

# 2019 MAGAZINE CAMPAIGN RATES

## INSIDE CAMPAIGNS

### Rate Per Insertion

Size	4x	6x	8x	10x
Full Page	\$6,400	\$6,000	\$5,800	\$5,600
Jr Page (Island)	\$5,700	\$5,500	\$5,300	\$5,000
1/2 Page	\$4,400	\$4,100	\$3,900	\$3,700
1/4 Page	\$2,600	\$2,300	\$2,100	\$2,000
Prime Positions*	\$7,200	\$6,900	\$6,700	\$6,600

\*Front pages 2–6 and back pages 2–4.

**PRINT PLUS:** Client's ad and editorial will be published in BIC Magazine's digital edition, and the editorial on BICMagazine.com, optimized for search.

## FRONT COVER CAMPAIGN

Front Cover Issue:	\$30,500	(1x)	\$30,500
Full-Page Color:	5,300	(9x)	47,700
Total Investment:		(10x)	\$78,200

**FRONT COVER ISSUE INCLUDES:** Color front cover, full-page color ad, 2 color pages of editorial and pictures, front cover teaser, 500 reprints, selection of "hook" article on page facing cover story, and cover story posted on BICMagazine.com for 12 months (on home page for first 30 days). Campaign also includes access to value-added services.

## 4-PAGE COLOR INSERT CAMPAIGN

### Option A

4-Page Color Insert:	\$20,400	(1x)	\$20,400
Full-Page Color:	5,300	(9x)	47,700
Total Investment:		(10x)	\$68,100

### Option B

4-Page Color Insert:	\$20,400	(1x)	\$20,400
Full-Page Color:	6,000	(5x)	30,000
Total Investment:		(6x)	\$50,400

**INSERT ISSUE INCLUDES:** 4-page, color, 8.5 x 10.75 insert and full-page color ad on right-hand page under insert, 500 reprints, and story posted on BICMagazine.com for 12 months (on home page for first 30 days). Campaign also includes access to value-added services.

## 2-PAGE COLOR INSERT CAMPAIGN

### Option A

2-Page Color Insert:	\$15,300	(1x)	\$15,300
Full-Page Color:	5,300	(9x)	47,700
Total Investment:		(10x)	\$63,000

### Option B

2-Page Color Insert:	\$15,300	(1x)	\$15,300
Full-Page Color:	6,000	(5x)	30,000
Total Investment:		(6x)	\$45,300

**INSERT ISSUE INCLUDES:** 2-page, color, 8.5 x 10.75 insert and full-page color ad on right-hand page under insert, 500 reprints, and story posted on BICMagazine.com for 12 months (on home page for first 30 days). Campaign also includes access to value-added services.

## BACK COVER CAMPAIGN

### Option A

Back Cover Issue:	\$13,200	(1x)	\$13,200
Full-Page Color:	5,300	(9x)	47,700
Total Investment:		(10x)	\$60,900

### Option B

Back Cover Issue:	\$13,200	(1x)	\$13,200
Full-Page Color:	6,000	(5x)	30,000
Total Investment:		(6x)	\$43,200

**BACK COVER ISSUE INCLUDES:** Color back cover, full-page color ad, full page of color editorial and pictures, front cover teaser, 500 reprints, and story posted on BICMagazine.com for 12 months (on home page for first 30 days). Campaign also includes access to value-added services.

Billing: Insertions to be billed upon publication, NET 10 days. Front cover insertions are to be prepaid 30 days prior to publication.