

rates + production

print rates

Contract Rates (gross)

4-Color Rates	1x	4x	8x	12x	24x
SPREAD	23,180	22,240	21,320	20,380	18,540
1 PAGE	12,510	12,070	11,570	11,030	9,790
1/2 PAGE	9,000	8,690	8,330	7,970	-
1/4 PAGE	6,890	6,640	6,370	6,100	-
Covers	1x	4x	8x	12x	24x
2nd	15,900	-	14,200	13,200	-
3rd	15,000	-	13,200	11,900	-
4th	17,100	-	15,400	14,200	-
Covers spread	1x	4x	8x	12x	24x
2nd spread	25,500	-	23,100	21,700	-
3rd spread	24,500	-	22,100	20,400	-
Ideas & Information					
Rates	1x	4x	8x	12x	24x
Full page	5,250	5,100	4,850	4,625	4,100
1/2 page	3,775	3,650	3,500	3,300	2,950
1/4 page	2,900	2,800	2,800	2,600	2,300
1/8 page	2,000	1,925	1,925	1,600	1,550

Mechanical Requirements

Magazine Trim Size — 9" WIDE, 10-7/8" DEEP

Ad Size	Non-Bleed Width x Depth	Bleed Width x Depth	Trim Width x Depth
Spread		18-1/2 x 11-1/8	18 x 10-7/8
Full page	7-3/4 x 10	9-1/4 x 11-1/8	9 x 10-7/8
1/2 page island	5-1/2 x 7-9/16	5-7/8 x 8-3/16	-
1/2 page vertical	4-3/16 x 10	4-9/16 x 11-1/8	-
1/2 page horizontal	7-3/4 x 4-7/8	9-1/4 x 5-3/8	-
1/4 page	4-3/16 x 4-7/8	4-9/16 x 5-3/8	-
Inserts	Pre-trim	Final trim	
Tip-in	8-5/8 x 11-1/8	8-5/8 x 10-7/8	-
Bind-in	9-1/4 x 11-1/8	9 x 10-7/8	-
Ideas & Information	Non-Bleed Width x Depth		
1/2 page horizontal	8 x 4-1/2	-	-
1/2 page vertical	3-7/8 x 9-1/8	-	-
1/4 square	3-7/8 x 4-1/2	-	-
1/8 horizontal	3-7/8 x 2-1/8	-	-
1/8 vertical	1-7/8 x 4-1/2	-	-

production

Bleeds, preferred positions, short rates, rebates

- Bleed or oversized ads—Subject to 10% surcharge on space rate.
- Preferred positions (other than covers)—10% surcharge on space rate.
- Guaranteed Positioning—10% surcharge on space rate.
- Short rates will be billed upon cancellation of contract or failure to fulfill minimum requirements.

Inserts

Contact Barbara W. Lau, Production Manager, 646-654-7308; barbara.lau@nielsen.com for required quantity and shipping instructions.

Published monthly: 10th of each month

Binding: Perfect

Materials: Publisher will store digital data for 3 months following publication date and then destroy it unless otherwise requested in writing.

From bleed dimensions allow: 1/2-inch safety margin all around for live matter, 1/8-inch trim at top, foot, face, and gutter, 1/4-inch trim in gutter for a spread.

Production Contact

Barbara W. Lau
Production Manager
Contract
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Utilize our list rental to reach customers

- 30,182 postal addresses
- 24,242 phone numbers
- 25,905 email addresses

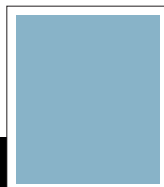
online Creative Specs

Ad Unit	Placement	Dimensions	GIF / JPEG	Flash Animation
Run of Site				
Leaderboard	Top	728 x 90 pixels	30K max	15 seconds
Medium Rectangle (1)	Above Fold	300 x 250 pixels	30K max	15 seconds
Medium Rectangle (2)	Below Fold	300 x 250 pixels	30K max	15 seconds
Anchor Banner	Bottom	468 x 60 pixels	30K max	15 seconds
Newsletter				
Leaderboard Ad	Top	728 x 90 pixels	30K max	N/A
Medium Rectangle (2)	Middle	300 x 250 pixels	30K max	N/A
Anchor Banner	Bottom	468 x 60 pixels	30K max	N/A

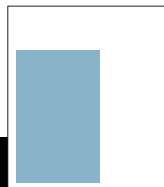
Click-thru url must accompany creative submissions. ContractMagazine.com can accommodate Rich Media ads. Contact your sales representative. Creative must be received at least five business days in advance of start date. Send all materials to: adcreative@nielsen.com



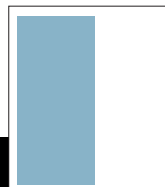
Spread



Full page



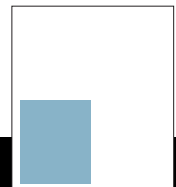
1/2 page island



1/2 page vertical



1/2 page horizontal



1/4 page