

# Bloomberg Businessweek



## 2017 Advertising Rates

### Frequency

Published 48x a year

Global edition rates Rate base: 600,000	Rate (1x gross open)	North America edition rates Rate base: 520,000	Rate (1x gross open)
1 Page	\$111,300	1 Page	\$102,100
2/3 Page vertical	\$89,000	2/3 Page vertical	\$81,800
1/2 Page horizontal	\$72,400	1/2 Page horizontal	\$66,400
1/3 Page vertical	\$50,000	1/3 Page vertical	\$46,000
2nd Cover spread	\$267,000	2nd Cover spread	\$245,000
Opposite TOC	\$122,400	Opposite TOC	\$112,300
3rd Cover	\$122,400	3rd Cover	\$112,300
4th Cover	\$150,200	4th Cover	\$137,800

Note: global ad positioning takes precedence over regional positioning requests.

International edition rates (EMEA APAC) Rate base: 80,000	Rate (1x gross open)
1 Page	\$33,100
2nd Cover spread	\$79,300
3rd Cover	\$36,400
4th Cover	\$44,600

EMEA edition rates Rate base: 40,000	Rate (1x gross open)
1 Page	\$17,400
2nd Cover spread	\$41,800
3rd Cover	\$19,200
4th Cover	\$23,500

APAC edition rates Rate base: 40,000	Rate (1x gross open)
1 Page	\$17,400
2nd Cover spread	\$41,800
3rd Cover	\$19,200
4th Cover	\$23,500