



allrecipes MAGAZINE

effective February/March issue

2017

NATIONAL RATES

CIRCULATION: 1,350,000

NATIONAL	4-COLOR	BLACK & WHITE
Full Page	\$113,100	\$79,320
2/3 Page	90,500	63,300
1/2 Page	79,200	55,500
1/3 Page	51,000	35,700

COVERS*	
Second cover	\$141,400
Third cover	130,100
Fourth cover	141,400

*NON-CANCELABLE

ISSUES & CLOSING DATES

ISSUE	AD CLOSE	ON SALE
February/March	Nov 29, 2016	Jan 31, 2017
April/May	Jan 24, 2017	Mar 28, 2017
June/July/August	Apr 4, 2017	June 6, 2017
September/October	June 27, 2017	Aug 29, 2017
November	Aug 8, 2017	Oct 10, 2017
December/January	Sept 26, 2017	Nov 28, 2017



allrecipes MAGAZINE

effective September/October issue

2017

NATIONAL RATES

CIRCULATION: 1,400,000

NATIONAL	4-COLOR	BLACK & WHITE
Full Page	\$117,300	\$82,200
2/3 Page	93,900	65,700
1/2 Page	82,200	57,600
1/3 Page	52,900	37,000

COVERS*	
Second cover	\$146,600
Third cover	134,900
Fourth cover	146,600

*NON-CANCELABLE

ISSUES & CLOSING DATES

ISSUE	AD CLOSE	ON SALE
February/March	Nov 29, 2016	Jan 31, 2017
April/May	Jan 24, 2017	Mar 28, 2017
June/July/August	Apr 4, 2017	June 6, 2017
September/October	June 27, 2017	Aug 29, 2017
November	Aug 8, 2017	Oct 10, 2017
December/January	Sept 26, 2017	Nov 28, 2017