









## 2012 Advertising Rates US\$

	12x	6x	3x	1x	Width x Depth mm H: Horizontal V: Vertical
1 Page Full Color	2,410	2,720	2,990	3,220	 Standard 190 x 260 Bleed 216 x 284 Trim 210 x 278
1 Page Black/White	1,680	1,910	2,090	2,240	
2/3 Page Full Color	2,050	2,320	2,540	2,720	 H 194 x 184 V 124 x 255
2/3 Page Black/White	1,430	1,620	1,770	1,910	
1/2 Page Island Full Color	1,810	2,050	2,230	2,410	 125 x 194
1/2 Page Island Black/White	1,260	1,430	1,560	1,680	
1/2 Page Full Color	1,590	1,810	1,970	2,120	 H 194 x 125 V 95 x 255
1/2 Page Black/White	1,110	1,250	1,380	1,480	
1/3 Page Full Color	1,280	1,450	1,580	1,700	 H 194 x 92 V 62 x 255
1/3 Page Black/White	890	1,010	1,100	1,200	
1/4 Page Full Color	1,110	1,250	1,380	1,480	 H 194 x 68 V 95 x 125
1/4 Page Black/White	780	880	960	1,030	
<b>SPECIAL POSITIONS( full page only ):</b> Cover 2 +30%, Cover 3 +20%, Cover 4 +40%, Page 1-2 +15%, Pages 3-11 +10%					
<b>Other positions available – please contact your Ringier representatives for pricing:</b>					
<ul style="list-style-type: none"> <li>• Cover 1 Gatefold</li> <li>• Cover 1 Glue-on</li> <li>• Centre Spread</li> <li>• Regular full page &amp; ½ page spread</li> <li>• 1 page insert with tab – printed 2 sides</li> <li>• 1 page insert no tab – printed 2 sides</li> </ul>					
* Positions are limited, subject to availability					

## Deadlines

Issue	Ad Deadlines	E-file Deadlines	Publication Dates
February 2012	January 4	January 11	February 10
April 2012	March 9	March 16	April 9
June 2012	May 11	May 18	June 11
August 2012	July 10	July 17	August 10
October 2012	September 3	September 10	October 10
December 2012	November 12	November 19	December 11