1895	\$1895
Inside Front/Back	3 Col. (8")	X	10.19"	-	\$1695	\$1695
Page 3/Page 5	3 Col. (8")	X	10.19"	-	\$1635	\$1635
Full Page - Bleed	3 Col. (8.75")	X	11.25"	\$1645	\$1316	\$987
2/3 Vertical	2 Col. (5.2778")	X	10.19"	\$1235	\$988	\$741
1/2 Horizontal	3 Col. (8")	X	5.02"	\$995	\$796	\$597
1/2 Vertical	2 Col. (5.2778")	X	7.61"	\$995	\$796	\$597
1/3 Vertical	1 Col. (2.5556")	X	10.19"	\$685	\$548	\$411
1/3 Square	2 Col. (5.2778")	X	5.02"	\$685	\$548	\$411
1/6 Vertical	1 Col. (2.5556")	X	5.02"	\$395	\$316	\$237
1/6 Horizontal	2 Col. (5.2778")	X	2.43"	\$395	\$316	\$237
Small Square	1 Col. (2.5556")	X	2.43"	\$195	\$156	\$117

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