First

healthy living made easy

RATES & SPECS

2017 RATE CARD

EFFECTIVE: JANUARY 2017
RATE BASE: 900,000

COVERS

2nd Cover	$96,555
2nd Cover Spread	$193,110
3rd Cover	$85,845
4th Cover	$107,265

4-COLOR

PG	$70,160
2/3 Page	$59,655
1/2 Page Horizontal	$45,615
1/2 Page Verticle	$45,615
1/3 Page	$35,105
Spread	$143,830
Copy Split National Page	$52,500
Copy Split Walmart Page	$19,420
Copy Split National Spread	$107,625
Copy Split Walmartspread	$39,810

B/W

Page	$60,015
2/3 Page	$50,995
1/2 Page	$38,950
1/3 Page	$30,035

PUBLISHED BY: BAUER PUBLISHING Company L.P., 270 Sylvan Ave., Englewood Cliffs, NJ 07632 | 201.569.6699 & Bauer Media Group, Inc., 58 W. 40th St., 5th Floor, New York, NY 10018 | 212.764.3344

CIRCULATION: Rates based on an annual (12 month) contract year average. Single copy price: $2.49.

AGENCY COMMISSION: 15% to recognized agencies

RATE INCREASES: Announcement of any change in rates will be made in advance of closing date for the issue affected. Orders for issues thereafter at rates then prevailing.

CANCELLATION DATES: Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. Cancellation of orders booked in advance of space close will not be accepted after the date, thirty (30) days prior to the issue closing date. All inserts printed by BAUER, and any regional inserts printed are non-cancellable ten (10) weeks prior to published issue close. If the insert is supplied by the advertiser, they are not cancellable 30 days prior to published issue space close date.

TERMS OF SALE: 30 days from the date of invoice. Interest will be charged at a rate of 1.5% per month on past-due balances.

FREQUENCY DISCOUNTS: Frequency discounts earned within 12-month period. Advertisers that do not meet earned frequency during contract year, will be short-rated back to earned frequency level. REGIONAL INSERTS AND SUPPLIED INSERTS: Regional inserts, supplied inserts and pre-printed inserts will be delivered to their proper areas subject to an allowable variation of 5% to 10%, due to mechanical tolerances and local distribution patterns.

*Prices subject to change at Publisher's discretion.
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Rates are gross.
Standard 15% Agency commission applies.
All special unit pricing available upon request.

BAUER

WE THINK POPULAR.