

## O, THE OPRAH MAGAZINE

O, THE OPRAH MAGAZINE is a women's personal growth guide for the new century, offering stories and ideas stamped with Oprah's unique vision on health, fitness, careers, finance, relationships, self-discovery, beauty, fashion, home design, books and food. GFL will buy a page 4c unit in the February Visit Florida section and the May "Splash into Summer" issue. Partners may participate with a 1/8-page 4c formatted ad.

**Issue date:** February 2010 (VISIT FLORIDA)

May 2010 (Splash into Summer)

**Circulation:** 673,000 -- CT, DE, FL, GA, MD, MA, NJ, NY, NC, PA, TX, VA

**Unit size:** 1/8 PG 4c formatted

**Partner Cost:** **\$3,000 per issue**

**Value:** \$9,000 per issue

**Partner benefits:**

- Hyperlinked listing on VacationFun.com (site primarily designed to distribute advertiser brochures). Will attract over 1 million user sessions during the four months it will be posted.
- Partners enjoy a 67% discount
- Reader Service that can be broken out by income or geography
- Individual exposure with link in Oprah's eZine, sent to 25,000 targeted VacationFun.com subscribers

**Space and material deadline:** February issue - October 29, 2009; May issue - March 10, 2010

**Reserve Space:** Alexandra Owen, Madden Media, 888-720-8873, 941-966-8979,  
aowen@maddenmedia.com

**Send ad materials to:** Lisa Craig, Starmark, 1815 Griffin Road #300, Dania Beach, FL 33004  
lcraig@starmark.com, 954-874-9014, F: 954-874-9011

Property picture, logo, address, phone numbers, URL and 25 words of copy. All advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS vector file. Copy should be submitted in Word document. Checks should be made payable to Starmark.

**Madden Media will handle the billing**