



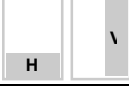
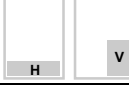


2012 Advertising Rates US\$

	12x	6x	3x	1x	Width x Depth mm H: Horizontal V: Vertical
1 Page Full Color	1,820	1,870	1,950	2,150	 Standard 190 x 260 Bleed 216 x 281 Trim 210 x 278
1 Page Black/White	1,240	1,290	1,360	1,490	
2/3 Page Full Color	1,530	1,590	1,660	1,840	 H 194 x 184 V 124 x 255
2/3 Page Black/White	1,080	1,130	1,170	1,290	
1/2 Page Island Full Color	1,400	1,410	1,470	1,620	 125 x 194
1/2 Page Island Black/White	950	990	1,030	1,130	
1/2 Page Full Color	1,200	1,240	1,290	1,430	 H 194 x 125 V 95 x 255
1/2 Page Black/White	840	870	900	1,000	
1/3 Page Full Color	960	1,000	1,030	1,150	 H 194 x 92 V 62 x 255
1/3 Page Black/White	670	690	720	810	
1/4 Page Full Color	830	860	890	1,000	 H 194 x 68 V 95 x 125
1/4 Page Black/White	590	610	630	690	
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 29, 2011	January 5, 2012	February 8, 2012
March 2012	February 1, 2012	February 8, 2012	March 1, 2012
April 2012	March 6, 2012	March 13, 2012	April 6, 2012
May 2012	April 5, 2012	April 12, 2012	May 8, 2012
June 2012	May 7, 2012	May 14, 2012	Jun 6, 2012
July 2012	June 6, 2012	June 13, 2012	July 6, 2012
August 2012	July 6, 2012	July 13, 2012	August 6, 2012
September 2012	August 6, 2012	August 13, 2012	September 6, 2012
October 2012	September 3, 2012	September 10, 2012	October 9, 2012
November 2012	October 8, 2012	October 15, 2012	November 6, 2012
December 2012	November 6, 2012	November 13, 2012	December 6, 2012