

Rates and Closing/In-Home Dates 2026

Effective with the Jan/Feb 2026 issue

National Rates Rate Base 19,500,000

Unit	B/W	4 Color
Page	\$729,900	\$811,000
2/3	549,850	610,950
1/2	485,380	539,320
1/3	330,890	367,650
1/4	255,470	283,850
Billboard		243,430
2nd Cover		932,650
3rd Cover		892,100
Back Cover		973,200

National Half-Circ Rate Base 9,750,000

Unit	B/W	4 Color
Page	\$408,740	\$454,160
1/2	271,810	302,020

Half-Circ ads are pending partnership. They are random and alternate every 10,000–13,000 copies. Positioning cannot be guaranteed. There may be coupon backups and/or competitive advertising nearby.

Closing/In-Home Dates

Issue	Ad Copy Clearance	Space/ Material	Estimated in-home
Jan/Feb	10/27/25	11/3/25	1/7/26–1/24/26
Mar/Apr	12/23/25	1/2/26	3/9/26–3/21/26
May/Jun	2/23/26	3/2/26	5/11/26–5/23/26
Jul/Aug	4/24/26	5/1/26	7/8/26–7/23/26
Sep/Oct	6/24/26	7/1/26	9/8/26–9/19/26
Nov/Dec*	8/21/26	8/28/26	11/9/26–11/21/26

Cancellation date is space closing date.
*ShopIt Now issue

BRC/Insert Closing Dates

Issue	Closing Date
Jan/Feb	10/20/25
Mar/Apr	12/19/25
May/Jun	2/17/26
Jul/Aug	4/17/26
Sep/Oct	6/17/26
Nov/Dec	8/14/26

Cancellation date is space closing date.

BRC/Insert Units (Supplied)

Rate Base 19,500,000	
Unit	4 Color
BRC (blow in)	\$405,500
BRC (hanger)	811,000
SSI (hanger)	1,216,550

Inserts may require an accompanying ad unit. BRC/insert unit reservations must be confirmed in writing two weeks prior to space closing date. Production charges may apply. Paper is in short supply. If you want us to print your insert, provide as much notice as possible to secure paper. Once your order is placed, we cannot cancel the paper order.