

# 2007 RATES & CIRCULATION

## WORLDWIDE

Includes 36,580\* qualified circulation, 382\*\* worldwide non-qualified paid circulation, and 12,350\*\* international non-qualified, non-paid requested subscribers.

# 49,312\*\*

Combines North American and International circulation segments

### General Advertising Rates

B/W	1x	4x	7x	13x	18x	24x
Full page	\$11,070	\$10,670	\$10,415	\$10,040	\$9,595	\$9,290
2/3 page	8,195	7,945	7,730	7,535	7,175	6,970
1/2 island	6,950	6,725	6,570	6,385	6,070	5,910
1/2 page	6,345	6,135	5,970	5,750	5,520	5,420
1/3 page	4,520	4,350	4,250	4,140	3,830	3,755
1/4 page	3,785	3,680	3,600	3,475	3,290	3,225
1/6 page	2,660	2,550	2,490	2,400	2,290	2,235

### Color

2nd color, standard extra .....	880
Matched color, extra .....	1,460
3- or 4-color process, extra .....	2,235
4-color per spread .....	4,205

Covers	1x	4x	7x	13x
Inside front	\$14,260	\$13,905	\$13,580	\$13,255
Inside back	13,730	13,400	13,090	12,770
Back	14,530	14,160	13,815	13,475

Four-color only — Rates include the 4/C charge

### Classified Advertising Rates

(Worldwide circulation only.)	1x	3x	6x	9x	12x
Per Column Inch*	245	235	230	220	215
2nd Color**				200 Additional	
Blind Box Number				105 Additional	

\*Column Width = 2 1/8" \*\*No matched colors allowed.

Restricted to ads regarding employment positions, business opportunities and products for sale. No agency commission or cash discount allowed. General display rates apply, and agency commission allowed for ads supplied camera-ready 1/6 page or larger.

## INTERNATIONAL

Current figures are 12,350\*\* international non-qualified, non-paid requested subscribers and 118\*\* international non-qualified paid.

# 12,468\*\*

Circulates globally except to North America (United States, Canada and Mexico)

### General Advertising Rates

B/W	1x	4x	7x	13x	18x	24x
Full	\$4,775	\$4,450	\$4,045	\$3,780	\$3,590	\$3,355
2/3	3,560	3,270	3,095	2,930	2,750	2,700
1/2 Island	2,865	2,730	2,590	2,425	2,290	2,210
1/2	2,620	2,495	2,355	2,225	2,115	2,040
1/3	1,920	1,815	1,735	1,630	1,540	1,470
1/4	1,675	1,585	1,515	1,420	1,290	1,155
1/6	1,435	1,360	1,295	1,230	1,140	1,110

### Color Rates

2nd color, standard extra .....	\$420
Matched color, extra .....	\$595
3- or 4-color process, extra .....	\$715
4-color per spread .....	\$1,200

\* June 2006 BPA Worldwide Statement, 36,580

\*\* Publishers own data

# NORTH AMERICAN

Current figures are 36,580\* qualified circulation,  
264\*\* North American non-qualified paid circulation.



# 36,844\*\*

Includes United States, Canada and Mexico

## General Advertising Rates

B/W	1x	4x	7x	13x	18x	24x
<b>Full</b>	<b>\$8,465</b>	<b>\$8,265</b>	<b>\$8,070</b>	<b>\$7,880</b>	<b>\$7,690</b>	<b>\$7,535</b>
2/3	6,215	6,065	5,970	5,820	5,630	5,510
1/2 Island	5,295	5,170	5,085	4,995	4,760	4,680
1/2	4,700	4,645	4,570	4,455	4,260	4,170
1/3	3,375	3,340	3,285	3,205	3,060	3,000
1/4	2,795	2,765	2,710	2,670	2,520	2,480
1/6	1,755	1,740	1,700	1,670	1,580	1,560

## Color Rates

2nd color, standard extra .....	\$880
Matched color, extra .....	\$1,460
3- or 4-color process, extra .....	\$2,235
4-color per spread .....	\$4,205

\* June 2006 BPA Worldwide Statement  
\*\* Publishers own data

**Discounts are available to first-time advertisers.  
Talk to your Regional Sales Manager for more details.**

