



2009 NGM RATES - effective with January 2009 NGM

NATIONAL EDITION				1x	3x	6x	9x	12x	18x	24x	30x	36x
Rate Base:	4,700,000	ONE PAGE	4 Color	204,495	200,405	196,315	192,225	188,135	184,045	179,955	175,865	173,820
			B & 1 Color	184,045	180,365	176,685	173,000	169,320	165,640	161,960	158,280	156,440
			B & W	173,820	170,345	166,865	163,390	159,915	156,440	152,960	149,485	147,745
		4TH COVER	All Colors	241,305	236,480	231,655	226,825	222,000	217,175	212,350	207,520	205,110
		1/2 PAGE	4 Color	128,625	126,055	123,480	120,910	118,335	115,765	113,190	110,620	109,330
			B & 1 Color	111,450	109,220	106,990	104,765	102,535	100,305	98,075	95,845	94,735
			B & W	96,520	94,590	92,660	90,730	88,800	86,870	84,940	83,005	82,040
		1/4 PAGE	4 Color	66,460	65,130	63,800	62,470	61,145	59,815	58,485	57,155	56,490
			B & 1 Color	57,870	56,715	55,555	54,400	53,240	52,085	50,925	49,770	49,190
			B & W	49,285	48,300	47,315	46,330	45,340	44,355	43,370	42,385	41,890
		1/8 PAGE	B & W	25,765	25,250	24,735	24,220	23,705	23,190	22,675	22,160	21,900
Flexibility of issue dates required on all 1/4 and 1/8 page units.												
WORLDWIDE EDITION				1x	3x	6x	9x	12x	18x	24x	30x	36x
Rate Base:	5,800,000	ONE PAGE	4 Color	270,105	264,705	259,300	253,900	248,495	243,095	237,690	232,290	229,590
			B & 1 Color	243,095	238,235	233,370	228,510	223,645	218,785	213,925	209,060	206,630
			B & W	229,590	225,000	220,405	215,815	211,225	206,630	202,040	197,445	195,150
		4TH COVER	All colors	310,620	304,410	298,195	291,985	285,770	279,560	273,345	267,135	264,025
		1/2 PAGE	4 Color	169,895	166,495	163,100	159,700	156,305	152,905	149,510	146,110	144,410
			B & 1 Color	147,205	144,260	141,315	138,375	135,430	132,485	129,540	126,595	125,125
			B & W	127,490	124,940	122,390	119,840	117,290	114,740	112,190	109,640	108,365
BIG G EDITION				1x	3x	6x	9x	12x	18x	24x	30x	36x
Rate Base:	2,700,000	ONE PAGE	4 Color	150,850	147,835	144,815	141,800	138,780	135,765	132,750	129,730	128,225
			B & 1 Color	135,765	133,050	130,335	127,620	124,905	122,190	119,475	116,760	115,400
			B & W	128,225	125,660	123,095	120,530	117,965	115,405	112,840	110,275	108,990
Top metro-markets for NGM												
		1/2 PAGE	4 Color	94,885	92,985	91,090	89,190	87,295	85,395	83,500	81,600	80,650
			B & 1 Color	82,215	80,570	78,925	77,280	75,640	73,995	72,350	70,705	69,885
			B & W	71,200	69,775	68,350	66,930	65,505	64,080	62,655	61,230	60,520

<b>MEN EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	2,500,000	ONE PAGE	4 Color	164,325	161,040	157,750	154,465	151,180	147,895	144,605	141,320	139,675
			B & 1 Color	147,895	144,935	141,980	139,020	136,065	133,105	130,150	127,190	125,710
Subject to Availability			B & W	139,675	136,880	134,090	131,295	128,500	125,710	122,915	120,120	118,725
<b>50+ EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	1,500,000	ONE PAGE	4 Color	147,905	144,945	141,990	139,030	136,075	133,115	130,155	127,200	125,720
			B & 1 Color	133,115	130,455	127,790	125,130	122,465	119,805	117,140	114,480	113,150
Subject to Availability			B & W	125,720	123,205	120,690	118,175	115,660	113,150	110,635	108,120	106,860
<b>EXECUTIVE EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	1,400,000	ONE PAGE	4 Color	144,940	142,040	139,140	136,245	133,345	130,445	127,545	124,650	123,200
			B & 1 Color	130,445	127,835	125,225	122,620	120,010	117,400	114,790	112,185	110,880
Subject to Availability			B & W	123,200	120,735	118,270	115,810	113,345	110,880	108,415	105,950	104,720
<b>GOLD EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	1,200,000	ONE PAGE	4 Color	144,930	142,030	139,135	136,235	133,335	130,435	127,540	124,640	123,190
			B & 1 Color	130,435	127,825	125,220	122,610	120,000	117,390	114,785	112,175	110,870
Offered every issue			B & W	123,190	120,725	118,260	115,800	113,335	110,870	108,405	105,945	104,710
<b>FAMILY EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	1,200,000	ONE PAGE	4 Color	118,080	115,720	113,355	110,995	108,635	106,270	103,910	101,550	100,370
			B & 1 Color	106,270	104,145	102,020	99,895	97,770	95,645	93,520	91,390	90,330
Subject to Availability			B & W	100,370	98,365	96,355	94,350	92,340	90,335	88,325	86,320	85,315

<b>EMEA EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	705,000	ONE PAGE	4 Color	72,670	71,215	69,765	68,310	66,855	65,405	63,950	62,495	61,770
			B & 1 Color	65,405	64,095	62,790	61,480	60,175	58,865	57,555	56,250	55,595
British Isles, Continental Europe, Middle East & Africa			B & W	61,770	60,535	59,300	58,065	56,830	55,595	54,360	53,120	52,505
		4TH COVER	All colors	83,570	81,900	80,225	78,555	76,885	75,215	73,540	71,870	71,035
		1/2 PAGE	4 Color	45,710	44,795	43,880	42,965	42,055	41,140	40,225	39,310	38,855
			B & 1 Color	39,605	38,815	38,020	37,230	36,435	35,645	34,850	34,060	33,665
			B & W	34,300	33,615	32,930	32,240	31,555	30,870	30,185	29,500	29,155
<b>EUROPE EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	650,000	ONE PAGE	4 Color	68,180	66,815	65,455	64,090	62,725	61,360	60,000	58,635	57,955
			B & 1 Color	61,360	60,135	58,905	57,680	56,450	55,225	53,995	52,770	52,155
British Isles, Continental Europe			B & W	57,955	56,795	55,635	54,480	53,320	52,160	51,000	49,840	49,260
		1/2 PAGE	4 Color	42,885	42,025	41,170	40,310	39,455	38,595	37,740	36,880	36,450
			B & 1 Color	37,160	36,415	35,675	34,930	34,185	33,445	32,700	31,960	31,585
			B & W	32,180	31,535	30,895	30,250	29,605	28,960	28,320	27,675	27,355
		1/2 pages subject to availability.										
<b>BRITISH ISLES EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	375,000	ONE PAGE	4 Color	39,570	38,780	37,985	37,195	36,405	35,615	34,820	34,030	33,635
			B & 1 Color	35,615	34,905	34,190	33,480	32,765	32,055	31,340	30,630	30,275
Channel Islands, England, Northern Ireland, Republic of Ireland, Scotland, Wales			B & W	33,635	32,960	32,290	31,615	30,945	30,270	29,600	28,925	28,590
		1/2 PAGE	4 Color	24,890	24,390	23,895	23,395	22,900	22,400	21,905	21,405	21,155
			B & 1 Color	21,565	21,135	20,700	20,270	19,840	19,410	18,975	18,545	18,330
			B & W	18,675	18,300	17,930	17,555	17,180	16,810	16,435	16,060	15,875
		1/2 pages subject to availability.										
<b>CONTINENTAL EUROPE EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	275,000	ONE PAGE	4 Color	31,460	30,830	30,200	29,570	28,945	28,315	27,685	27,055	26,740
			B & 1 Color	28,315	27,750	27,180	26,615	26,050	25,485	24,915	24,350	24,070
Europe Edition excluding British Isles, includes Israel			B & W	26,740	26,205	25,670	25,135	24,600	24,065	23,530	22,995	22,730
		1/2 PAGE	4 Color	19,790	19,395	19,000	18,605	18,205	17,810	17,415	17,020	16,820
			B & 1 Color	17,145	16,800	16,460	16,115	15,775	15,430	15,090	14,745	14,575
			B & W	14,850	14,555	14,255	13,960	13,660	13,365	13,070	12,770	12,625
		1/2 pages subject to availability.										

<b>PACIFIC EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	350,000	ONE PAGE	4 Color	39,035	38,255	37,475	36,695	35,910	35,130	34,350	33,570	33,180
			B & 1 Color	35,130	34,425	33,725	33,020	32,320	31,615	30,915	30,210	29,860
Australia, India, Japan, New Zealand			B & W	33,180	32,515	31,855	31,190	30,525	29,860	29,200	28,535	28,205
People's Republic of China, Philippines, South Pacific Islands, Southeast Asia		4TH COVER	All colors	44,890	43,990	43,095	42,195	41,300	40,400	39,505	38,605	38,155
		1/2 PAGE	4 Color	24,555	24,065	23,575	23,080	22,590	22,100	21,610	21,115	20,870
			B & 1 Color	21,275	20,850	20,425	20,000	19,575	19,150	18,720	18,295	18,085
			B & W	18,425	18,055	17,690	17,320	16,950	16,585	16,215	15,845	15,660
<b>ASIA EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	175,000	ONE PAGE	4 Color	20,580	20,170	19,755	19,345	18,935	18,520	18,110	17,700	17,495
			B & 1 Color	18,520	18,150	17,780	17,410	17,040	16,670	16,300	15,925	15,740
Pacific Edition excluding Australia/New Zealand			B & W	17,495	17,145	16,795	16,445	16,095	15,745	15,395	15,045	14,870
		1/2 PAGE	4 Color	12,945	12,685	12,425	12,170	11,910	11,650	11,390	11,135	11,005
			B & 1 Color	11,215	10,990	10,765	10,540	10,320	10,095	9,870	9,645	9,535
			B & W	9,715	9,520	9,325	9,130	8,940	8,745	8,550	8,355	8,260
		1/2 pages subject to availability.										
<b>AUSTRALIA EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	135,000	ONE PAGE	4 Color	18,945	18,565	18,185	17,810	17,430	17,050	16,670	16,295	16,105
			B & 1 Color	17,050	16,710	16,370	16,025	15,685	15,345	15,005	14,665	14,495
			B & W	16,105	15,785	15,460	15,140	14,815	14,495	14,170	13,850	13,690
		1/2 PAGE	4 Color	11,915	11,675	11,440	11,200	10,960	10,725	10,485	10,245	10,130
			B & 1 Color	10,325	10,120	9,910	9,705	9,500	9,295	9,085	8,880	8,775
			B & W	8,940	8,760	8,580	8,405	8,225	8,045	7,865	7,690	7,600
		1/2 pages subject to availability.										
<b>LATIN AMERICA EDITION</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	45,000	ONE PAGE	4 Color	14,445	14,155	13,865	13,580	13,290	13,000	12,710	12,425	12,280
			B & 1 Color	13,000	12,740	12,480	12,220	11,960	11,700	11,440	11,180	11,050
Caribbean Islands, Central America, Mexico, South America			B & W	12,280	12,035	11,790	11,545	11,300	11,050	10,805	10,560	10,440
		4TH COVER	All colors	16,610	16,280	15,945	15,615	15,280	14,950	14,615	14,285	14,120
		1/2 PAGE	4 Color	9,085	8,905	8,720	8,540	8,360	8,175	7,995	7,815	7,720
			B & 1 Color	7,875	7,720	7,560	7,405	7,245	7,090	6,930	6,775	6,695
			B & W	6,820	6,685	6,545	6,410	6,275	6,140	6,000	5,865	5,795

<b>BRITISH ISLES EDITION - British Pounds Sterling</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	375,000	ONE PAGE	4 Color	23,590	23,120	22,645	22,175	21,705	21,230	20,760	20,285	20,050
			B & 1 Color	21,230	20,805	20,380	19,955	19,530	19,105	18,680	18,260	18,045
Channel Islands, England, Northern Ireland, Republic of Ireland, Scotland, Wales			B & W	20,050	19,650	19,250	18,845	18,445	18,045	17,645	17,245	17,045
		1/2 PAGE	4 Color	14,840	14,545	14,245	13,950	13,655	13,355	13,060	12,760	12,615
			B & 1 Color	12,855	12,600	12,340	12,085	11,825	11,570	11,310	11,055	10,925
			B & W	11,135	10,910	10,690	10,465	10,245	10,020	9,800	9,575	9,465

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<b>AUSTRALIA EDITION - Australian Dollars</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	135,000	ONE PAGE	4 Color	17,325	16,980	16,630	16,285	15,940	15,595	15,245	14,900	14,725
			B & 1 Color	15,595	15,285	14,970	14,660	14,345	14,035	13,725	13,410	13,255
			B & W	14,725	14,430	14,135	13,840	13,545	13,255	12,960	12,665	12,515
		1/2 PAGE	4 Color	10,895	10,675	10,460	10,240	10,025	9,805	9,590	9,370	9,260
			B & 1 Color	9,440	9,250	9,060	8,875	8,685	8,495	8,305	8,120	8,025
			B & W	8,175	8,010	7,850	7,685	7,520	7,360	7,195	7,030	6,950

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<b>CANADA EDITION - Canadian Dollars</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	300,000	ONE PAGE	4 Color	38,225	37,460	36,695	35,930	35,165	34,405	33,640	32,875	32,490
			B & 1 Color	34,405	33,715	33,030	32,340	31,655	30,965	30,275	29,590	29,245
			B & W	32,490	31,840	31,190	30,540	29,890	29,240	28,590	27,940	27,615

Available only to those advertisers and agencies located within Canada buying the Canada Edition

<b>EMEA EDITION - EUROS</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	705,000	ONE PAGE	4 Color	60,560	59,350	58,140	56,925	55,715	54,505	53,295	52,080	51,475
			B & 1 Color	54,505	53,415	52,325	51,235	50,145	49,055	47,965	46,875	46,330
British Isles, Continental Europe, Middle East & Africa			B & W	51,475	50,445	49,415	48,385	47,355	46,330	45,300	44,270	43,755
		4TH COVER	All colors	69,645	68,250	66,860	65,465	64,075	62,680	61,290	59,895	59,200
		1/2 PAGE	4 Color	38,090	37,330	36,565	35,805	35,045	34,280	33,520	32,755	32,375
			B & 1 Color	33,005	32,345	31,685	31,025	30,365	29,705	29,045	28,385	28,055
			B & W	28,585	28,015	27,440	26,870	26,300	25,725	25,155	24,585	24,295
<b>EUROPE EDITION - EUROS</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	650,000	ONE PAGE	4 Color	56,820	55,685	54,545	53,410	52,275	51,140	50,000	48,865	48,295
			B & 1 Color	51,140	50,115	49,095	48,070	47,050	46,025	45,005	43,980	43,470
British Isles, Continental Europe			B & W	48,295	47,330	46,365	45,395	44,430	43,465	42,500	41,535	41,050
		1/2 PAGE	4 Color	35,740	35,025	34,310	33,595	32,880	32,165	31,450	30,735	30,380
			B & 1 Color	30,965	30,345	29,725	29,105	28,490	27,870	27,250	26,630	26,320
			B & W	26,820	26,285	25,745	25,210	24,675	24,140	23,600	23,065	22,795
		1/2 pages subject to availability.										
<b>BRITISH ISLES EDITION - EUROS</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	375,000	ONE PAGE	4 Color	32,975	32,315	31,655	30,995	30,335	29,680	29,020	28,360	28,030
			B & 1 Color	29,680	29,085	28,495	27,900	27,305	26,710	26,120	25,525	25,230
Channel Islands, England, Northern Ireland, Republic of Ireland, Scotland, Wales			B & W	28,030	27,470	26,910	26,350	25,790	25,225	24,665	24,105	23,825
		1/2 PAGE	4 Color	20,740	20,325	19,910	19,495	19,080	18,665	18,250	17,835	17,630
			B & 1 Color	17,970	17,610	17,250	16,890	16,530	16,175	15,815	15,455	15,275
			B & W	15,565	15,255	14,940	14,630	14,320	14,010	13,695	13,385	13,230
		1/2 pages subject to availability.										
<b>CONTINENTAL EUROPE EDITION - EUROS</b>				<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>	<b>36x</b>
Rate Base:	275,000	ONE PAGE	4 Color	26,220	25,695	25,170	24,645	24,120	23,600	23,075	22,550	22,285
			B & 1 Color	23,600	23,130	22,655	22,185	21,710	21,240	20,770	20,295	20,060
Europe Edition excluding British Isles, includes Israel			B & W	22,285	21,840	21,395	20,950	20,500	20,055	19,610	19,165	18,940
		1/2 PAGE	4 Color	16,490	16,160	15,830	15,500	15,170	14,840	14,510	14,180	14,015
			B & 1 Color	14,290	14,005	13,720	13,435	13,145	12,860	12,575	12,290	12,145
			B & W	12,375	12,130	11,880	11,635	11,385	11,140	10,890	10,645	10,520
		1/2 pages subject to availability.										