

LIFE&STYLE 2017 RATES

FOUR COLOR RATES

SIZE	1X RATE	6X RATE	12X RATE	18X RATE
Cover 2	\$19,400	\$18,235	\$17,075	\$16,495
C 2 Spread	\$35,570	\$33,435	\$31,305	\$29,415
Cover 3	\$17,785	\$16,715	\$15,650	\$15,115
Cover 4	\$21,020	\$19,765	\$18,505	\$17,875
Page	\$16,170	\$15,200	\$14,225	\$12,925
2/3 Page	\$13,745	\$12,925	\$12,095	\$10,985
1/2 Page	\$10,510	\$9,875	\$9,255	\$8,405
1/3 Page	\$7,280	\$6,845	\$6,405	\$5,815

BLACK + WHITE RATES

SIZE	1X RATE	6X RATE	12X RATE	18X RATE
Page	\$13,270	\$12,475	\$11,675	\$11,280
2/3 Page	\$11,280	\$10,600	\$9,930	\$9,590
1/2 Page	\$8,625	\$8,105	\$7,595	\$7,335
1/3 Page	\$5,975	\$5,615	\$5,255	\$5,080

Rates are gross, non-bleed. Add 15% for bleed ads. Standard 15% Agency commission applies. All regional and special unit pricing available upon request.

SUPPLIED INSERT SPACE RATES

PAGES	GROSS SPACE RATE
2	\$17,635 + net production cost
4	\$31,930 + net production cost
8	\$59,680 + net production cost
12	\$89,520 + net production cost
16	\$119,067 + net production cost
24	\$178,600 + net production cost
Standard BRC	\$11,040 + net production cost
Scent-strip (flap size)	
up to & including 1-5/8"	\$19,280 + net production cost
wider than 1-5/8" & incl 2-1/2"	\$31,420 + net production cost
wider than 2-1/2"	\$24,880 + net production cost

EFFECTIVE: JULY 2017

Standard 15% Agency commission applies. All regional and special unit pricing available upon request. 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: \$2.99. 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: Orders for all inside advertising units are non-cancellable the day of published issue close. All inserts printed by BAUER, and any regional inserts printed are non-cancellable 10 weeks prior to published issue close. If supplied by the advertiser, they are non-cancellable the day of published issue close. 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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