

## 2018 Advertising Rates



### Global edition Rate base: 375,000

gross open rate	1x	3x	6x	9x	12x
<b>Full Page</b>	\$58,070	\$49,360	\$46,460	\$44,710	\$41,820
<b>2nd cover spread*</b>	\$145,180	\$137,920	\$136,540	\$133,800	\$128,440
<b>3rd cover*</b>	\$72,590	\$72,590	\$72,590	\$72,590	\$72,590
<b>4th cover*</b>	\$78,390	\$78,390	\$78,390	\$78,390	\$78,390

**Frequency**  
Published 6x a year

\*Global only.  
10% Surcharge for guaranteed position.

### Regional Rates

	1x	3x	6x	9x	12x
<b>International (non U.S.)</b> rate base: 221,000	\$45,460	\$38,650	\$36,370	\$35,010	\$32,730
<b>North America*</b> rate base: 154,000	\$39,610	\$33,670	\$31,690	\$30,510	\$28,520
<b>EMEA</b> rate base: 127,500	\$34,610	\$29,420	\$27,690	\$26,660	\$24,920
<b>APAC</b> rate base: 68,000	\$26,600	\$22,620	\$21,260	\$20,410	\$19,190

\*Includes United States, Canada and Mexico.  
NOTE: stand alone fractional units not available.