



Parents

effective January issue

2017

NATIONAL RATES

CIRCULATION: 2,200,000

NATIONAL	4-COLOR	BLACK & WHITE
Full Page	\$224,600	\$175,300
2/3 Page	173,700	135,600
1/2 Page	134,700	105,200
1/3 Page	93,600	73,600

COVERS*

Second cover	\$258,200
Third cover	247,000
Fourth cover	269,500

*NON-CANCELABLE

ISSUES & CLOSING DATES

ISSUE	AD CLOSE	ON SALE
January	Oct 17, 2016	Dec 13, 2016
February	Nov 16, 2016	Jan 10, 2017
March	Dec 14, 2016	Feb 14, 2017
April	Jan 16, 2017	Mar 14, 2017
May	Feb 16, 2017	Apr 11, 2017
June	Mar 16, 2017	May 9, 2017
July	Apr 17, 2017	June 13, 2017
August	May 16, 2017	July 11, 2017
September	June 14, 2017	Aug 8, 2017
October	July 17, 2017	Sept 12, 2017
November	Aug 16, 2017	Oct 10, 2017
December	Sept 15, 2017	Nov 14, 2017

Rates and Circulation are subject to change.
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