



Better Homes & Gardens®

effective January issue

2017

NATIONAL RATES

CIRCULATION: 7,600,000

NATIONAL	4-COLOR	BLACK & WHITE
Full Page	\$626,500	\$518,100
2/3 Page	496,300	394,700
1/2 Page	408,300	326,700
1/3 Page	303,00	216,000

COVERS*	4-COLOR
Second cover	\$783,200
Third cover	752,100
Fourth cover	908,600

*NON-CANCELABLE

ISSUES & CLOSING DATES

ISSUE	AD CLOSE	ON SALE	ISSUE	AD CLOSE	ON SALE
January	Oct 14, 2016	Dec 20, 2016	July	Apr 14, 2017	June 20, 2017
February	Nov 15, 2016	Jan 17, 2017	August	May 15, 2017	July 18, 2017
March	Dec 15, 2016	Feb 21, 2017	September	June 15, 2017	Aug 15, 2017
April	Jan 16, 2017	Mar 21, 2017	October	July 14, 2017	Sept 19, 2017
May	Feb 15, 2017	Apr 18, 2017	November	Aug 15, 2017	Oct 17, 2017
June	Mar 15, 2017	May 16, 2017	December	Sept 15, 2017	Nov 21, 2017

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HOME SHOPPING CONNECTION RATES

CIRCULATION: 7,600,000

4-COLOR	1 ISSUE	4 ISSUES	8 ISSUES	12 ISSUES
70 Lines (5")	\$100,400	\$95,400	\$90,400	\$85,300
56 Lines (4")	80,500	76,500	72,500	68,400
42 Lines (3")	60,800	57,800	54,700	51,700
35 Lines (2 1/2")	50,800	48,300	45,700	43,200

BLACK & WHITE	1 ISSUE	4 ISSUES	8 ISSUES	12 ISSUES
70 Lines (5")	\$78,600	\$74,700	\$70,700	\$66,800
56 Lines (4")	62,900	59,800	56,600	53,500
42 Lines (3")	47,100	44,700	42,400	40,000
35 Lines (2-1/2")	39,200	37,200	35,300	33,300
28 Lines (2")	31,500	29,900	28,400	26,800
21 Lines (1-1/2")	23,700	22,500	21,300	20,100
Per Line	900	N/A	N/A	N/A

MINIMUM UNIT QUALIFYING FOR FREQUENCY DISCOUNT IS 21 LINES.
 MINIMUM DEPTH FOR SINGLE COLUMN, 14 LINES (ONE INCH); FOR TWO COLUMNS, 28 LINES

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BETTER LIVING NATIONAL RATES

CIRCULATION: 2,000,000

NATIONAL	4-COLOR	BLACK & WHITE
Full Page	\$214,100	\$177,400
2/3 Page	165,000	131,000
1/2 Page	130,600	104,400
1/3 Page	98,300	70,000

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