

2011 GROSS RATES

4-COLOR OR B+W	1X	6X	13X	26X	39X	52X
FULL PAGE	\$37,000	\$36,300	\$35,600	\$34,500	\$33,300	\$32,300
2/3 PAGE	\$29,600	\$29,000	\$28,400	\$27,500	\$26,700	\$25,900
1/2 PAGE	\$26,100	\$25,600	\$25,100	\$24,300	\$23,600	\$22,800
1/3 PAGE	\$21,000	\$20,600	\$20,200	\$19,600	\$19,000	\$18,300
SPREAD	\$69,600	\$68,200	\$66,800	\$64,800	\$62,900	\$60,700

COVERS	1X	6X	13X	26X	39X	52X
COVER 2 spread	\$85,100	\$83,400	\$81,700	\$79,200	\$76,800	\$74,500
COVER 3	\$42,550	\$41,700	\$40,900	\$39,700	\$38,500	\$37,300
COVER 4	\$46,250	\$45,300	\$44,400	\$43,100	\$41,800	\$40,500

[Rates include 15% cover premium]

SPECIAL UNITS	
COVER 2 GATEFOLD (3PGS)	\$102,100
SPONSORED FRONT COVER (2 PGS)	\$95,000
SPONSORED COVER GATEFOLD (4 PGS)	\$155,500
COVER WRAP (3 PGS)	\$121,400 Sponsored Cover + C4
FULL COVER WRAP (4 PGS)	\$155,500 Sponsored Cover + C3 + C4
SUPPLIED INSERT (2 Sided)	Earned page rate + 20% Premium

Other customized unit sizes available upon request

*Publisher's projection for 4/18/11