

2021 Advertising Rates



Global edition Rate base: 375,000

| gross open rate | 1x | 3x | 6x | 9x | 12x |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Full Page | \$58,070 | \$49,360 | \$46,460 | \$44,710 | \$41,820 |
| 2nd cover spread* | \$145,180 | \$137,920 | \$136,540 | \$133,800 | \$128,440 |
| 3rd cover* | \$72,590 | \$72,590 | \$72,590 | \$72,590 | \$72,590 |
| 4th cover* | \$78,390 | \$78,390 | \$78,390 | \$78,390 | \$78,390 |

Frequency
Published 6x a year

*Global only.
10% Surcharge for guaranteed position.

Regional Rates

| | 1x | 3x | 6x | 9x | 12x |
|---|----------|----------|----------|----------|----------|
| International (non U.S.) rate base: 221,000 | \$45,460 | \$38,650 | \$36,370 | \$35,010 | \$32,730 |
| North America* rate base: 154,000 | \$39,610 | \$33,670 | \$31,690 | \$30,510 | \$28,520 |
| EMEA rate base: 127,500 | \$34,610 | \$29,420 | \$27,690 | \$26,660 | \$24,920 |
| APAC rate base: 68,000 | \$26,600 | \$22,620 | \$21,260 | \$20,410 | \$19,190 |

*Includes United States, Canada and Mexico.
NOTE: stand alone fractional units not available.