

# 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 |

## 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.

## EFFECTIVE

**MARCH /APRIL 2022 ISSUE**

NOTE: All rates are gross

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

## 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.

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