

Attachment A

GENERAL CONSUMER*
July - December 1993
"Tobacco: Helping Youth Say No"

<u>Publication</u>	<u>Approved Buy</u>	<u>Recommended Buy</u>	<u>Cost</u>
<u>Woman's Day</u> Circulation: 4,521,050	Nov. 5 (Oct. 13)	Sept. 1 (Aug. 10)	\$ 58,485
<u>Parade</u> Circulation: 36,324,000 1/2 page, 4/c	Sept. 5 (Sept. 5)	See Decision- Makers Schedule	
<u>Southern Living</u> Circulation: 2,361,076	Sept. (Aug. 15)	Oct. (Sept. 25)	57,205
<u>McCalls**</u> Circulation: 5,066,849	Sept. (Aug. 13)	Nov. (Oct. 12)	66,045
<u>Family Circle**</u> Circulation: 5,065,131	Oct. 12 (Sept. 21)	Nov. 23 (Nov. 2)	43,596
Investment:			\$ 225,331
Insertions: 5x			

* Full page, 4/c, except where otherwise noted.

** Must be purchased in tandem to obtain discount.