

# 2025 DermWorld Print

BW	1x	6x	12x	24x	36x
Full Page	\$3,090	\$2,925	\$2,680	\$2,370	\$2,280
Full Page Spread	\$6,180	\$5,850	\$5,360	\$4,740	\$4,560
1/2 Page	\$2,385	\$2,320	\$2,135	\$1,900	\$1,825

4-Color	1x	6x	12x	24x	36x
Full Page	\$4,785	\$4,620	\$4,375	\$4,065	\$3,975
Full Page Spread	\$9,570	\$9,240	\$8,750	\$8,130	\$7,950
1/2 Page	\$4,080	\$4,015	\$3,830	\$3,595	\$3,520

Inserts	1x	6x	12x	24x	36x
2 Page	\$6,180	\$5,850	\$5,360	\$4,740	\$4,560
4 Page	\$12,360	\$11,700	\$10,720	\$9,480	\$9,120
8 Page	\$24,720	\$23,400	\$21,440	\$18,960	\$18,240

**Furnished Inserts:** Production charges incurred for inserts not meeting printer specifications will be billed at cost. Inserts may be printed through the AAD at an additional production cost, which is not subject to agency discount.

Premium Positions	1x	6x	12x	24x	36x
Cover 2	\$5,747	\$5,533	\$5,214	\$4,811	\$4,694
Opp TOC	\$5,438	\$5,240	\$4,946	\$4,574	\$4,466
Opp What's Hot	\$5,284	\$5,094	\$4,812	\$4,456	\$4,352
Cover 3	\$5,438	\$5,240	\$4,946	\$4,574	\$4,466
Cover 4	\$6,365	\$6,118	\$5,750	\$5,285	\$5,150

**Cover 3 PI:** 10% premium on earned black & white rate

**Additional Color:** 2-color: \$945 | Matched (PMS): \$1,200 | Metallic: \$2,205

Additional fees may apply for split circulation

Ask your sales rep for pricing on cover tips, belly bands, gate folds, french door covers, and ride-a-longs.



**DermWorld**

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