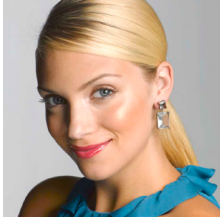




# rates



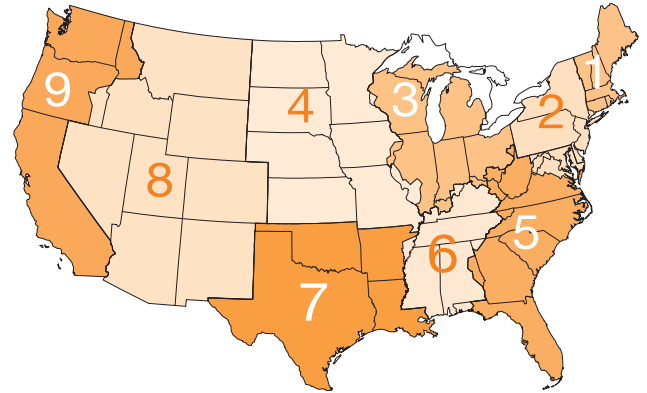
magazine info

## REGIONAL EDITIONS 2010

Per Thousand, See Regional Map for configuration & circulation

Geographic editions within the United States consisting of subscription circulation. Standard units of space and coloration are available singly or in any combination of the 9 regions. When more than one piece of copy is run in an issue, each piece of copy is computed as a separate buy.

Minimum Charge of \$8,700 gross per page



### 4-COLOR

Circulation	Page	$\frac{2}{3}$ Page	$\frac{1}{2}$ Page/Digest	$\frac{1}{3}$ Page
Under 250,000	\$105.07	\$105.07	\$105.07	\$105.07
250,000 – 599,999	\$99.09	\$75.04	\$58.48	\$44.74
600,000 – 1,399,999	\$94.17	\$71.39	\$55.63	\$42.54
1,400,000 – 1,999,999	\$88.97	\$67.64	\$52.65	\$40.25
2,000,000 – 2,999,999	\$83.97	\$63.95	\$49.77	\$37.93
3,000,000 and more	\$79.26	\$60.15	\$46.79	\$35.78

### 2-COLOR

Circulation	Page	$\frac{2}{3}$ Page	$\frac{1}{2}$ Page/Digest	$\frac{1}{3}$ Page
Under 250,000	\$105.07	\$105.07	\$105.07	\$105.07
250,000 – 599,999	\$96.17	\$66.65	\$55.55	\$37.50
600,000 – 1,399,999	\$91.39	\$63.18	\$52.86	\$37.60
1,400,000 – 1,999,999	\$86.58	\$59.79	\$50.13	\$35.61
2,000,000 – 2,999,999	\$81.78	\$56.54	\$47.34	\$33.63
3,000,000 and more	\$76.97	\$53.29	\$44.43	\$31.66

### BLACK & WHITE

Circulation	Page	$\frac{2}{3}$ Page	$\frac{1}{2}$ Page/Digest	$\frac{1}{3}$ Page
Under 250,000	\$105.07	\$105.07	\$105.07	\$105.07
250,000 – 599,999	\$89.42	\$63.45	\$53.87	\$39.06
600,000 – 1,399,999	\$85.13	\$60.28	\$50.98	\$37.31
1,400,000 – 1,999,999	\$80.64	\$57.03	\$48.33	\$35.39
2,000,000 – 2,999,999	\$76.24	\$53.94	\$45.67	\$33.49
3,000,000 and more	\$71.73	\$50.71	\$43.04	\$31.48

### KEY TO MAP REGION

REGION	CIRC
1 New England	188,400
2 Mid-Atlantic	628,400
3 East North Central	655,900
4 West North Central	361,900
5 South Atlantic	623,300
6 East South Central	301,800
7 West South Central	371,100
8 Mountain	221,100
9 Pacific	425,200