

Bloomberg Businessweek

2021 Advertising Rates



Global edition rates Rate base: 303,000	Rate (1x gross open)	North America edition rates Rate base: 262,000	Rate (1x gross open)
1 Page	\$86,000	1 Page	\$78,900
2nd Cover spread	\$215,000	2nd Cover spread	\$197,300
Opposite TOC	\$103,300	Opposite TOC	\$94,700
3rd Cover	\$103,300	3rd Cover	\$94,700
4th Cover	\$116,100	4th Cover	\$106,500

Frequency
Published 47x a year

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

International edition rates (EMEA APAC) Rate base: 41,000	Rate (1x gross open)
1 Page	\$37,100
2nd Cover spread	\$93,000
3rd Cover	\$44,600
4th Cover	\$50,100

EMEA edition rates Rate base: 25,000	Rate (1x gross open)
1 Page	\$19,500
2nd Cover spread	\$48,700
3rd Cover	\$23,300
4th Cover	\$26,200

APAC edition rates Rate base: 16,000	Rate (1x gross open)
1 Page	\$19,500
2nd Cover spread	\$48,700
3rd Cover	\$23,300
4th Cover	\$26,200

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