

FIRST FOR WOMEN 2018 RATES

EFFECTIVE: JANUARY 2018
RATE BASE: 850,000



COVERS

2nd Cover	\$93,930
2nd Cover Spread	\$187,855
3rd Cover	\$83,510
4th Cover	\$104,345

4-COLOR

Page	\$68,250
2/3 Page	\$58,030
1/2 Page Horizontal	\$44,375
1/2 Page Vertical	\$44,375
1/3 Page	\$34,150
Spread	\$139,915

B/W

Page	\$58,380
2/3 Page	\$49,610
1/2 Page	\$37,890
1/3 Page	\$29,215

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CIRCULATION: Rates based on an annual (12 month) contract year average. Single copy price: \$2.99.

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. All special unit pricing available upon request.



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