

2007 Editorial Calendar

Issue Highlights

February	Valentine ideas, birthday parties, super skating outing, kids' food from around the world
March	Family dinners issue, art fun, Yellowstone road trip
April	Easter and Spring fun, egg decorating, multi-generational travel, Earth Day crafts
May	Backyard fun, great little lake towns, Mothers' Day wisdom, celebrating cousins
June	Classic summer vacation, camp directors' fun and games, soda fountain classics
July/August	Ultimate guide to family gatherings, summer boredom busters, plaster crafts,
September	Back-to-School ideas, cakes to go, amazing kids' bedrooms, celebrating sports teams
October	Great Halloween ideas, Fall outings
November	Get ready for the holidays, best toys, holiday traditions
December/January	Holiday fun

New in 2007!

Make It Fun	Recurring feature; great tips and ideas on making more fun for families
Preserving Memories	Year-long feature series; creative ways to preserve family events and milestones
Your Favorite Things	Four-part series; survey-based product recommendations from readers

In Every Issue

Everyday Fun	Simple, creative crafts, recipes, games, and activities
Creative Solutions	Parent-to-parent strategies for greater household harmony
Family Getaways	Great destinations and tips for family vacations
Let's Cook	Favorite recipes that kids and parents can make together
My Great Idea	Tips, strategies, and ideas from our resourceful readers
Healthy Fun	Fun and practical ways to maintain family wellness
Family Home	Easy projects, organizing tips, and decorating ideas
Family Traditions	Stories of simple activities that bring meaning to the lives of families
Our Favorite Things	Family recommendations for books, videos, toys, music, and software

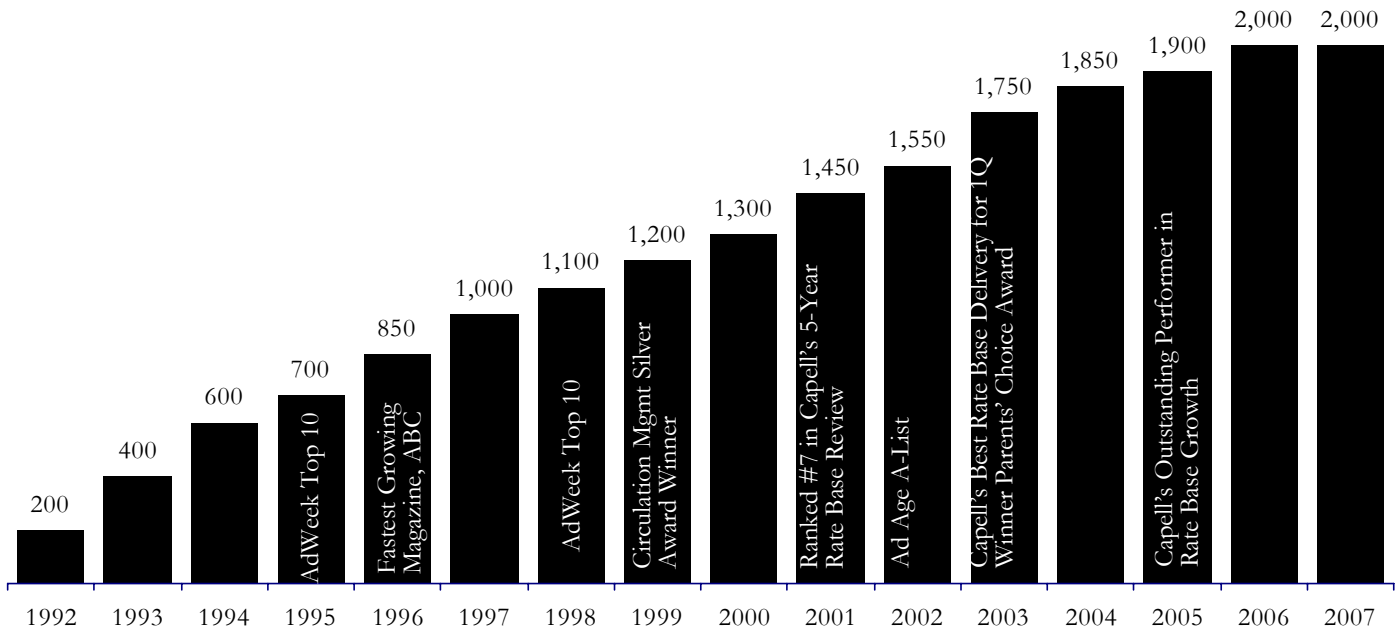
Demographic Profile

	<u>% Comp</u>	<u>Index</u>
<u>Age</u>		
Age 18-34	38.5%	129
Age 25-34	28.9	165
Age 25-49	74.7	159
Age 25-54	81.2	145
Age 35-54	52.3	136
Median Age	37.8 years	
<u>Household Income</u>		
HHI \$30,000+	77.5	111
HHI \$40,000+	67.6	114
HHI \$50,000+	61.2	123
HHI \$60,000+	53.7	130
HHI \$75,000+	42.0	137
Median HHI	\$64,700	
<u>Education</u>		
College Educated	63.3	119
<u>Employment</u>		
Employed	59.9	104
Professional/Managerial	26.0	116
<u>Kids in Household</u>		
Any Kids	83.3	195
2+ Kids	67.3	262
3+ Kids	28.0	281
<u>Kids Age</u>		
0 to 2	27.4	210
3 to 5	39.8	320
6 to 11	49.6	258
7 to 12	51.5	270
3 to 12	71.2	259

FamilyFun: Strong, Vital Circulation

2 million rate base

Rate Base (000)



FamilyFun 2007 National Rate Card

FamilyFun is the information sourcebook for families with kids aged 3-12. Designed to make the most of a busy family's limited time together, every issue covers travel, food, celebrations, activities, toys and games, reviews and outdoor fun. *FamilyFun* is published by Buena Vista Magazines, Inc.

2007 Rate Base: 2,000,000

Advertising Rates (Gross) – Effective with the February 2007 Issue

Four Color	1x	2x	4x	5x	10x
Full Page	\$141,905	\$139,065	\$136,230	\$134,810	\$127,715
2/3 Page	109,340	107,155	104,965	103,875	98,405
1/2 Page	85,145	83,440	81,740	80,890	76,630
1/3 Page	59,940	58,740	57,540	56,945	53,945
Two Color					
Full Page	\$120,605	\$118,195	\$115,780	\$114,575	\$108,545
2/3 Page	97,925	91,065	89,210	88,280	83,635
1/2 Page	72,365	70,920	69,470	68,745	65,130
1/3 Page	50,945	49,925	48,905	48,400	45,850
Black/White					
Full Page	\$106,435	\$104,305	\$102,180	\$101,115	\$95,790
2/3 Page	82,010	80,370	78,730	77,910	73,810
1/2 Page	63,860	62,585	61,305	60,665	57,475
1/3 Page	44,960	44,060	43,160	42,710	40,465
Covers					
Cover 2	\$163,190				
Cover 3	156,095				
Cover 4	184,475				

Publishing Schedule

Issue	Ad Close	Ad Materials Due	On Sale Date
Dec 2006/Jan 2007	09/14/06	09/21/06	11/14/06
February	11/16/06	11/23/06	01/16/07
March	12/14/06	12/22/06	02/13/07
April	01/11/07	01/18/07	03/13/07
May	02/15/07	02/22/07	04/17/07
June	03/15/07	03/22/07	05/15/07
July/August	04/19/07	04/26/07	06/19/07
September	06/07/07	06/14/07	08/07/07
October	07/12/07	07/19/07	09/11/07
November	08/09/07	08/16/07	10/09/07

Commission:

- 15% commission is allowed to recognized advertising agencies placing accepted copy and assuming credit risk.
- Advertising billed to advertising agencies with credit by the on-sale date of the issue, due and payable 30 days later.

Rates and closing dates subject to change

FamilyFun 2007 National Advertising Specs

Sizes	Bleed	Trim	Non-Bleed
Full Page	8 1/8 x 10 3/4	7 7/8 x 10 1/2	6 7/8 x 9 1/2
Full Page Spread	16 x 10 3/4	15 3/4 x 10 1/2	15 3/8 x 9 1/2
1/3 Vertical	2 13/16 x 10 3/4	2 9/16 x 10 1/2	2 1/16 x 9 1/2
2/3 Vertical	5 1/8 x 10 3/4	4 7/8 x 10 1/2	4 5/16 x 9 1/2
1/2 Vertical	4 1/16 x 10 3/4	3 13/16 x 10 1/2	3 1/4 x 9 1/2
1/3 Square	5 1/8 x 5 3/8	4 7/8 x 5 1/8	4 5/16 x 4 9/16
1/2 Horizontal	8 1/8 x 5 3/8	7 7/8 x 5 1/8	6 13/16 x 4 9/16
1/2 Digest	5 1/8 x 7 5/8	4 7/8 x 7 3/8	4 5/16 x 6 7/8

Mechanical Specifications

FamilyFun magazine adheres to the Recommended Standards for Advertising Material for Web Offset Publications (Revised May 1977), as listed in the General Information section of Standard Rate and Data, and SRDS Print Media Production Data. All body pages and covers are printed on web offset multicolor presses.

Printing:	Web Offset
Binding:	Perfect
Magazine Trim Size	7 7/8 x 10 1/2
Page Format:	Three columns to a page
Column Width:	2 1/16
Column Height:	9 1/2

Bleed area of 1/8 inch is allowed beyond trim. Keep live matter 1/4 inch from head, face, foot trim and gutter grind-off. Specs subject to change. Prior to sending materials, please verify specs with the production/shipping contact. Any unit sizes different than those listed above, please verify specs with Tisha Paul at 212-633-4419.

Materials

FamilyFun currently accepts the following digital ad file format: PDF -X1a. Digital files should be supplied on CD. The CT Resolution should be 300 dpi or higher and the linework resolution should be 2400 dpi or higher.

Proofs

Three (3) proofs for color, including one (1) ruled. We accept both digital, press and offpress proofs which meet SWOP specifications. Kodak Approvals proofs are preferred.

Disposition Of Ad Materials

Ad materials are held for one year and then destroyed unless the Publisher is otherwise notified.