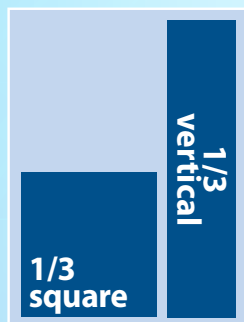
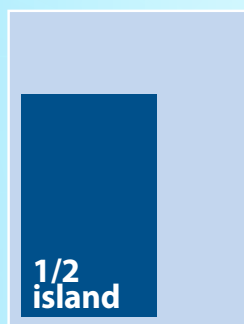
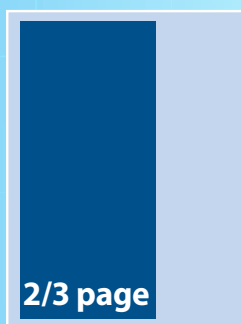
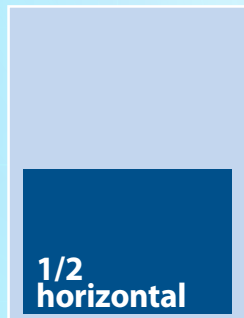


ADVERTISING RATES (includes 4-color)

Color (4c)	1x	6x	12x	18x
Full Page	\$7500	\$7100	\$6700	\$6575
2/3 Page (vertical)	\$5335	\$5050	\$4740	\$4640
1/2 Page (vertical or horizontal)	\$4295	\$4065	\$3830	\$3770
1/3 Page (square or vertical)	\$3510	\$3375	\$3170	\$3080
1/4 Page (square)	\$3260	\$3070	\$3000	\$2950



MECHANICAL REQUIREMENTS

Width x Depth	Inches	Millimeters	Picas
2 page spread (bleed)	16.25" x 11"	412.8 x 279.4 mm	97p6 x 66p
2 page spread (non-bleed)	15" x 10"	381.0 x 254.0 mm	90p x 60p
1 page (bleed)	8.125" x 11"	206.4 x 279.4 mm	48p9 x 66p
1 page (non-bleed)	7" x 10"	177.8 x 254.0 mm	42p x 60p
2/3 page (bleed)	5.25" x 11"	133.4 x 279.4 mm	31p6 x 66p
2/3 page (non-bleed)	4.625" x 10"	115.9 x 254 mm	27p4.5 x 60p
1/2 page vertical (bleed) ◇◇	4" x 11"	102.0 x 279.4 mm	24p x 66p
1/2 page vertical (non-bleed) ◇◇	3.375" x 10"	86.0 x 254.0 mm	20p3 x 60p
1/2 page island (non-bleed)	4.625" x 7.375"	117.5 x 187.3 mm	27p9 x 44p3
1/2 page horizontal (bleed)	8.125" x 5.625"	206.4 x 143.0 mm	48p9 x 33p9
1/2 page horizontal (non-bleed)	7" x 4.875"	177.8 x 123.8 mm	42p x 29p3
1/3 page vertical (bleed)	2.875" x 11"	73.0 x 279.4 mm	17p3 x 66p
1/3 page vertical (non-bleed)	2.1875" x 10"	55.6 x 254 mm	13p1.5 x 60p
1/3 page horizontal (non-bleed)	7" x 3.375"	177.8 x 85.7 mm	42p x 20.25p
1/3 page square (non-bleed)	4.625" x 4.875"	115.9 x 123.8 mm	27p4.5 x 29p3
1/4 page (non-bleed) ◇◇	3.375" x 4.875"	86.0 x 123.0 mm	20p3 x 29p3
Publication Trim Size	7.875" x 10.75"	200 x 273.1 mm	47p3 x 64p6

◇◇ Note: 1/2 page vertical and 1/4 page are NOT available in the Buyers' Guide.

Contact your sales representative for more information:

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Benelux/Czech Republic**

PETRA TRAUTES

ptrאותes@accessintel.com | +49 69 58604760

**France/Greece/Israel/Italy/
Middle East/Portugal/Spain**

FERRUCCIO SILVERA

ferruccio@silvera.it | +39 (0) 2 284 6716