

# 2006

## Display Rates



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### North American Edition • 250,000 Circulation • 4-Color Rates

|                 | 1x       | 6x       | 12x      | 18x      | 24x      | 36x      |
|-----------------|----------|----------|----------|----------|----------|----------|
| 1 PAGE          | \$22,275 | \$21,350 | \$20,000 | \$18,800 | \$17,650 | \$15,450 |
| 2/3 PAGE        | 18,275   | 17,500   | 16,450   | 15,550   | 14,625   | 12,825   |
| 1/2 ISL.        | 15,025   | 14,425   | 13,575   | 12,875   | 12,150   | 10,750   |
| 1/2 PAGE        | 13,875   | 13,325   | 12,550   | 11,925   | 11,275   | 10,000   |
| 1/3 ISL. HORIZ. | 12,325   | 11,850   | 11,225   | 10,650   | 10,100   | 9,000    |
| 1/3 PAGE        | 10,815   | 10,450   | 9,875    | 9,450    | 9,000    | 8,050    |
| 1/4 PAGE        | 9,000    | 8,700    | 8,300    | 7,925    | 7,575    | 6,875    |

### North American Edition • 250,000 Circulation • B&W Rates

|                 | 1x       | 6x       | 12x      | 18x      | 24x      | 36x      |
|-----------------|----------|----------|----------|----------|----------|----------|
| 1 PAGE          | \$19,175 | \$18,250 | \$16,900 | \$15,625 | \$14,675 | \$12,325 |
| 2/3 PAGE        | 15,175   | 14,425   | 13,325   | 12,450   | 11,525   | 9,725    |
| 1/2 ISL.        | 11,925   | 11,325   | 10,475   | 9,775    | 9,050    | 7,650    |
| 1/2 PAGE        | 10,775   | 10,225   | 9,450    | 8,825    | 8,200    | 6,900    |
| 1/3 ISL. HORIZ. | 9,225    | 8,750    | 8,125    | 7,550    | 7,025    | 5,900    |
| 1/3 PAGE        | 7,725    | 7,350    | 6,775    | 6,350    | 5,900    | 4,925    |
| 1/4 PAGE        | 5,900    | 5,600    | 5,200    | 4,850    | 4,500    | 3,775    |

### North American Edition • Special Positions, 4-Color Rates

|                   | 1x       | 6x       | 12x      | 18x      | 24x      | 36x      |
|-------------------|----------|----------|----------|----------|----------|----------|
| COVER 4           | \$26,975 | \$25,725 | \$24,000 | \$22,600 | \$21,250 | \$18,375 |
| COVER 2 & 3       | 25,650   | 24,550   | 23,000   | 21,700   | 20,325   | 17,700   |
| TABLE OF CONTENTS | 25,650   | 24,550   | 23,000   | 21,700   | 20,325   | 17,700   |

### International Edition • 135,000 Circulation • 4-Color Rates

|                 | 1x       | 6x       | 12x      | 18x      | 24x     | 36x     |
|-----------------|----------|----------|----------|----------|---------|---------|
| 1 PAGE          | \$12,150 | \$11,675 | \$10,900 | \$10,275 | \$9,660 | \$8,375 |
| 2/3 PAGE        | 9,950    | 9,550    | 8,950    | 8,500    | 7,950   | 6,975   |
| 1/2 ISL.        | 8,175    | 7,850    | 7,400    | 7,000    | 6,625   | 5,850   |
| 1/2 PAGE        | 7,575    | 7,250    | 6,850    | 6,475    | 6,150   | 5,450   |
| 1/3 ISL. HORIZ. | 6,700    | 6,500    | 6,000    | 5,900    | 5,550   | 4,900   |
| 1/3 PAGE        | 5,900    | 5,675    | 5,400    | 5,125    | 4,900   | 4,400   |
| 1/4 PAGE        | 4,925    | 4,750    | 4,525    | 4,350    | 4,150   | 3,750   |

### International Edition • 135,000 Circulation • B&W Rates

|                 | 1x       | 6x      | 12x     | 18x     | 24x     | 36x     |
|-----------------|----------|---------|---------|---------|---------|---------|
| 1 PAGE          | \$10,475 | \$9,975 | \$9,225 | \$8,575 | \$7,975 | \$6,700 |
| 2/3 PAGE        | 8,275    | 7,875   | 7,275   | 6,825   | 6,275   | 5,300   |
| 1/2 ISL.        | 6,500    | 6,175   | 5,725   | 5,325   | 4,950   | 4,200   |
| 1/2 PAGE        | 5,875    | 5,575   | 5,175   | 4,800   | 4,475   | 3,750   |
| 1/3 ISL. HORIZ. | 5,025    | 4,775   | 4,425   | 4,200   | 3,850   | 3,225   |
| 1/3 PAGE        | 4,225    | 4,000   | 3,700   | 3,450   | 3,200   | 2,700   |
| 1/4 PAGE        | 3,250    | 3,075   | 2,850   | 2,655   | 2,475   | 2,075   |

### North American Edition • Color Rates

|              |         |
|--------------|---------|
| 2 COLOR      | \$1,700 |
| 3 COLOR      | \$2,000 |
| 4 COLOR      | \$3,100 |
| COLOR SPREAD | \$5,200 |

### International Edition • Color Rates

|              |         |
|--------------|---------|
| 2 COLOR      | \$900   |
| 3 COLOR      | \$1,100 |
| 4 COLOR      | \$1,700 |
| COLOR SPREAD | \$2,800 |

### Production Contact:

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