

Bloomberg Markets

2017 Advertising Rates



Global edition Rate base: 375,000

Frequency
Published 6x a year

gross open rate	1x	3x	6x	9x	12x
Full Page	\$56,380	\$47,920	\$45,110	\$43,410	\$40,600
2nd cover spread*	\$135,310	\$128,550	\$127,190	\$124,480	\$119,070
3rd cover*	\$62,020	\$62,020	\$62,020	\$62,020	\$62,020
4th cover*	\$81,750	\$81,750	\$81,750	\$81,750	\$81,750

*Global only.

10% Surcharge for guaranteed position.

Regional Rates

	1x	3x	6x	9x	12x
International (non U.S.) rate base: 221,000	\$44,140	\$37,250	\$35,310	\$33,990	\$31,780
North America* rate base: 154,000	\$38,460	\$32,690	\$30,770	\$29,620	\$27,690
EMEA rate base: 127,500	\$33,600	\$28,560	\$26,880	\$25,880	\$24,190
APAC rate base: 68,000	\$23,790	\$20,220	\$19,030	\$18,320	\$17,130

*Includes United States, Canada and Mexico.

NOTE: stand alone fractional units not available.