

TRAVELER MAGAZINE RATES -- Effective January/February 2009 Issue



TRAVELER

NATIONAL ADVERTISING -- NORTH AMERICA EDITION

Rate Base: 715,000

	1 Time	3 Times	6 Times	8 Times	12 Times	16 Times	24 Times
Covers:							
4th Cover	91,475	87,815	85,985	84,155	82,330	80,500	77,755
2nd Cover	85,275	81,865	80,160	78,455	76,750	75,040	72,485
3rd Cover	76,210	73,160	71,635	70,115	68,590	67,065	64,780
Four Color:							
Full Page	72,580	69,675	68,225	66,775	65,320	63,870	61,695
2/3 Page	56,025	53,785	52,665	51,545	50,425	49,300	47,620
1/2 Page	41,590	39,925	39,095	38,265	37,430	36,600	35,350
1/3 Page	28,880	27,725	27,145	26,570	25,990	25,415	24,550
1/6 Page	19,365	18,590	18,205	17,815	17,430	17,040	16,460
Black & 1 Color:							
Full Page	64,525	61,945	60,655	59,365	58,075	56,780	54,845
2/3 Page	48,730	46,780	45,805	44,830	43,855	42,880	41,420
1/2 Page	36,195	34,745	34,025	33,300	32,575	31,850	30,765
1/3 Page	25,620	24,595	24,085	23,570	23,060	22,545	21,775
1/6 Page	17,230	16,540	16,195	15,850	15,505	15,160	14,645
Black & White:							
Full Page	54,435	52,260	51,170	50,080	48,990	47,905	46,270
2/3 Page	43,055	41,335	40,470	39,610	38,750	37,890	36,595
1/2 Page	32,065	30,780	30,140	29,500	28,860	28,215	27,255
1/3 Page	22,150	21,265	20,820	20,380	19,935	19,490	18,830
1/6 Page	13,325	12,790	12,525	12,260	11,995	11,725	11,325
1/2 Page may be horizontal or island							
1/3 Page may be square or vertical							
Destinations							
4" Black & White	9,920	9,525	9,325	9,125	8,930	8,730	8,430