

*effective January 2015 Issue*

<b>PAGE RATE</b>	<b>4 COLOR</b>
<b>Full Page</b>	\$227,630
<b>2/3 Page</b>	\$170,725
<b>1/2 Page*</b>	\$136,580
<b>1/3 Page**</b>	\$102,435

  

<b>COVERS</b>	
<b>2nd Cover</b>	\$264,055
<b>3rd Cover</b>	\$250,395
<b>4th Cover</b>	\$286,815

NOTE: All rates are gross.

#### **ISSUE AND CLOSING DATES**

1. Published monthly by Hearst Magazines.
2. Issued approximately the first Tuesday of the month preceding cover date.
3. Space closes approximately the 15th of the second month preceding cover date. Insertion orders must be received by the publisher by the 15th of the second month preceding the cover date. When the 15th falls on a weekend or holiday, the space closing date or material due date will revert to the preceding working day.

**INSERTS** Rates and specifications available upon request. Specifications are based on insert qualifying, at a Periodicals Rate (formerly Second Class). If Post Office finds insert does not meet the qualifications, it will be classified as Standard A Rate (formerly Third Class) and all additional postage will be billed back to the advertiser. A final dummy of the insert must be submitted to Hearst Magazines Production before printing in order for it to be acceptable for binding.

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**REGIONAL ADVERTISING** Regional rates available upon request.

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\* Half page horizontal only

\*\*Minimum rateholder. Failure to achieve contracted frequency level will result in a short rate to next lower rate break.

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