

2013 Print Rate Card

All rates are gross. Effective: 1/1/13

Circulation: 45,000

Qualified: 41,870 | Non-qualified: 3,565 | BPA June 2012

	1X	6X	13X	26X	39X	52X
Full Page	\$38,100	\$37,400	\$36,700	\$35,500	\$34,300	\$33,300
2/3 Page	\$30,500	\$29,900	\$29,300	\$28,300	\$27,500	\$26,700
1/2 Page	\$26,900	\$26,400	\$25,900	\$25,000	\$24,300	\$23,500
1/3 Page	\$21,600	\$21,200	\$20,800	\$20,200	\$19,600	\$18,800
Spread	\$71,700	\$70,200	\$68,800	\$66,700	\$64,800	\$62,500

Covers	1X	6X	13X	26X	39X	52X
Cover 2 Spread (includes 15% premium)	\$87,700	\$85,900	\$84,200	\$81,600	\$79,100	\$76,700
Cover 3 (includes 15% premium)	\$43,800	\$43,000	\$42,100	\$40,900	\$39,700	\$38,400
Cover 4 (includes 25% premium)	\$47,600	\$46,700	\$45,700	\$44,400	\$43,100	\$41,700

Special Cover & Units	1X
Sponsored Cover (2 pgs)	\$97,900
Inside Gatefold (3 pgs)	\$105,200
Cover Wrap (3 pgs)	\$125,100
Full Cover Wrap (4 pgs)	\$160,200
Sponsored Cover Gatefold (4 pgs)	\$160,200
Supplied Insert (2 sided)	Earned Page Rate + 20%

Contact:

**Your Adweek Sales Representative or
Erica Bartman, Publisher**
(212) 493-4122
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Same rates apply for black & white. Frequency Discounts do not apply.

Cancellation Policy: Advertiser is responsible for 100% of amount shown on insertion order for print advertisements cancelled after Ad Close Date.

Cancellation deadline for premium & special units (including but not limited to: cover wraps, cover adjacencies, cover units, posters, TOC adjacencies, inserts & outserts) is 6 weeks prior to Ad Close Date.

Updated: 1/4/13