

Esquire

2017 ADVERTISING RATES



FOR
ADVERTISING & MATERIAL
SPECIFICATIONS VISIT
[http://ads.
hearst.com](http://ads.hearst.com)

ADVERTISING RATES

4-COLOR

Page	\$152,105
2/3	\$121,685
1/2	\$95,830
1/3	\$65,410

BLACK & WHITE

Page	\$102,370
2/3	\$81,870
1/2	\$64,475
1/3	\$44,010

COVERS

CV 2	\$182,530
CV 3	\$167,320
CV 4	\$200,780

BLEED: add 15% (including covers)

PLEASE NOTE: all rates are gross

CLOSING & ON-SALE DATES

ISSUE	AD CLOSE*	SUPPLIED INSERTS DUE	ON-SALE
February	November 1, 2016	December 13, 2016	January 10, 2017
March	December 13, 2016	January 13, 2017	February 14, 2017
April	January 17, 2017	February 21, 2017	March 21, 2017
May	February 21, 2017	March 28, 2017	April 25, 2017
June/July	March 28, 2017	May 2, 2017	May 30, 2017
August	May 9, 2017	June 6, 2017	July 4, 2017
September	June 13, 2017	July 11, 2017	August 8, 2017
October	July 18, 2017	August 15, 2017	September 12, 2017
November	August 15, 2017	September 19, 2017	October 17, 2017
December/Jan	September 19, 2017	October 24, 2017	November 21, 2017

* COVERS CLOSE 3 MONTHS PRIOR TO AD CLOSE

CIRCULATION

RATE BASE	MEMBER ISSUE	SUBSCRIPTION PRICE	SINGLE COPY PRICE
750,000	Alliance for Audited Media	\$15.95	\$4.99