

ADVERTISING RATES

4-COLOR	RATES
Full Page	\$174,040
2/3 Page	\$125,310
1/2 Page*	\$99,205
1/3 Page**	\$71,360
Cover 2	\$208,850
Cover 3	\$200,150
Cover 4	\$226,255

EFFECTIVE

MARCH / APRIL 2020 ISSUE

CIRCULATION

985,000

PLEASE NOTE: All rates are gross

For more information,
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ISSUE AND CLOSING DATES

Published 6 times a year by Hearst Magazines. Issued approximately the Tuesday prior to 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.

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

REGIONAL ADVERTISING Regional rates available upon request.

CIRCULATION

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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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