

WORLDWIDE

Includes 36,550* qualified circulation, 308* worldwide non-qualified paid circulation, and 12,350* international non-qualified, non-paid requested subscribers.

Combines North American and International circulation segments

General Advertising Rates

B/W	1x	4x	7x	13x	18x	24x
Full	11,630	11,210	10,945	10,550	10,080	9,760
2/3	8,610	8,350	8,120	7,915	7,540	7,325
1/2 ISL	7,300	7,065	6,905	6,705	6,375	6,210
1/2	6,665	6,445	6,275	6,045	5,800	5,700
1/3	4,750	4,570	4,470	4,350	4,025	3,945
1/4	3,980	3,865	3,785	3,650	3,460	3,385
1/6	2,795	2,680	2,615	2,520	2,405	2,345

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	14,985	14,605	14,270	13,930
Inside Back	14,420	14,075	13,775	13,420
Back	15,265	15,895	14,515	14,155

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

Classified Advertising Rates

(Worldwide circulation only.)	1x	3x	6x	9x	12x
Per Column Inch*	255	245	240	230	225
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.

Discounts are available to first-time advertisers.

* June 2009 BPA Worldwide Statement, 36,550

INTERNATIONAL

Current figures are 12,350* international non-qualified, non-paid subscribers and 110** international non-qualified paid.

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

General Advertising Rates

B/W	1x	4x	7x	13x	18x	24x
Full	5,020	4,675	4,250	3,975	3,775	3,525
2/3	3,740	3,435	3,255	3,080	2,890	2,835
1/2 ISL	3,010	2,865	2,725	2,550	2,410	2,320
1/2	2,755	2,620	2,475	2,335	2,225	2,140
1/3	2,020	1,905	1,825	1,715	1,620	1,545
1/4	1,760	1,665	1,590	1,495	1,360	1,215
1/6	1,510	1,430	1,360	1,290	1,200	1,170

Color Rates

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

NORTH AMERICAN

Current figures are 36,550* qualified circulation, 194** North American non-qualified paid circulation.

Includes United States, Canada and Mexico

General Advertising Rates

B/W	1x	4x	7x	13x	18x	24x
Full	8,895	8,685	8,475	8,275	8,080	7,915
2/3	6,530	6,370	6,275	6,115	5,915	5,790
1/2 ISL	5,565	5,430	5,345	5,250	5,005	4,915
1/2	4,940	4,880	4,805	4,680	4,480	4,380
1/3	3,545	3,510	3,455	3,365	3,215	3,150
1/4	2,940	2,910	2,845	2,805	2,650	2,605
1/6	1,845	1,825	1,785	1,755	1,660	1,635

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 2009 BPA Worldwide Statement, 36,550
** Publishers own data

Talk to your Regional Sales Manager for more details.