

ADVERTISING RATES

4-COLOR	RATES
Full Page	\$171,540
2/3 Page	\$123,510
1/2 Page*	\$97,780
1/3 Page**	\$70,335
Cover 2	\$205,850
Cover 3	\$197,275
Cover 4	\$223,005

EFFECTIVE: March 2019 issue

Please note: All rates are gross

For more information contact Adam Dub at 212-649-2904 or adub@hearst.com

ISSUE AND CLOSING DATES

Published 9 times a year by Hearst Magazines.

Issued approximately the second Tuesday of the month preceding cover date.

Insertion orders must be received by the space close.

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.

SPECIAL POSITIONS (non-cancellable); add 10% to earned rates.

SPLIT RUN ADVERTISING Split runs are available. Rates upon request.

REGIONAL ADVERTISING Regional rates available upon request.

CIRCULATION

Member of the Alliance for Audited Media. Subscriptions \$12.00 per year. Single copy price \$4.99 U.S., \$5.99 Canada.

* Half page horizontal only

** Minimum rateholder. Failure to achieve contracted frequency level will result in a short rate to next lower rate break. For the full terms and conditions please refer to the General Conditions within the Popular Mechanics media kit at www.popularmechanicsmediakit.com