

2019

ADVERTISING RATES



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4-COLOR

Page	\$152,075
2/3	\$121,660
1/2	\$95,810
1/3	\$65,395

BLACK & WHITE

Page	\$102,350
2/3	\$81,855
1/2	\$64,465
1/3	\$44,000

COVERS

CV 2	\$182,490
CV 3	\$167,285
CV 4	\$200,740

CLOSING & ON-SALE DATES

ISSUE

December/Winter
March
April
May
June/Summer
September
October
November
December/Winter

AD CLOSE*/ MATERIAL DUE DATE

October 2, 2018
December 7, 2018
January 11, 2019
February 26, 2019
April 2, 2019
June 11, 2019
July 16, 2019
August 20, 2019
October 1, 2019

ON-SALE

December 4, 2018
February 12, 2019
March 19, 2019
April 30, 2019
June 4, 2019
August 13, 2019
September 17, 2019
October 22, 2019
December 3, 2019

FOR ADVERTISING & MATERIAL SPECIFICATIONS VISIT

<http://ads.hearst.com>

BLEED: add 15% (including covers)

PLEASE NOTE: all rates are gross

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