

<b>Full Circulation:</b>	<b>8,000,000</b>	<b>4 Color</b>	<b>Black + 1 Color</b>	<b>B &amp; W</b>
Full Page		\$241,800	\$216,400	\$211,600
Spread		\$483,600	\$432,800	\$423,200
3/4 Spread		\$435,300	\$389,600	\$380,900
3/4 Page		\$217,700	\$194,800	\$190,500
1/2 Page		\$145,100	\$129,900	\$127,000
<b>Cover Rate (Full Run)</b>	<b>8,000,000</b>	<b>4 Color</b>		
Second Cover		\$302,400		
Third Cover		\$290,200		
Fourth Cover		\$314,400		
Cover Gates - Contact Sales				
<b>Half Circulation:</b>	<b>4,000,000</b>	<b>4 Color</b>	<b>Black + 1 Color</b>	<b>B &amp; W</b>
Full Page		\$145,300	\$130,000	\$126,900
<b>Family:</b>	<b>4,600,000</b>	<b>4 Color</b>	<b>Black + 1 Color</b>	<b>B &amp; W</b>
Full Page		\$230,900	\$204,600	\$199,600
Spread		\$461,800	\$409,200	\$399,200
1/2 Page		\$138,600	\$122,800	\$119,800
<b>Mature:</b>	<b>3,400,000</b>	<b>4 Color</b>	<b>Black + 1 Color</b>	<b>B &amp; W</b>
Full Page		\$170,600	\$151,400	\$147,600
Spread		\$341,200	\$302,800	\$295,200
1/2 Page		\$102,400	\$90,900	\$88,600
<b>Elite:</b>	<b>1,260,000</b>	<b>4 Color</b>	<b>Black + 1 Color</b>	<b>B &amp; W</b>
Full Page		\$135,400	\$120,300	\$116,300
Spread		\$270,800	\$240,600	\$232,600
<b>Elite Gold:</b>	<b>570,000</b>	<b>4 Color</b>	<b>Black + 1 Color</b>	<b>B &amp; W</b>
Full Page		\$95,000	\$84,500	\$81,700
Spread		\$190,000	\$169,000	\$163,400
<b>Regional Editions</b>	<b>Rate Base</b>	<b>4 Color</b>	<b>Black + 1 Color</b>	<b>B &amp; W</b>
New England	348,000	\$28,110	\$25,160	\$24,460
Metro New York	166,400	\$14,260	\$12,760	\$12,420
Great Lakes	894,300	\$56,810	\$50,850	\$49,430
Southern	1,307,900	\$78,900	\$70,630	\$68,660
North Central	1,104,400	\$67,460	\$60,380	\$58,700
Southwest	558,400	\$38,930	\$34,840	\$33,860
Pacific	825,900	\$52,610	\$47,090	\$45,780
Metro Los Angeles	311,600	\$25,340	\$22,680	\$22,060
Mid-Atlantic	730,500	\$50,610	\$45,300	\$44,040
Metro Chicago	167,700	\$14,870	\$13,310	\$12,940
<b>Total Circulation:</b>	<b>6,415,100</b>			
<b>Major Markets</b>	<b>Rate Base</b>	<b>4 Color</b>	<b>Black + 1 Color</b>	<b>B &amp; W</b>
Boston	103,500	\$13,710	\$12,280	\$11,930
Cleveland	100,900	\$13,790	\$12,350	\$12,000
Detroit	93,500	\$13,630	\$12,200	\$11,850
Philadelphia	134,000	\$17,850	\$15,980	\$15,530
Pittsburgh	83,600	\$13,100	\$11,730	\$11,400
San Francisco/Oakland	106,500	\$13,130	\$11,760	\$11,430
Atlanta	102,500	\$14,510	\$12,990	\$12,620
Tampa/St. Petersburg	88,800	\$14,190	\$12,710	\$12,360
Dallas/Fort Worth	113,500	\$14,300	\$12,810	\$12,460
Seattle/Tacoma	103,000	\$13,720	\$12,290	\$11,940
<b>Total Circulation :</b>	<b>1,029,800</b>			