



rates



magazine info

National Advertising Rates 2009

Effective January 2009 issue

Rate Base: 3,800,000

	4-COLOR	2-COLOR	BLACK & WHITE
Full Page	\$246,600	\$240,200	\$233,500
2/3 Page	\$187,400	\$177,700	\$170,000
1/2 Pg, Chkbd. & Digest	\$149,100	\$144,200	\$140,200
1/3 Page	\$109,300	\$92,100	\$89,900
1/6 Page	\$72,100	\$56,800	\$48,100
4th Cover	\$350,100	—	—
2nd Cover	\$298,400	—	—
3rd Cover	\$271,200	—	—