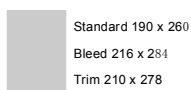







2012 Advertising Rates US\$

	12x	6x	3x	1x	Width x Depth mm H: Horizontal V: Vertical
1 Page Full Color	1,700	1,800	1,890	2,020	 Standard 190 x 260 Bleed 216 x 284 Trim 210 x 278
1 Page Black/White	1,200	1,250	1,320	1,420	
2/3 Page Full Color	1,450	1,530	1,600	1,700	 H 194 x 184 V 124 x 255
2/3 Page Black/White	1,010	1,070	1,120	1,200	
1/2 Page Island Full Color	1,300	1,400	1,420	1,520	 125 x 194
1/2 Page Island Black/White	900	950	1,000	1,060	
1/2 Page Full Color	1,120	1,190	1,240	1,300	 H 194 x 125 V 95 x 255
1/2 Page Black/White	780	830	880	940	
1/3 Page Full Color	900	950	1,010	1,070	 H 194 x 92 V 62 x 255
1/3 Page Black/White	640	660	700	750	
1/4 Page Full Color	780	830	870	920	 H 194 x 68 V 95 x 125
1/4 Page Black/White	550	590	610	650	
SPECIAL POSITIONS(full page only): Cover 2 +30%, Cover 3 +20%, Cover 4 +40%, Page 1 +15%, Pages 2-11 +10%					

Deadlines

Issue	Ad Deadlines	E-File Deadlines	Publication Dates
January 2012	December 5, 2011	December 12, 2011	January 4, 2012
February 2012	December 30, 2011	January 6, 2012	February 8, 2012
March 2012	February 6, 2012	February 13, 2012	March 6, 2012
April 2012	March 6, 2012	March 13, 2012	April 6, 2012
May 2012	March 31, 2012	April 7, 2012	May 2, 2012
June 2012	April 26, 2012	May 3, 2012	Jun 1, 2012
July 2012	May 25, 2012	Jun 1, 2012	Jun 25, 2012
August 2012	July 2, 2012	July 9, 2012	August 2, 2012
September 2012	July 31, 2012	August 7, 2012	August 31, 2012
October 2012	August 31, 2012	September 7, 2012	October 8, 2012
November 2012	September 26, 2012	October 8, 2012	November 2, 2012
December 2012	November 7, 2012	November 14, 2012	December 7, 2012