

# 50+ Edition Rates 2026

Effective with the December 2025/January 2026 issue

## National Rates

**Rate Base 19,500,000**

Unit	B/W	4 Color
Page	\$706,790	\$785,310
2/3	546,580	607,300
1/2	459,400	510,450
1/3	329,830	366,480
2nd Cover		942,370
3rd Cover		863,840
4th Cover		1,020,910

## National Half-Circ

**Rate Base 9,750,000**

Page	\$395,840	\$439,820
2/3	306,110	340,120
1/2	257,290	285,880
1/3	184,720	205,250

## Business Reply Card (Supplied)

**Rate Base 19,500,000**

Small Card	\$596,840
Large Card	636,490

Must be accompanied by full page of advertising

## California

**Rate Base 1,634,000**

Page	\$101,646	\$112,940
1/2	66,070	73,411
1/3	47,435	52,705

## Capital (DC, DE, MD, VA)

**Rate Base 1,053,000**

Page	\$64,899	\$72,110
1/2	42,184	46,872
1/3	30,286	33,651

## East Central (IN, KY, OH, WV)

**Rate Base 1,402,000**

Unit	B/W	4 Color
Page	\$83,934	\$93,260
1/2	54,557	60,619
1/3	39,169	43,521

## Florida

**Rate Base 1,433,000**

Page	\$89,145	\$99,050
1/2	57,944	64,383
1/3	41,601	46,223

## Great Lakes (IL, MI, MN, MO, WI)

**Rate Base 2,425,000**

Page	\$129,510	\$143,900
1/2	84,182	93,535
1/3	60,438	67,153

## Mid-Atlantic (NJ, NY, PA)

**Rate Base 2,628,000**

Page	\$140,355	\$155,950
1/2	91,231	101,368
1/3	65,499	72,777

## New England (CT, MA, ME, NH, RI, VT)

**Rate Base 991,000**

Page	\$61,074	\$67,860
1/2	39,698	44,109
1/3	28,501	31,668

## Pacific Northwest (AK, ID, OR, UT, WA)

**Rate Base 934,000**

Page	\$57,564	\$63,960
1/2	37,417	41,574
1/3	26,863	29,848

## Pacific Southwest (AZ, CA, HI, NV)

**Rate Base 2,328,000**

Unit	B/W	4 Color
Page	\$131,139	\$145,710
1/2	85,240	94,712
1/3	61,198	67,998

## Southeast (AL, FL, GA, MS, NC, SC, TN)

**Rate Base 3,468,000**

Page	\$185,211	\$205,790
1/2	120,387	133,764
1/3	86,432	96,035

## Southwest (AR, LA, NM, OK, TX)

**Rate Base 1,834,000**

Page	\$109,800	\$122,000
1/2	71,370	79,300
1/3	51,240	56,933

## Texas

**Rate Base 1,200,000**

Page	\$74,646	\$82,940
1/2	48,520	53,911
1/3	34,835	38,705

## West Central (CO, IA, KS, MT, ND, NE, SD, WY)

**Rate Base 920,000**

Page	\$56,700	\$63,000
1/2	36,855	40,950
1/3	26,460	29,400

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# 50-59 Edition Rates 2026

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## National Rates

**Rate Base 3,250,000**

Unit	B/W	4 Color
Page	\$155,740	\$173,040
2/3	120,440	133,820
1/2	101,230	112,480
1/3	72,680	80,750
2nd Cover		207,650
3rd Cover		190,340
4th Cover		224,950

## National Half-Circ

**Rate Base 1,625,000**

Page	\$87,210	\$96,900
2/3	67,440	74,940
1/2	56,690	62,990
1/3	40,700	45,220

## Business Reply Card (Supplied)

**Rate Base 3,250,000**

Small Card	\$131,510
Large Card	140,250

Must be accompanied by full page of advertising

## California

**Rate Base 276,000**

Page	\$23,949	\$26,610
1/2	15,567	17,297
1/3	11,176	12,418

## Capital (DC, DE, MD, VA)

**Rate Base 174,000**

Page	\$14,958	\$16,620
1/2	9,723	10,803
1/3	6,980	7,756

## East Central (IN, KY, OH, WV)

**Rate Base 203,000**

Unit	B/W	4 Color
Page	\$16,947	\$18,830
1/2	11,016	12,240
1/3	7,909	8,787

## Florida

**Rate Base 231,000**

Page	\$20,052	\$22,280
1/2	13,034	14,482
1/3	9,358	10,397

## Great Lakes (IL, MI, MN, MO, WI)

**Rate Base 353,000**

Page	\$26,298	\$29,220
1/2	17,094	18,993
1/3	12,272	13,636

## Mid-Atlantic (NJ, NY, PA)

**Rate Base 381,000**

Page	\$28,386	\$31,540
1/2	18,451	20,501
1/3	13,247	14,719

## New England (CT, MA, ME, NH, RI, VT)

**Rate Base 131,000**

Page	\$11,259	\$12,510
1/2	7,318	8,132
1/3	5,254	5,838

## Pacific Northwest (AK, ID, OR, UT, WA)

**Rate Base 134,000**

Page	\$11,520	\$12,800
1/2	7,488	8,320
1/3	5,376	5,973

## Pacific Southwest (AZ, CA, HI, NV)

**Rate Base 378,000**

Unit	B/W	4 Color
Page	\$29,700	\$33,000
1/2	19,305	21,450
1/3	13,860	15,400

## Southeast (AL, FL, GA, MS, NC, SC, TN)

**Rate Base 608,000**

Page	\$45,288	\$50,320
1/2	29,437	32,708
1/3	21,134	23,483

## Southwest (AR, LA, NM, OK, TX)

**Rate Base 375,000**

Page	\$31,302	\$34,780
1/2	20,346	22,607
1/3	14,608	16,231

## Texas

**Rate Base 267,000**

Page	\$23,175	\$25,750
1/2	15,064	16,738
1/3	10,815	12,017

## West Central (CO, IA, KS, MT, ND, NE, SD, WY)

**Rate Base 124,000**

Page	\$10,656	\$11,840
1/2	6,926	7,696
1/3	4,973	5,525

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# 60-69 Edition Rates 2026

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## National Rates

### Rate Base 5,250,000

Unit	B/W	4 Color
Page	\$237,070	\$263,410
2/3	183,330	203,700
1/2	154,090	171,220
1/3	110,630	122,930
2nd Cover		316,090
3rd Cover		289,750
4th Cover		342,440

## National Half-Circ

### Rate Base 2,625,000

Page	\$132,780	\$147,530
2/3	102,680	114,090
1/2	86,300	95,890
1/3	61,960	68,850

## Business Reply Card (Supplied)

### Rate Base 5,250,000

Small Card	\$200,190
Large Card	213,490

Must be accompanied by full page of advertising

## California

### Rate Base 424,000

Page	\$34,848	\$38,720
1/2	22,651	25,168
1/3	16,262	18,069

## Capital (DC, DE, MD, VA)

### Rate Base 292,000

Page	\$23,769	\$26,410
1/2	15,450	17,167
1/3	11,092	12,325

## East Central (IN, KY, OH, WV)

### Rate Base 380,000

Unit	B/W	4 Color
Page	\$30,051	\$33,390
1/2	19,533	21,704
1/3	14,024	15,582

## Florida

### Rate Base 373,000

Page	\$30,654	\$34,060
1/2	19,925	22,139
1/3	14,305	15,895

## Great Lakes (IL, MI, MN, MO, WI)

### Rate Base 676,000

Page	\$47,700	\$53,000
1/2	31,005	34,450
1/3	22,260	24,733

## Mid-Atlantic (NJ, NY, PA)

### Rate Base 737,000

Page	\$52,002	\$57,780
1/2	33,801	37,557
1/3	24,268	26,964

## New England (CT, MA, ME, NH, RI, VT)

### Rate Base 268,000

Page	\$21,816	\$24,240
1/2	14,180	15,756
1/3	10,181	11,312

## Pacific Northwest (AK, ID, OR, UT, WA)

### Rate Base 231,000

Page	\$18,801	\$20,890
1/2	12,221	13,579
1/3	8,774	9,749

## Pacific Southwest (AZ, CA, HI, NV)

### Rate Base 601,000

Unit	B/W	4 Color
Page	\$44,730	\$49,700
1/2	29,075	32,305
1/3	20,874	23,193

## Southeast (AL, FL, GA, MS, NC, SC, TN)

### Rate Base 929,000

Page	\$65,547	\$72,830
1/2	42,606	47,340
1/3	30,589	33,987

## Southwest (AR, LA, NM, OK, TX)

### Rate Base 501,000

Page	\$39,618	\$44,020
1/2	25,752	28,613
1/3	18,488	20,543

## Texas

### Rate Base 331,000

Page	\$27,198	\$30,220
1/2	17,679	19,643
1/3	12,692	14,103

## West Central (CO, IA, KS, MT, ND, NE, SD, WY)

### Rate Base 250,000

Page	\$20,349	\$22,610
1/2	13,227	14,697
1/3	9,496	10,551

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# 70+ Edition Rates 2026

Effective with the December 2025/January 2026 issue

## National Rates

**Rate Base 11,000,000**

Unit	B/W	4 Color
Page	\$408,530	\$453,910
2/3	315,920	351,020
1/2	265,530	295,040
1/3	190,640	211,830
2nd Cover		544,690
3rd Cover		499,300
4th Cover		590,090

## National Half-Circ

**Rate Base 5,500,000**

Page	\$228,780	\$254,200
2/3	176,920	196,580
1/2	148,700	165,230
1/3	106,760	118,630

## Business Reply Card (Supplied)

**Rate Base 11,000,000**

Small Card	\$344,970
Large Card	367,890

Must be accompanied by full page of advertising

## California

**Rate Base 934,000**

Page	\$65,511	\$72,790
1/2	42,582	47,314
1/3	30,572	33,969

## Capital (DC, DE, MD, VA)

**Rate Base 587,000**

Page	\$40,788	\$45,320
1/2	26,512	29,458
1/3	19,034	21,149

## East Central (IN, KY, OH, WV)

**Rate Base 819,000**

Unit	B/W	4 Color
Page	\$55,278	\$61,420
1/2	35,931	39,923
1/3	25,796	28,663

## Florida

**Rate Base 829,000**

Page	\$58,140	\$64,600
1/2	37,791	41,990
1/3	27,132	30,147

## Great Lakes (IL, MI, MN, MO, WI)

**Rate Base 1,396,000**

Page	\$84,051	\$93,390
1/2	54,633	60,704
1/3	39,224	43,582

## Mid-Atlantic (NJ, NY, PA)

**Rate Base 1,510,000**

Page	\$90,918	\$101,020
1/2	59,097	65,663
1/3	42,428	47,143

## New England (CT, MA, ME, NH, RI, VT)

**Rate Base 592,000**

Page	\$41,139	\$45,710
1/2	26,740	29,712
1/3	19,198	21,331

## Pacific Northwest (AK, ID, OR, UT, WA)

**Rate Base 569,000**

Page	\$39,537	\$43,930
1/2	25,699	28,555
1/3	18,451	20,501

## Pacific Southwest (AZ, CA, HI, NV)

**Rate Base 1,349,000**

Unit	B/W	4 Color
Page	\$85,707	\$95,230
1/2	55,710	61,900
1/3	39,997	44,441

## Southeast (AL, FL, GA, MS, NC, SC, TN)

**Rate Base 1,931,000**

Page	\$116,262	\$129,180
1/2	75,570	83,967
1/3	54,256	60,284

## Southwest (AR, LA, NM, OK, TX)

**Rate Base 958,000**

Page	\$64,656	\$71,840
1/2	42,026	46,696
1/3	30,173	33,525

## Texas

**Rate Base 602,000**

Page	\$42,219	\$46,910
1/2	27,442	30,492
1/3	19,702	21,891

## West Central (CO, IA, KS, MT, ND, NE, SD, WY)

**Rate Base 546,000**

Page	\$37,944	\$42,160
1/2	24,664	27,404
1/3	17,707	19,675

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# 50-69 Edition Rates 2026

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## National Rates

### Rate Base 8,500,000

Unit	B/W	4 Color
Page	\$354,170	\$393,520
2/3	273,890	304,320
1/2	230,200	255,790
1/3	165,280	183,640
2nd Cover		472,220
3rd Cover		432,870
4th Cover		511,580

## National Half-Circ

### Rate Base 4,250,000

Unit	B/W	4 Color
Page	\$198,360	\$220,400
2/3	153,400	170,440
1/2	128,930	143,260
1/3	92,570	102,850

## Business Reply Card (Supplied)

### Rate Base 8,500,000

Small Card	\$299,080
Large Card	318,950

Must be accompanied by full page of advertising

## California

### Rate Base 700,000

Unit	B/W	4 Color
Page	\$52,740	\$58,600
1/2	34,281	38,090
1/3	24,612	27,347

## Capital (DC, DE, MD, VA)

### Rate Base 466,000

Unit	B/W	4 Color
Page	\$34,767	\$38,630
1/2	22,599	25,110
1/3	16,225	18,027

## East Central (IN, KY, OH, WV)

### Rate Base 583,000

Unit	B/W	4 Color
Page	\$42,255	\$46,950
1/2	27,466	30,518
1/3	19,719	21,910

## Florida

### Rate Base 604,000

Unit	B/W	4 Color
Page	\$45,504	\$50,560
1/2	29,578	32,864
1/3	21,235	23,595

## Great Lakes (IL, MI, MN, MO, WI)

### Rate Base 1,029,000

Unit	B/W	4 Color
Page	\$66,546	\$73,940
1/2	43,255	48,061
1/3	31,055	34,505

## Mid-Atlantic (NJ, NY, PA)

### Rate Base 1,118,000

Unit	B/W	4 Color
Page	\$72,306	\$80,340
1/2	46,999	52,221
1/3	33,743	37,492

## New England (CT, MA, ME, NH, RI, VT)

### Rate Base 399,000

Unit	B/W	4 Color
Page	\$29,763	\$33,070
1/2	19,346	21,496
1/3	13,889	15,433

## Pacific Northwest (AK, ID, OR, UT, WA)

### Rate Base 365,000

Unit	B/W	4 Color
Page	\$27,225	\$30,250
1/2	17,696	19,663
1/3	12,705	14,117

## Pacific Southwest (AZ, CA, HI, NV)

### Rate Base 979,000

Unit	B/W	4 Color
Page	\$66,789	\$74,210
1/2	43,413	48,237
1/3	31,168	34,631

## Southeast (AL, FL, GA, MS, NC, SC, TN)

### Rate Base 1,537,000

Unit	B/W	4 Color
Page	\$99,405	\$110,450
1/2	64,613	71,793
1/3	46,389	51,543

## Southwest (AR, LA, NM, OK, TX)

### Rate Base 876,000

Unit	B/W	4 Color
Page	\$63,486	\$70,540
1/2	41,266	45,851
1/3	29,627	32,919

## Texas

### Rate Base 598,000

Unit	B/W	4 Color
Page	\$45,054	\$50,060
1/2	29,285	32,539
1/3	21,025	23,361

## West Central (CO, IA, KS, MT, ND, NE, SD, WY)

### Rate Base 374,000

Unit	B/W	4 Color
Page	\$27,900	\$31,000
1/2	18,135	20,150
1/3	13,020	14,467

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## National Rates

**Rate Base 16,250,000**

Unit	B/W	4 Color
Page	\$606,600	\$673,990
2/3	469,100	521,210
1/2	394,280	438,090
1/3	283,080	314,530
2nd Cover		808,790
3rd Cover		741,390
4th Cover		876,200

## National Half-Circ

**Rate Base 8,125,000**

Page	\$339,760	\$377,500
2/3	262,740	291,930
1/2	220,830	245,380
1/3	158,550	176,170

## Business Reply Card (Supplied)

**Rate Base 16,250,000**

Small Card	\$512,240
Large Card	546,270

Must be accompanied by full page of advertising

## California

**Rate Base 1,358,000**

Page	\$95,346	\$105,940
1/2	61,975	68,861
1/3	44,495	49,439

## Capital (DC, DE, MD, VA)

**Rate Base 879,000**

Page	\$61,137	\$67,930
1/2	39,739	44,155
1/3	28,531	31,701

## East Central (IN, KY, OH, WV)

**Rate Base 1,199,000**

Unit	B/W	4 Color
Page	\$81,000	\$90,000
1/2	52,650	58,500
1/3	37,800	42,000

## Florida

**Rate Base 1,202,000**

Page	\$84,393	\$93,770
1/2	54,855	60,951
1/3	39,383	43,759

## Great Lakes (IL, MI, MN, MO, WI)

**Rate Base 2,072,000**

Page	\$124,884	\$138,760
1/2	81,175	90,194
1/3	58,279	64,755

## Mid-Atlantic (NJ, NY, PA)

**Rate Base 2,247,000**

Page	\$135,432	\$150,480
1/2	88,031	97,812
1/3	63,202	70,224

## New England (CT, MA, ME, NH, RI, VT)

**Rate Base 860,000**

Page	\$59,814	\$66,460
1/2	38,879	43,199
1/3	27,913	31,015

## Pacific Northwest (AK, ID, OR, UT, WA)

**Rate Base 800,000**

Page	\$55,638	\$61,820
1/2	36,165	40,183
1/3	25,964	28,849

## Pacific Southwest (AZ, CA, HI, NV)

**Rate Base 1,950,000**

Unit	B/W	4 Color
Page	\$123,975	\$137,750
1/2	80,584	89,538
1/3	57,855	64,283

## Southeast (AL, FL, GA, MS, NC, SC, TN)

**Rate Base 2,860,000**

Page	\$172,377	\$191,530
1/2	112,045	124,495
1/3	80,443	89,381

## Southwest (AR, LA, NM, OK, TX)

**Rate Base 1,459,000**

Page	\$98,559	\$109,510
1/2	64,063	71,182
1/3	45,994	51,105

## Texas

**Rate Base 933,000**

Page	\$65,502	\$72,780
1/2	42,576	47,307
1/3	30,568	33,964

## West Central (CO, IA, KS, MT, ND, NE, SD, WY)

**Rate Base 796,000**

Page	\$55,359	\$61,510
1/2	35,983	39,982
1/3	25,834	28,705

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