ADVERTISING RATES

4-COLOR RATES

<table>
<thead>
<tr>
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<th>Rates</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$174,040</td>
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<tr>
<td>2/3 Page</td>
<td>$125,310</td>
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<tr>
<td>1/2 Page*</td>
<td>$99,205</td>
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<tr>
<td>1/3 Page**</td>
<td>$71,360</td>
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<td>Cover 2</td>
<td>$208,850</td>
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<tr>
<td>Cover 3</td>
<td>$200,150</td>
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<tr>
<td>Cover 4</td>
<td>$226,255</td>
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</table>

EFFECTIVE

MARCH / APRIL 2022 ISSUE

NOTE: All rates are gross

For more information, contact
WILLIAM UPTON — VP, SALES
WILLIAM.UPTON@HEARST.COM

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.

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Split runs are available. Rates upon request.

REGIONAL ADVERTISING

Regional rates available upon request.

CIRCULATION


* 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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