

Esquire

2018 ADVERTISING RATES

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

ADVERTISING RATES

4-COLOR

Page	\$156,670
2/3	\$125,340
1/2	\$98,705
1/3	\$67,370

BLACK & WHITE

Page	\$105,440
2/3	\$84,330
1/2	\$66,410
1/3	\$45,330

COVERS

CV 2	\$188,005
CV 3	\$172,340
CV 4	\$206,805

BLEED: add 15% (including covers)

PLEASE NOTE: all rates are gross

CLOSING & ON-SALE DATES

ISSUE	AD CLOSE*/ MATERIAL DUE DATE	SUPPLIED INSERTS DUE	ON-SALE
Winter	October 31, 2017	December 5, 2017	January 9, 2018
March	December 8, 2017	January 12, 2018	February 13, 2018
April	January 12, 2018	February 20, 2018	March 20, 2018
May	February 27, 2018	April 3, 2018	May 1, 2018
June/Summer	April 3, 2018	May 8, 2018	June 5, 2018
September	June 12, 2018	July 17, 2018	August 14, 2018
October	July 17, 2018	August 21, 2018	September 18, 2018
November	August 21, 2018	September 25, 2018	October 23, 2018
December	October 2, 2018	November 6, 2018	December 4, 2018

CIRCULATION

RATE BASE	MEMBER ISSUE	SUBSCRIPTION PRICE	SINGLE COPY PRICE
750,000	Alliance for Audited Media	\$15.95	\$5.99

* COVERS CLOSE 3 MONTHS PRIOR TO AD CLOSE. SCENT STRIPS CLOSE 4 MONTHS PRIOR TO AD CLOSE