

# NATIONAL ADVERTISING RATES

## RATECARD NO. 130

Hearst Magazines  
300 West 57th Street, 28th Floor  
New York, NY 10019  
Fax: 646.280.1008

## RATE BASE

2,100,000 net paid AAM yearly average circulation. A member of Alliance for Audited Media. Subscriptions and single copy prices subject to change at REDBOOK's discretion.

**RATES  
EFFECTIVE WITH  
THE FEBRUARY  
2018 ISSUE**

## 4-COLOR / GROSS RATES

1 page .....	<b>\$216,825</b>
2/3 page .....	<b>\$195,060</b>
1/2 page .....	<b>\$162,645</b>
1/3 page .....	<b>\$130,115</b>

## BLACK & WHITE / GROSS RATES

1 page .....	<b>\$195,060</b>
2/3 page .....	<b>\$175,615</b>
1/2 page .....	<b>\$146,325</b>
1/3 page .....	<b>\$117,040</b>

## COVERS

Second* .....	<b>\$264,635</b>
Third .....	<b>\$238,470</b>
Fourth* .....	<b>\$314,410</b>

\*A maximum 25% discount applies to these positions.  
N.B.: There is no additional charge for bleed ads as stated in the Terms and Conditions, in the event insertion orders are not timely canceled by the applicable cancellation date advertiser and its agency, if there be one shall be jointly and severally liable for the cost of such canceled advertisement, including "kill fees" for: (i) the Premiums for Covers not timely canceled, and; (ii) 10% of the cost of scent strips for any scent strips that are not timely canceled, as applicable.

## SPLIT RUNS

Geographic, Perfect A/B, and random copy splits are available for full-run advertising. Please call your REDBOOK account manager for more information, pricing, and specifications.



## ADVERTISING OFFICES

### NEW YORK

300 West 57th Street  
New York, NY 10019  
Phone: 212-649-3323

### CHICAGO

333 West Wacker Drive  
Suite 950  
Chicago, IL 60606  
Phone: 312-964-4981  
Fax: 312-984-5370

### SOUTHWEST

Wisdom Media  
5501 LBJ Freeway  
Suite 101  
Dallas, TX 75204  
214.526.3841

### LOS ANGELES

3000 Ocean Park Boulevard  
Santa Monica, CA 90405  
Phone: 310-664-2963  
Fax: 310-664-2962