

## 2010 ADVERTISING RATES

2010 Average Paid Copies: 100,000

2010 Total Readership: 280,000

	<b>1X</b>	<b>3X</b>	<b>6X</b>
<b>Inside Front Cover</b>	\$7,540	\$7,160	\$6,800
<b>Inside Back Cover</b>	\$6,740	\$6,400	\$6,080
<b>Back Cover</b>	\$8,160	\$7,750	\$7,360

### **FOUR COLOR**

	<b>1X</b>	<b>3X</b>	<b>6X</b>
<b>Full Page</b>	\$6,120	\$5,810	\$5,520
<b>2/3 Page</b>	\$4,900	\$4,660	\$4,430
<b>1/2 Page</b>	\$3,970	\$3,770	\$3,580
<b>1/3 Page</b>	\$2,920	\$2,770	\$2,630
<b>1/4 Page</b>	\$2,040	\$1,940	\$1,840
<b>1/6 Page</b>	\$1,120	\$1,060	\$1,000
<b>1/8 Page</b>	\$690	\$660	\$630

### **BRC**

Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertising page.

### **INSERTS**

Pricing available upon request.

### **COMBINED FREQUENCY**

Advertisers placing ads in more than one Hoffman Media magazine may combine insertions to earn a lower frequency rate.

### **TERMS**

Net due 30 days from invoice date. An agency commission of 15% gross billings is given to recognized advertising agencies on space, color, and special position charges.

<b>ISSUE</b>	<b>SALES CLOSE</b>	<b>ON-SALE</b>
<b>January/February 10</b>	10/27/09	1/5/10
<b>March/April 10</b>	12/29/09	3/2/10
<b>May/June 10</b>	2/23/10	4/27/10
<b>July/August 10</b>	4/27/10	6/29/10
<b>September/October 10</b>	6/29/10	8/31/10
<b>November/December 10</b>	9/1/10	11/2/10