

BetterInvesting Magazine Rates

Color Rates	1 Time	3 Time	6 Time	9 Time	12 Time
Spread	\$7,900	\$7,200	\$7,000	\$6,800	\$6,600
Full page	\$4,000	\$3,900	\$3,800	\$3,700	\$3,600
2/3 page	\$2,650	\$2,600	\$2,550	\$2,500	\$2,450
1/2 page	\$2,000	\$1,950	\$1,900	\$1,850	\$1,800
1/3 page	\$1,350	\$1,325	\$1,300	\$1,275	\$1,250
1/6 page	\$675	\$650	\$625	\$600	\$575

B&W Rates	1 Time	3 Time	6 Time	9 Time	12 Time
Spread	\$7,800	\$7,100	\$6,900	\$6,700	\$6,500
Full page	\$3,900	\$3,800	\$3,700	\$3,600	\$3,500
2/3 page	\$2,550	\$2,500	\$2,450	\$2,400	\$2,350
1/2 page	\$1,900	\$1,850	\$1,800	\$1,750	\$1,600
1/3 page	\$1,250	\$1,225	\$1,200	\$1,175	\$1,150
1/6 page	\$575	\$550	\$525	\$500	\$475

Cover Rates	1 Time	3 Time	6 Time	9 Time	12 Time
2nd cover	\$6,600	\$6,500	\$6,400	\$6,300	\$6,200
3rd cover	\$6,100	\$6,000	\$5,900	\$5,800	\$5,700
4th cover	\$7,200	\$7,100	\$7,000	\$6,900	\$6,800

All rates are net of agency discount
 Corporate partners only: additional 10% discount
 Note: Advertising rates are reviewed annually
 No bleed charge



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