

2017 Wearables Magazine Rates

Issues Per Year: 10 Circulation Promise: 28,000

4-color	12x	6x	3x	1x
Full Page	\$4,905	\$5,005	\$5,175	\$5,345
2/3 Page	4,125	4,255	4,350	4,485
Half Page	3,545	3,645	3,735	3,840
1/3 Page	2,605	2,685	2,750	2,820
1/4 Page	2,280	2,310	2,335	2,395
1/6 Page	1,875	1,905	1,935	1,980
Spreads	8,345	8,505	8,805	9,080
Half Gatefold	4,905	5,005	5,175	5,345

Covers

Cover 2 & Page 1	\$6,365
Cover 3	6,120
Cover 4	7,060
Z-Gate	16,230
Second Cover	6,365

Guaranteed Premium Position \$220

Digital Magazine Sponsorship \$645

Inserts (Net Price)

For Tip-On add an additional \$935

Size

Single Sheet	\$3,900
4 Pages	6,085
6 Pages	8,155
8 Pages	10,110

Ride-Along (Net Price)

Pages	1st Requested Ride-Along	2nd Requested Ride-Along
Single Sheet	\$10,105	\$14,920
4 pages	12,955	17,770
6 pages	15,705	20,520
8 pages	18,250	23,065
10 pages	20,610	25,435
12 pages	22,940	27,765
16 pages	25,620	30,435

Includes space charges, postage for ride-alongs weighing under 3.3 oz. and polybag. Ride-alongs weighing over 3.3 oz. will be quoted upon request.

Resource Center/Classified Rates

4-Color	12x	6x	3x	1x
1"	\$165	\$180	\$195	\$215
2"	260	280	300	320
3"	340	375	415	445
Black & White/2-Color	12x	6x	3x	1x
1"	\$100	\$105	\$115	\$115
2"	205	220	230	240
3"	300	315	330	350