

50+ Edition Rates 2023

Effective with the December 2022/January 2023 issue

National Rates

Rate Base 22,000,000

Unit	B/W	4 Color
Page	\$715,840	\$795,360
2/3	553,570	615,070
1/2	465,280	516,980
1/3	334,050	371,170
2nd Cover		954,430
3rd Cover		874,900
4th Cover		1,033,980

National Half-Circ

Rate Base 11,000,000

Page	\$400,920	\$445,460
2/3	310,040	344,480
1/2	260,590	289,550
1/3	187,090	207,880

Business Reply Card (Supplied)

Rate Base 22,000,000

Small Card		\$604,480
Large Card		644,640

Must be accompanied by full page of advertising

California

Rate Base 1,886,700

Page	\$105,381	\$117,090
1/2	68,498	76,109
1/3	49,178	54,642

Capital (DC, DE, MD, VA)

Rate Base 1,248,800

Page	\$69,102	\$76,780
1/2	44,916	49,907
1/3	32,248	35,831

East Central (IN, KY, OH, WV)

Rate Base 1,672,600

Unit	B/W	4 Color
Page	\$89,883	\$99,870
1/2	58,424	64,916
1/3	41,945	46,606

Florida

Rate Base 1,680,000

Page	\$93,834	\$104,260
1/2	60,992	67,769
1/3	43,789	48,655

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

Rate Base 2,882,600

Page	\$138,204	\$153,560
1/2	89,833	99,814
1/3	64,495	71,661

Mid-Atlantic (NJ, NY, PA)

Rate Base 3,088,500

Page	\$148,068	\$164,520
1/2	96,244	106,938
1/3	69,098	76,776

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

Rate Base 1,167,700

Page	\$64,611	\$71,790
1/2	41,997	46,664
1/3	30,152	33,502

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

Rate Base 1,101,300

Page	\$60,939	\$67,710
1/2	39,610	44,012
1/3	28,438	31,598

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 2,709,500

Unit	B/W	4 Color
Page	\$137,025	\$152,250
1/2	89,066	98,963
1/3	63,945	71,050

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

Rate Base 4,087,500

Page	\$195,966	\$217,740
1/2	127,378	141,531
1/3	91,451	101,612

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

Rate Base 2,146,700

Page	\$115,362	\$128,180
1/2	74,985	83,317
1/3	53,836	59,817

Texas

Rate Base 1,378,600

Page	\$77,004	\$85,560
1/2	50,053	55,614
1/3	35,935	39,928

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

Rate Base 1,072,000

Page	\$59,319	\$65,910
1/2	38,557	42,842
1/3	27,682	30,758

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50-59 Edition Rates 2023

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National Rates

Rate Base 4,000,000

Unit	B/W	4 Color
Page	\$172,070	\$191,190
2/3	133,070	147,850
1/2	111,840	124,270
1/3	80,300	89,220
2nd Cover		229,430
3rd Cover		210,310
4th Cover		248,550

National Half-Circ

Rate Base 2,000,000

Page	\$96,360	\$107,070
2/3	74,520	82,800
1/2	62,630	69,600
1/3	44,970	49,970

Business Reply Card (Supplied)

Rate Base 4,000,000

Small Card		\$145,310
Large Card		154,960

Must be accompanied by full page of advertising

California

Rate Base 350,300

Page	\$27,288	\$30,320
1/2	17,737	19,708
1/3	12,734	14,149

Capital (DC, DE, MD, VA)

Rate Base 245,700

Page	\$18,954	\$21,060
1/2	12,320	13,689
1/3	8,845	9,828

East Central (IN, KY, OH, WV)

Rate Base 282,900

Unit	B/W	4 Color
Page	\$21,204	\$23,560
1/2	13,783	15,314
1/3	9,895	10,995

Florida

Rate Base 291,000

Page	\$22,671	\$25,190
1/2	14,736	16,374
1/3	10,580	11,755

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

Rate Base 498,000

Page	\$33,300	\$37,000
1/2	21,645	24,050
1/3	15,540	17,267

Mid-Atlantic (NJ, NY, PA)

Rate Base 535,000

Page	\$35,775	\$39,750
1/2	23,254	25,838
1/3	16,695	18,550

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

Rate Base 183,800

Page	\$14,184	\$15,760
1/2	9,220	10,244
1/3	6,619	7,355

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

Rate Base 177,000

Page	\$13,653	\$15,170
1/2	8,874	9,861
1/3	6,371	7,079

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 483,600

Unit	B/W	4 Color
Page	\$34,110	\$37,900
1/2	22,172	24,635
1/3	15,918	17,687

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

Rate Base 802,800

Page	\$53,685	\$59,650
1/2	34,895	38,773
1/3	25,053	27,837

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

Rate Base 449,400

Page	\$33,678	\$37,420
1/2	21,891	24,323
1/3	15,716	17,463

Texas

Rate Base 306,500

Page	\$23,877	\$26,530
1/2	15,520	17,245
1/3	11,143	12,381

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

Rate Base 172,000

Page	\$13,275	\$14,750
1/2	8,629	9,588
1/3	6,195	6,883

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60-69 Edition Rates 2023

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National Rates

Rate Base 6,750,000

Unit	B/W	4 Color
Page	\$273,630	\$304,030
2/3	211,600	235,110
1/2	177,850	197,620
1/3	127,690	141,880
2nd Cover		364,840
3rd Cover		334,430
4th Cover		395,240

National Half-Circ

Rate Base 3,375,000

Page	\$153,250	\$170,270
2/3	118,510	131,670
1/2	99,610	110,680
1/3	71,510	79,460

Business Reply Card (Supplied)

Rate Base 6,750,000

Small Card		\$231,060
Large Card		246,420

Must be accompanied by full page of advertising

California

Rate Base 516,900

Page	\$38,133	\$42,370
1/2	24,786	27,541
1/3	17,795	19,773

Capital (DC, DE, MD, VA)

Rate Base 371,600

Page	\$27,153	\$30,170
1/2	17,649	19,611
1/3	12,671	14,079

East Central (IN, KY, OH, WV)

Rate Base 490,600

Unit	B/W	4 Color
Page	\$34,830	\$38,700
1/2	22,640	25,155
1/3	16,254	18,060

Florida

Rate Base 466,200

Page	\$34,389	\$38,210
1/2	22,353	24,837
1/3	16,048	17,831

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

Rate Base 885,600

Page	\$56,097	\$62,330
1/2	36,463	40,515
1/3	26,179	29,087

Mid-Atlantic (NJ, NY, PA)

Rate Base 921,600

Page	\$58,374	\$64,860
1/2	37,943	42,159
1/3	27,241	30,268

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

Rate Base 361,700

Page	\$26,433	\$29,370
1/2	17,181	19,091
1/3	12,335	13,706

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

Rate Base 312,600

Page	\$22,842	\$25,380
1/2	14,847	16,497
1/3	10,660	11,844

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 752,700

Unit	B/W	4 Color
Page	\$50,292	\$55,880
1/2	32,690	36,322
1/3	23,470	26,077

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

Rate Base 1,162,800

Page	\$73,656	\$81,840
1/2	47,876	53,196
1/3	34,373	38,192

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

Rate Base 656,800

Page	\$46,629	\$51,810
1/2	30,309	33,677
1/3	21,760	24,178

Texas

Rate Base 433,400

Page	\$31,977	\$35,530
1/2	20,785	23,095
1/3	14,923	16,581

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

Rate Base 337,400

Page	\$24,651	\$27,390
1/2	16,023	17,804
1/3	11,504	12,782

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70+ Edition Rates 2023

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National Rates

Rate Base 11,250,000

Unit	B/W	4 Color
Page	\$375,070	\$416,740
2/3	290,050	322,270
1/2	243,790	270,880
1/3	175,030	194,480
2nd Cover		500,090
3rd Cover		458,410
4th Cover		541,770

National Half-Circ

Rate Base 5,625,000

Page	\$210,050	\$233,380
2/3	162,430	180,480
1/2	136,520	151,700
1/3	98,020	108,910

Business Reply Card (Supplied)

Rate Base 11,250,000

Small Card		\$316,720
Large Card		337,770

Must be accompanied by full page of advertising

California

Rate Base 1,019,500

Page	\$64,188	\$71,320
1/2	41,722	46,358
1/3	29,954	33,283

Capital (DC, DE, MD, VA)

Rate Base 631,500

Page	\$39,393	\$43,770
1/2	25,605	28,451
1/3	18,383	20,426

East Central (IN, KY, OH, WV)

Rate Base 899,100

Unit	B/W	4 Color
Page	\$54,477	\$60,530
1/2	35,410	39,345
1/3	25,423	28,247

Florida

Rate Base 922,800

Page	\$58,104	\$64,560
1/2	37,768	41,964
1/3	27,115	30,128

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

Rate Base 1,499,000

Page	\$81,027	\$90,030
1/2	52,668	58,520
1/3	37,813	42,014

Mid-Atlantic (NJ, NY, PA)

Rate Base 1,631,900

Page	\$88,209	\$98,010
1/2	57,336	63,707
1/3	41,164	45,738

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

Rate Base 622,200

Page	\$38,808	\$43,120
1/2	25,225	28,028
1/3	18,110	20,123

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

Rate Base 611,700

Page	\$38,160	\$42,400
1/2	24,804	27,560
1/3	17,808	19,787

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 1,473,200

Unit	B/W	4 Color
Page	\$84,006	\$93,340
1/2	54,604	60,671
1/3	39,203	43,559

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

Rate Base 2,121,900

Page	\$114,696	\$127,440
1/2	74,552	82,836
1/3	53,525	59,472

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

Rate Base 1,040,500

Page	\$63,045	\$70,050
1/2	40,979	45,533
1/3	29,421	32,690

Texas

Rate Base 638,700

Page	\$40,212	\$44,680
1/2	26,138	29,042
1/3	18,766	20,851

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

Rate Base 562,600

Page	\$35,091	\$38,990
1/2	22,809	25,344
1/3	16,376	18,195

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50-69 Edition Rates 2023

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National Rates

Rate Base 10,750,000

Unit	B/W	4 Color
Page	\$402,580	\$447,300
2/3	311,320	345,910
1/2	261,670	290,750
1/3	187,870	208,740
2nd Cover		536,760
3rd Cover		492,030
4th Cover		581,500

National Half-Circ

Rate Base 5,375,000

Page	\$225,470	\$250,520
2/3	174,360	193,730
1/2	146,550	162,840
1/3	105,220	116,910

Business Reply Card (Supplied)

Rate Base 10,750,000

Small Card		\$339,950
Large Card		362,540

Must be accompanied by full page of advertising

California

Rate Base 867,200

Page	\$58,644	\$65,160
1/2	38,119	42,354
1/3	27,367	30,408

Capital (DC, DE, MD, VA)

Rate Base 617,300

Page	\$41,346	\$45,940
1/2	26,875	29,861
1/3	19,295	21,439

East Central (IN, KY, OH, WV)

Rate Base 773,500

Unit	B/W	4 Color
Page	\$50,328	\$55,920
1/2	32,713	36,348
1/3	23,486	26,096

Florida

Rate Base 757,200

Page	\$51,210	\$56,900
1/2	33,287	36,985
1/3	23,898	26,553

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

Rate Base 1,383,600

Page	\$80,334	\$89,260
1/2	52,217	58,019
1/3	37,489	41,655

Mid-Atlantic (NJ, NY, PA)

Rate Base 1,456,600

Page	\$84,573	\$93,970
1/2	54,972	61,081
1/3	39,467	43,853

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

Rate Base 545,500

Page	\$36,540	\$40,600
1/2	23,751	26,390
1/3	17,052	18,947

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

Rate Base 489,600

Page	\$32,796	\$36,440
1/2	21,317	23,686
1/3	15,305	17,005

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 1,236,300

Unit	B/W	4 Color
Page	\$75,717	\$84,130
1/2	49,216	54,685
1/3	35,335	39,261

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

Rate Base 1,965,600

Page	\$114,120	\$126,800
1/2	74,178	82,420
1/3	53,256	59,173

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

Rate Base 1,106,200

Page	\$71,973	\$79,970
1/2	46,782	51,981
1/3	33,587	37,319

Texas

Rate Base 739,900

Page	\$50,040	\$55,600
1/2	32,526	36,140
1/3	23,352	25,947

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

Rate Base 509,400

Page	\$34,119	\$37,910
1/2	22,177	24,642
1/3	15,922	17,691

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60+ Edition Rates 2023

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National Rates

Rate Base 18,000,000

Unit	B/W	4 Color
Page	\$603,200	\$670,210
2/3	466,470	518,290
1/2	392,070	435,640
1/3	281,490	312,770
2nd Cover		804,250
3rd Cover		737,230
4th Cover		871,280

National Half-Circ

Rate Base 9,000,000

Page	\$337,850	\$375,380
2/3	261,260	290,290
1/2	219,590	244,000
1/3	157,660	175,180

Business Reply Card (Supplied)

Rate Base 18,000,000

Small Card		\$509,360
Large Card		543,210

Must be accompanied by full page of advertising

California

Rate Base 1,536,400

Page	\$96,831	\$107,590
1/2	62,940	69,934
1/3	45,188	50,209

Capital (DC, DE, MD, VA)

Rate Base 1,003,100

Page	\$62,631	\$69,590
1/2	40,710	45,234
1/3	29,228	32,475

East Central (IN, KY, OH, WV)

Rate Base 1,389,700

Unit	B/W	4 Color
Page	\$84,276	\$93,640
1/2	54,779	60,866
1/3	39,329	43,699

Florida

Rate Base 1,389,000

Page	\$87,543	\$97,270
1/2	56,903	63,226
1/3	40,853	45,393

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

Rate Base 2,384,600

Page	\$129,024	\$143,360
1/2	83,866	93,184
1/3	60,211	66,901

Mid-Atlantic (NJ, NY, PA)

Rate Base 2,553,500

Page	\$138,168	\$153,520
1/2	89,809	99,788
1/3	64,478	71,643

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

Rate Base 983,900

Page	\$61,425	\$68,250
1/2	39,926	44,363
1/3	28,665	31,850

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

Rate Base 924,300

Page	\$57,708	\$64,120
1/2	37,510	41,678
1/3	26,930	29,923

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 2,225,900

Unit	B/W	4 Color
Page	\$127,026	\$141,140
1/2	82,567	91,741
1/3	59,279	65,865

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

Rate Base 3,284,700

Page	\$177,732	\$197,480
1/2	115,526	128,362
1/3	82,942	92,157

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

Rate Base 1,697,300

Page	\$102,924	\$114,360
1/2	66,901	74,334
1/3	48,031	53,368

Texas

Rate Base 1,072,100

Page	\$67,572	\$75,080
1/2	43,922	48,802
1/3	31,534	35,037

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

Rate Base 900,000

Page	\$56,187	\$62,430
1/2	36,522	40,580
1/3	26,221	29,134

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