



# fitPREGNANCY AND BABY

effective February issue

# 2017

## NATIONAL RATES

### CIRCULATION: 2,000,000

NATIONAL	4-COLOR	BLACK & WHITE
Full Page	\$249,800	\$181,700
2/3 Page	194,800	141,800
1/2 Page	151,200	109,000
1/3 Page	99,900	72,700

COVERS*	4-COLOR
Second cover	\$274,800
Third cover	262,300
Fourth cover	299,700

\*NON-CANCELABLE

### CIRCULATION: 1,100,000

PRENATAL	4-COLOR	BLACK & WHITE
Full Page	\$160,300	\$117,000
2/3 Page	125,100	91,200
1/2 Page	97,000	70,200
1/3 Page	64,100	46,800

### CIRCULATION: 900,000

POSTNATAL	4-COLOR	BLACK & WHITE
Full Page	\$131,500	\$96,600
2/3 Page	102,600	75,400
1/2 Page	79,500	58,000
1/3 Page	52,500	38,700

## ISSUES & CLOSING DATES

ISSUE	AD CLOSE	ON SALE
February	Nov 16, 2016	Jan 26, 2017
March	Dec 14, 2016	Feb 23, 2017
April	Jan 16, 2017	Mar 23, 2017
May	Feb 16, 2017	Apr 27, 2017
June	Mar 16, 2017	May 25, 2017
July	Apr 17, 2017	June 22, 2017

ISSUE	AD CLOSE	ON SALE
August	May 16, 2017	July 27, 2017
September	June 14, 2017	Aug 24, 2017
October	July 17, 2017	Sept 21, 2017
November	Aug 16, 2017	Oct 26, 2017
December/January	Sept 15, 2017	Nov 23, 2017