

Advertising Rates and Sizes

Charges are per insertion. Effective November 1, 2011

FOUR COLOR PROCESS

Frequency	1-2X	3-5X	6-11X	12X
2 Pg.	\$8035	\$7720	\$7110	\$6155
Full page	\$3,900	\$3,750	\$3,450	\$2,990
2/3 page	\$2,710	\$2,630	\$2,420	\$2,090
Junior page	\$2,440	\$2,350	\$2,160	\$1,870
1/2 page	\$2,150	\$2,070	\$1,900	\$1,650
1/3 page	\$1,580	\$1,520	\$1,390	\$1,210
1/6 page	\$850	\$820	\$760	\$660

BLACK & WHITE

Frequency	1-2X	3-5X	6-11X	12X
Full page	\$3,390	\$3,200	\$2,990	\$2,610
2/3 page	\$2,380	\$2,280	\$2,100	\$1,830
Junior page	\$2,120	\$2,040	\$1,880	\$1,610
1/2 page	\$1,870	\$1,800	\$1,650	\$1,440
1/3 page	\$1,390	\$1,320	\$1,220	\$1,060
1/6 page	\$750	\$720	\$670	\$580

BACK COVER

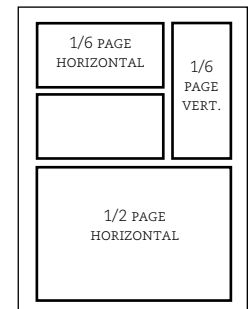
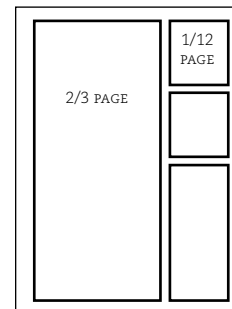
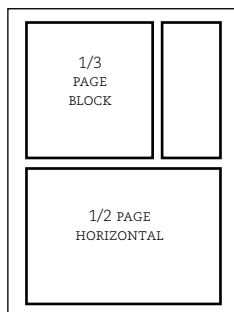
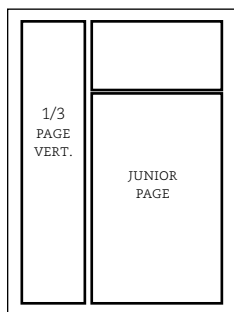
Frequency	1-2X	3-5X	6-11X	12X
	\$4,310	\$4,100	\$3,880	\$3,730

INSIDE COVERS OR PG. 1

Frequency	1-2X	3-5X	6-11X	12X
	\$3,990	\$3,770	\$3,560	\$3,350

Special Position in Print Publications:

For guaranteed position of ads 1/2 page or larger, other than those specified above, add 10 % premium to applicable rate. Ad must be compatible to position requested. All requests are processed on a first-come, first-serve basis.



PRINT AD SIZES

	WIDTH (INCHES)	X	HEIGHT (INCHES)
2 Pg. Spread (Bleed)	16.5"	x	11.125"
trimmed size	16.25"	x	10.875"
Full Page (Bleed)	8.375"	x	11.125"
trimmed size	8.125"	x	10.875"
Full Page (Live Area)	7"	x	10"
2/3 Page (Vertical)	4.625"	x	10"
2/3 Page (Bleed)	5.25"	x	11.125"
Junior Page (Vertical)	4.625"	x	7.45"
1/2 Page (Horizontal)	7.00"	x	4.95"
1/3 Page (Vertical)	2.25"	x	10"
1/3 Page (Block)	4.625"	x	4.95"
1/6 Page (Vertical)	2.25"	x	4.95"
1/6 Page (Horizontal)	4.625"	x	2.45"
1/12 Page (NH Cuisine)	2.25"	x	2.45"

FULL PAGE OVERRUNS (4 COLOR)

Quantity	1,000	2,000	3,000	4,000
Single Page	\$495	\$740	\$985	\$1,230

Full Page 4-Color Reprints of existing magazine content printed on 100 lb glossy stock. 2-Page and 4-Page rates available upon request.

For information on custom publishing please call 624-1442 ext. 140. Copyrighted content subject to approval. Redesign of page material will result in design service charges.

INTERNET ADVERTISING OPPORTUNITY

Complement your print advertising with our on-line packages. Ask your sales rep about additional on-line advertising opportunities on NHmagazine.com.

New Hampshire
magazine