

2008 BusinessWeek/China Advertising Rates (USD)

Total Qualified Circulation 132,331

(By 2007 June BPA)

Target Circulation by December 2008 160,000

US\$

4 Color Non Bleed

1 Page	\$ 17,300
2/3 Page	\$ 13,100
1/2 Page	\$ 10,800
1/3 Page	\$ 6,900
1/6 Page	\$ 3,900

Black and 1 Color Non Bleed

1 Page	\$ 15,200
2/3 Page	\$ 11,400
1/2 Page	\$ 9,500
1/3 Page	\$ 6,100

Black and White Non Bleed

1 Page	\$ 11,700
2/3 Page	\$ 8,700
1/2 Page	\$ 7,200
1/3 Page	\$ 4,700

Premium Charges

Bleed	add 15%
Inside Front Cover Spread	add 15%
Cover 4	add 15%
Inside Cover 3	add 10%
1st DPS after inside front cover	add 12%
Facing table of content	add 15%
Request for certain special ad position	add 10%

Web2.0: 风靡中国 (P12) | Best Buy: 打破时间的束缚 (P24)



订位截止日期 BOOKING DEADLINES

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订单截止日期: 前一个月5日

Booking deadline: 5th of prior month

物料截止日期: 前一个月14日

Material deadline: 14th of prior month

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