



2010 ADVERTISING RATES

GENERAL ADVERTISING RATES

4 COLOR	4x	2x	1x
Full Page	\$19,800	\$21,800	\$24,000
2nd Cover (Inside Front)	\$23,100	\$25,450	\$28,000
3rd Cover (Inside Back)	\$21,400	\$23,450	\$26,000
4th Cover (Back)	\$26,700	\$29,350	\$32,300

4-PAGE SHOWCASE RATE

4-PAGE BUY	4x	2x	1x
4 page customized editorial with supporting images	\$68,800	\$75,600	\$83,300

2-PAGE SHOWCASE RATE

2-PAGE BUY	4x	2x	1x
2 page customized editorial with supporting images	\$35,600	\$39,200	\$43,000

2010 PUBLICATION SCHEDULE

Issue Date	Issue Close	Materials Close	Distribution Date
January (Winter 2010)	Nov. 2	Nov. 9	Dec. 16
April (Spring 2010)	Feb. 12	Feb. 19	April 1
July (Summer 2010)	May 7	May 14	July 1
October (Fall 2010)	Aug. 13	Aug. 20	Oct. 1

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