

2010 ADVERTISING RATES

2010 Average Paid Copies: 100,000

2010 Total Readership: 280,000

	1X	3X	6X
Inside Front Cover	\$7,030	\$6,690	\$6,350
Inside Back Cover	\$6,690	\$6,350	\$6,040
Back Cover	\$7,710	\$7,320	\$6,960

FOUR COLOR

	1X	3X	6X
Full Page	\$5,830	\$5,540	\$5,260
2/3 Page	\$4,440	\$4,220	\$4,020
1/2 Page	\$3,380	\$3,220	\$3,060
1/3 Page	\$2,920	\$2,780	\$2,640
1/4 Page	\$1,870	\$1,770	\$1,690
1/6 Page	\$1,050	\$990	\$940
1/8 Page	\$700	\$670	\$640

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.

ISSUE	SALES CLOSE	ON-SALE
February/March 10	11/24/09	1/26/10
April/May 10	1/26/10	3/30/10
June/July 10	3/23/10	5/25/10
August/September 10	5/25/10	7/27/10
October/November 10	7/19/10	9/21/10
December/January 11	9/28/10	11/30/10