



RESEARCH

# 2010 Rates & Calendar

## Rates\*

| Ad Size           | 4-Color  | B&W      |
|-------------------|----------|----------|
| Page              | \$49,800 | \$36,400 |
| 2/3 Page          | \$39,800 | \$29,100 |
| 1/2 Page          | \$32,300 | \$23,600 |
| 1/3 Page          | \$22,400 | \$16,400 |
| 2nd Cover         | \$57,200 | N/A      |
| 3rd Cover         | \$54,700 | N/A      |
| 4th Cover         | \$59,700 | N/A      |
| Copy Split Charge | \$3,100  | \$3,100  |
| 5th Color Premium | \$6,500  | N/A      |

## Calendar

| Issue                 | Ad Close | On Sale  |
|-----------------------|----------|----------|
| February/March        | 12/8/09  | 2/2/10   |
| April/May             | 2/9/10   | 4/6/10   |
| June/July             | 4/6/10   | 6/1/10   |
| August/September      | 6/1/10   | 7/27/10  |
| October/November      | 7/29/10  | 9/23/10  |
| December/January 2011 | 9/28/10  | 11/23/10 |

**Rate Base:**

450,000

**Audience:**

1,710,000

**Frequency:**

6x a year

**Cover Price:**

\$2.99



Source: Ratebase 2009 ABC Publishers statement. Audience based off of projected Simmons data.

\*All rates and dates subject to change