

Bloomberg Businessweek

2023 Advertising Rates



Global edition rates Rate base: 200,000	Rate (1x gross open)	North America edition rates Rate base: 154,000	Rate (1x gross open)
1 Page	\$73,100	1 Page	\$67,000
2nd Cover spread	\$182,750	2nd Cover spread	\$167,700
Opposite TOC	\$87,800	Opposite TOC	\$80,500
3rd Cover	\$87,800	3rd Cover	\$80,500
4th Cover	\$98,700	4th Cover	\$90,500

Frequency
Published 42x a year

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

International edition rates (EMEA APAC) Rate base: 46,000	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: 21,000	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.