

## 2009 INSERT SUPPLY DEADLINES

ISSUE	BOOKING	MOCK-UPS TO RD	DELIVERED TO PRINTER	CANCELLATION	ON SALE
JAN	7 Nov	14 Nov	11 Dec	24 Oct	24 Dec
FEB	4 Dec	9 Dec	8 Jan	13 Nov	21 Jan
MAR	8 Jan	13 Jan	5 Feb	18 Dec	18 Feb
APR	6 Feb	11 Feb	5 Mar	16 Jan	18 Mar
MAY	13 Mar	18 Mar	9 Apr	20 Feb	22 Apr
JUN	9 Apr	14 Apr	7 May	19 Mar	20 May
JUL	8 May	13 May	4 Jun	17 Apr	17 Jun
AUG	12 Jun	17 Jun	9 Jul	22 May	22 Jul
SEP	10 Jul	15 Jul	6 Aug	19 Jun	19 Aug
OCT	14 Aug	19 Aug	10 Sep	24 Jul	23 Sep
NOV	11 Sep	16 Sep	8 Oct	21 Aug	21 Oct
DEC	9 Oct	14 Oct	5 Nov	18 Sep	18 Nov

## AVERAGE INSERT SUPPLY QUANTITIES – NATIONAL OR STATE

NATIONAL	NSW/ACT	VIC	QLD	SA/NT	WA	TAS
313,000	100,000	57,000	73,000	29,000	35,000	10,000

Inserts can be targeted by selected databases: metropolitan or regional area/s, subscribers or retail distribution. The above supply quantities are indicative only.

Speak to your account manager for further details and for actual insert quantities by specific issue.

Reader's Digest requires 10 mock-up dummies of all loose inserts.

Inserts weighing over 25 grams will incur additional postage charges.