

Bloomberg Businessweek

2020 Advertising Rates



Global edition rates Rate base: 600,000	Rate (1x gross open)	North America edition rates Rate base: 520,000	Rate (1x gross open)
1 Page	\$114,640	1 Page	\$105,160
2nd Cover spread	\$286,650	2nd Cover spread	\$262,960
Opposite TOC	\$137,610	Opposite TOC	\$126,180
3rd Cover	\$137,610	3rd Cover	\$126,180
4th Cover	\$154,710	4th Cover	\$141,930

Frequency

Published 47x a year

Note: global ad positioning takes precedence over regional positioning requests.

International edition rates (EMEA APAC) Rate base: 80,000	Rate (1x gross open)
1 Page	\$37,180
2nd Cover spread	\$93,010
3rd Cover	\$44,600
4th Cover	\$50,160

EMEA edition rates Rate base: 40,000	Rate (1x gross open)
1 Page	\$19,570
2nd Cover spread	\$48,720
3rd Cover	\$23,380
4th Cover	\$26,270

APAC edition rates Rate base: 40,000	Rate (1x gross open)
1 Page	\$19,570
2nd Cover spread	\$48,720
3rd Cover	\$23,380
4th Cover	\$26,270

*Fractional units not available for International, EMEA, and APAC editions.