

# DISCOVER 2008

*Westways* magazine special sections



DISCOVER is a series of special sections in *Westways* magazine. Readers turn to these sections to DISCOVER new adventures and weekend getaways. Each special section is supported by your advertorial. Only 500,000 of the most affluent reader households will receive the DISCOVER special section series.

Issue/Date	Circulation	Full-page ad + Full-page advertorial	1/2-page ad + 1/2-page advertorial
March/April 2008	500,000	\$18,000 net	\$9,500 net
June 2008	500,000	\$18,000 net	\$9,500 net
September 2008	500,000	\$18,000 net	\$9,500 net
November/December 2008	500,000	\$18,000 net	\$9,500 net



### Circulation:

Targets 500,000 *Westways* reader households in Southern California with household incomes of \$100,000+

### Advertorial Materials:

Full-page (plus full-page ad)

- Two 4/c photos
- 500 words of copy

1/2-page (plus 1/2 page ad)

- One 4/c photo
- 300 words of copy

### Production Information:

Full-page 7.875" w x 10.5" h (trim)  
8.125" w x 10.75" h (bleed)

1/2-page 6.875" w x 4.625" h

**Please contact your sales representative for artwork information.**

### Deadlines:

#### Discover – March/April

Space: Dec. 28, 2007  
Materials: Jan. 04, 2008

#### Discover – June

Space: Mar. 21, 2008  
Materials: Mar. 28, 2008

#### Discover – September

Space: Jun. 20, 2008  
Materials: Jun. 27, 2008

#### Discover – November/December

Space: Aug. 22, 2008  
Materials: Aug. 29, 2008

