

2020

Advertising Rates
Effective January 1, 2020

Retail



The New York Times

Retail Advertising Rates & Units

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 Column Inches)
			Width	Depth		
6 X 21 (full page)	8%	6	11.55"	21"	126.0	100.0%
6 X 18		6	11.55"	18"	108.0	85.7
6 X 14		6	11.55"	14"	84.0	66.7
6 X 10.5 (half-page horizontal)		6	11.55"	10.5"	63.0	50.0
6 X 7		6	11.55"	7"	42.0	33.3
6 X 5.25		6	11.55"	5.25"	31.5	25.0
5 X 21		5	9.6"	21"	105.0	83.3
5 X 15.75		5	9.6"	15.75"	78.75	62.5
5 X 14		5	9.6"	14"	70.0	55.6
5 X 10.5		5	9.6"	10.5"	52.5	41.7
5 X 7		5	9.6"	7"	35.0	27.8
4 X 21		4	7.65"	21"	84.0	66.7
4 X 18		4	7.65"	18"	72.0	57.1
4 X 15.75		4	7.65"	15.75"	63.0	50.0
4 X 14		4	7.65"	14"	56.0	44.4
4 X 10.5		4	7.65"	10.5"	42.0	33.3
4 X 7		4	7.65"	7"	28.0	22.2
4 X 5.25		4	7.65"	5.25"	21.0	16.7
3 X 21 (half-page vertical)		3	5.7"	21"	63.0	50.0
3 X 18		3	5.7"	18"	54.0	42.9
3 X 15.75		3	5.7"	15.75"	47.25	37.5
3 X 14		3	5.7"	14"	42.0	33.3
3 X 10.5 (quarter page)		3	5.7"	10.5"	31.5	25.0
3 X 7		3	5.7"	7"	21.0	16.7
3 X 5.25		3	5.7"	5.25"	15.75	12.5
2 X 21		2	3.75"	21"	42.0	33.3
2 X 18		2	3.75"	18"	36.0	28.6
2 X 15.75		2	3.75"	15.75"	31.5	25.0
2 X 14		2	3.75"	14"	28.0	22.2
2 X 10.5		2	3.75"	10.5"	21.0	16.7
2 X 7		2	3.75"	7"	14.0	11.1
2 X 5.25		2	3.75"	5.25"	10.5	8.3
2 X 3.5		2	3.75"	3.5"	7.0	5.6
2 X 3		2	3.75"	3"	6.0	4.8

New York Times Advertising Units | CONTINUED

New York Times Advertising Units	Special Size Discount	Number of Columns	Unit Size		Contract Column Inches	% Broadsheet Page (126 Column Inches)
			Width	Depth		
2 X 2		2	3.75"	2"	4.0	3.2
1 X 21		1	1.8"	21"	21.0	16.7
1 X 18		1	1.8"	18"	18.0	14.3
1 X 15.75		1	1.8"	15.75"	15.75	12.5
1 X 14		1	1.8"	14"	14.0	11.1
1 X 10.5		1	1.8"	10.5"	10.5	8.3
1 X 7		1	1.8"	7"	7.0	5.6
1 X 5.25		1	1.8"	5.25"	5.25	4.2
1 X 3.5		1	1.8"	3.5"	3.5	2.8
1 X 3		1	1.8"	3"	3.0	2.4
1 X 2		1	1.8"	2"	2.0	2.0
1 X 1.5		1	1.8"	1.5"	1.5	1.5
1 X 1		1	1.8"	1"	1.0	1.0
13 X 21		13	23.75"	21"	273.0	—
13 X 18		13	23.75"	18"	234.0	—
13 X 14		13	23.75"	14"	182.0	—
13 X 10.5		13	23.75"	10.5"	136.5	—
11 X 21		11	19.85"	21"	231.0	—

Column inch rates apply to New York Times advertising units contained on this page. All other size units will be charged 10% above the column inch rate.

Minimum ROP Depth Requirement

Columns	Depth	NYT Unit Number
6	5.25"	6 x 5.25
5	7"	5 x 7
4	5.25"	4 x 5.25
3	5.25"	3 x 5.25
2	2"	2 x 2
1	1"	1 x 1

Retail Stores

Retail Stores — Run of Paper

Net — No Advertising Agency Commission	Column Inch Rate	
	Nationwide Sunday	Nationwide Weekday
Open	\$968	\$621
1 page / 126 column inches or 13 times	807	518
5 pages / 630 column inches or 26 times	788	505
10 pages / 1,260 column inches or 52 times	744	480
20 pages / 2,520 column inches	701	452
30 pages / 3,780 column inches	669	436
40 pages / 5,040 column inches	654	431
60 pages / 7,560 column inches	635	414
100 pages / 12,600 column inches	624	398
250 pages / 31,500 column inches	601	385
500 pages / 63,000 column inches	579	372

Retail Stores — ROP Premium Positions & Color

Main News, Page 2 to 15

Net — No Advertising Agency Commission Nationwide Distribution	Column Inch Rate				
	Pages 2 and 3 Sunday	Page 4 Sunday	Pages 2 and 3 Weekday	Pages 4 and 5 Weekday	Pages 6 to 15 Weekday
Open	\$1,325	\$1,237	\$823	\$794	\$727
1 page / 126 column inches or 13 times	1,101	1,025	681	658	620
5 pages / 630 column inches or 26 times	1,057	991	657	636	605
10 pages / 1,260 column inches or 52 times	1,020	948	633	612	579
20 pages / 2,520 column inches	967	905	604	584	551
30 pages / 3,780 column inches	935	867	581	564	541
40 pages / 5,040 column inches	917	843	575	555	531
60 pages / 7,560 column inches	907	835	564	544	518
100 pages / 12,600 column inches	894	833	547	530	500
250 pages / 31,500 column inches	873	808	539	518	488
500 pages / 63,000 column inches	850	785	521	505	473

Note: Only 2x7 ads allowed on weekdays; 2x7, 2x10.5, 2x5 on Sundays. Availability is limited.

Sunday Styles Retail Rates for Page 2, On the Street, Evening Hours and Other Franchise Positions

Net — No Advertising Agency Commission Nationwide Distribution

Column Inch Rate Sunday

Open	\$1,052
1 page / 126 column inches or 13 times	877
5 pages / 630 column inches or 26 times	857
10 pages / 1,260 column inches or 52 times	809
20 pages / 2,520 column inches	763
30 pages / 3,780 column inches	727
40 pages / 5,040 column inches	711
60 pages / 7,560 column inches	692
100 pages / 12,600 column inches	680
250 pages / 31,500 column inches	654
500 pages / 63,000 column inches	629

Note: Available sizes: 2x7 and 6x7. Availability is limited.

Other Position & Premium Charges

Weekday/ Sunday

Available Sizes

Top of Advertising — page 2, 3, 4, 5	2 x 14, 2 x 10, 2 x 7, 2 x 5.25, 2 x 3.25	Add \$117 per column inch
Next to or following reading matter — page 2–3	2 x 14, 2 x 10, 2 x 7, 2 x 5.25, 2 x 3.25	Add \$132 per column inch
Section back pages (reserved)	Full pages only	Add \$7,565 to unit price

Color Advertising Premiums — Retail

	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
1/2 page to full page*	\$30,800	\$34,500	\$26,600	\$30,800
Less than 1/2 page	21,700	24,700	19,100	21,700

*Full pages only in many sections. Contact your client lead for further information.

Additional color production charges will be incurred for the following: Late material submission (\$500), additional rounds of color correction (\$250), extra proofs (\$100), cancellation of order after color material has been processed (\$500).

Contact the Color Services department at (212) 556-7729 for details.

Color premiums are set to reflect a 3% missed color variance. Missed color in excess of 3% of the press run will be credited accordingly.

Retail Stores — Run of Paper

New York Regional

Net — No Advertising Agency Commission

	Column Inch Rate	
	Sunday	Weekday
Open	\$878	\$563
1 page / 126 column inches or 13 times	734	470
5 pages / 630 column inches or 26 times	717	456
10 pages / 1,260 column inches or 52 times	680	435
20 pages / 2,520 column inches	635	417
30 pages / 3,780 column inches	610	398
40 pages / 5,040 column inches	593	389
60 pages / 7,560 column inches	580	377
100 pages / 12,600 column inches	566	363
250 pages / 31,500 column inches	550	350
500 pages / 63,000 column inches	522	335

Single-Advertiser Caboozes (WE-Prints) — Retail

Net — No Advertising

Agency Commission

8-page broadsheet or 16 page tabloid:

	Sunday			Daily		
	Manhattan	N.Y. Region	Nationwide	Manhattan	N.Y. Region	Nationwide
Black and White	\$128,900	\$368,500	\$408,800	\$88,600	\$253,300	\$281,200
Color	206,200	589,700	654,100	141,800	405,300	449,900

Other printing and distribution options are available as well as weekday distribution.
Please contact your client lead to discuss specifications and availability, which is limited.

Sunday Metropolitan Retail Advertising

The City

Net — No Advertising Agency Commission

Column Inch Rate

Sunday

Open	\$206
1/2 page / 63 column inches or 13 times	172
1 page / 126 column inches or 26 times	159
5 pages / 630 column inches or 39 times	155
10 pages / 1,260 column inches or 52 times	149
20 pages / 2,520 column inches	141
40 pages / 5,040 column inches	133
100 pages / 12,600 column inches	129

Combination Rates* (for Retail Stores Only)

Weekday

Same size ad must run and must be submitted on one insertion order.

Weekday ad run in combination with Sunday Suburban Metropolitan within 5 days.

New York Region	—	\$346
Nationwide	—	392

*Limited to the following units: 6x21, 6x18, 6x10.5, 5x21 and 3x21.

Position Charges Added to Column Inch Rate:

Sunday

Page 2 or 3	\$54
Page 4	32
Back page	54

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5

Page 4 - up to 1/2 page horizontal, Back Page - full page only.

Distribution limited to Manhattan, Brooklyn, Staten Island, and lower Bronx.

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

New Jersey Metropolitan

Net — No Advertising Agency Commission

Retail

Column Inch Rate

Sunday

Open	\$194
1/2 page / 63 column inches or 13 times	159
1 page / 126 column inches or 26 times	153
5 pages / 630 column inches or 39 times	150
10 pages / 1,260 column inches or 52 times	146
20 pages / 2,520 column inches	138
40 pages / 5,040 column inches	133
100 pages / 12,600 column inches	126

Combination Rates* (for Retail Stores Only)

Weekday

Same size ad must run and must be submitted on one insertion order.

Weekday ad run in combination with Sunday Suburban Metropolitan within 5 days.

New York Region	—	\$262
Nationwide	—	313

*Limited to the following units: 6x21, 6x18, 6x10.5, 5x21 and 3x21.

Position Charges Added to Column Inch Rate:

Sunday

Page 2 or 3	\$39
Page 4	25
Back page	39

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5

Page 4 - up to 1/2 page horizontal, Back Page - full page only.

Distribution limited to New Jersey and adjacent Rockland and Richmond counties.

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Long Island Metropolitan

Net — No Advertising Agency Commission

Column Inch Rate

Sunday

Open	\$189
1/2 page / 63 column inches or 13 times	155
1 page / 126 column inches or 26 times	151
5 pages / 630 column inches or 39 times	148
10 pages / 1,260 column inches or 52 times	139
20 pages / 2,520 column inches	135
40 pages / 5,040 column inches	130
100 pages / 12,600 column inches	123

Combination Rates* (for Retail Stores Only)

Weekday

Same size ad must run and must be submitted on one insertion order.

Weekday ad run in combination with Sunday Suburban Metropolitan within 5 days.

New York Region	—	\$262
Nationwide	—	313

*Limited to the following units: 6x21, 6x18, 6x10.5, 5x21 and 3x21.

Long Island Metropolitan | CONTINUED**Position Charges Added to Column Inch Rate:****Sunday**

Page 2 or 3	\$39
Page 4	25
Back page	39

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5

Page 4 - up to 1/2 page horizontal, Back Page - full page only.

Distribution limited to Queens, Nassau and Suffolk counties.

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Westchester Metropolitan**Net — No Advertising Agency Commission****Column Inch Rate****Sunday**

Open	\$142
1/2 page / 63 column inches or 13 times	115
1 page / 126 column inches or 26 times	113
5 pages / 630 column inches or 39 times	108
10 pages / 1,260 column inches or 52 times	104
20 pages / 2,520 column inches	99
40 pages / 5,040 column inches	97
100 pages / 12,600 column inches	95

Combination Rates* (for Retail Stores Only)**Weekday**

Same size ad must run and must be submitted on one insertion order.

Weekday ad run in combination with Sunday Suburban Metropolitan within 5 days.

New York Region	—	\$262
Nationwide	—	313

*Limited to the following units: 6x21, 6x18, 6x10.5, 5x21 and 3x21.

Position Charges Added to Column Inch Rate:**Sunday**

Page 2 or 3	\$25
Page 4	15
Back page	25

SAU sizes available: Page 2 or 3 - 2x10.5, 2x7, 2x5.25, 2x3.5

Page 4 - up to 1/2 page horizontal, Back Page - full page only.

Distribution limited to Westchester, North Bronx, Putnam, Dutchess, Ulster, Greene and Columbia counties.

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Connecticut Metropolitan**Net — No Advertising Agency Commission****Column Inch Rate****Sunday**

Open	\$139
1/2 page / 63 column inches or 13 times	113
1 page / 126 column inches or 26 times	108
5 pages / 630 column inches or 39 times	106
10 pages / 1,260 column inches or 52 times	101
20 pages / 2,520 column inches	99
40 pages / 5,040 column inches	95
100 pages / 12,600 column inches	93

Combination Rates* (for Retail Stores Only)**Weekday**

Same size ad must run and must be submitted on one insertion order.

Weekday ad run in combination with Sunday Suburban Metropolitan within 5 days.

New York Region	—	\$262
Nationwide	—	313

*Limited to the following units: 6x21, 6x18, 6x10.5, 5x21 and 3x21.

Position Charges Added to Column Inch Rate:**Sunday**

Page 2 or 3	\$25
Page 4	15
Back page	25

Distribution limited to the state of Connecticut.

Note: Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Westchester & Connecticut Metropolitan**Net — No Advertising Agency Commission****Sunday**

Open	\$220
1/2 page / 63 column inches or 13 times	177
1 page / 126 column inches or 26 times	174
5 pages / 630 column inches or 39 times	169
10 pages / 1260 column inches or 52 times	165
20 pages / 2520 column inches	160
40 pages / 5040 column inches	155
100 pages / 12600 column inches	151

Westchester & Connecticut Metropolitan | CONTINUED

Combination Rates* (for Retail Stores only)

Weekday

Same size ad must run and must be submitted on one insertion order.
Weekday ad run in combination with Sunday Suburban Weekly within 5 days

New York Region	\$262
Nationwide	313

* Limited to the following units: 6x21, 6x18, 6x10.5, 5x21 and 3x21

Position Charges Added to Column Inch Rate:

Sunday

Page 2 or 3	\$36
Page 4	22
Back Cover	36

Distribution limited to Westchester, North Bronx, Putnam, Dutchess, Ulster, Greene and Columbia counties and the state of Connecticut
NOTE—Part-run column inches and/or insertions will not be applied to fulfillment of full-run contract.

Multiple Units in Metropolitan

Discounts are available for advertisers running 3 or 4 units of the same size ad on the same day across one or more of the Metropolitan sections. Three units on the same day receive a 10% discount and 4 or 5 units receive 15%.

Color in Metropolitan

Quarter Page or Larger

Sunday

City, New Jersey or Long Island	Add \$4,640 to unit rate
Westchester or Connecticut	Add \$3,490 to unit rate

Contact your client lead for further details.

Color premiums are set to reflect a 3% missed color variance. Missed color in excess of 3% of the press run will be credited accordingly.

2020 Retail Advertising Rates for The New York Times Magazine

Net — No Advertising Agency Commission

Four Color	Open rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages
Page	\$91,025	\$86,465	\$83,755	\$81,010	\$78,285	\$75,550	\$72,825
2/3 page	66,430	63,105	61,120	59,115	57,130	55,130	53,140
1/2 page	60,770	57,735	55,920	54,095	52,285	50,440	48,630
Facing 1/2 page*	116,745	110,915	107,410	103,910	100,405	96,910	93,400
Fireplace Unit	100,130	95,110	92,130	89,110	86,115	83,105	80,110
1/3 page (horizontal)/Strip Ad	50,070	47,565	46,085	44,570	43,055	41,560	40,055
1/3 page (vertical)	50,070	47,565	46,085	44,570	43,055	41,560	40,055
Square Third	40,275	38,245	37,040	35,850	34,645	33,435	32,230
Black & White							
Page	\$62,410	\$59,295	\$57,425	\$55,550	\$53,675	\$51,790	\$49,920
2/3 page	39,330	37,360	36,185	34,995	33,810	32,645	31,460
1/2 page	37,105	35,245	34,125	33,005	31,895	30,785	29,680
Facing 1/2 page*	71,030	67,470	65,345	63,200	61,080	58,945	56,815
Fireplace Unit	68,650	65,225	63,170	61,105	59,045	56,970	54,910
1/3 page (horizontal)/Strip Ad	27,085	25,730	24,920	24,115	23,295	22,485	21,675
1/3 page (vertical)	27,085	25,730	24,920	24,115	23,295	22,485	21,675
Square Third	21,800	20,705	20,055	19,405	18,755	18,095	17,440

*For two facing 1/2 page horizontal ads.

2020 Retail Advertising Rates for The New York Times T Magazines

Net — No Advertising Agency Commission

Four Color	OPEN	3 PGS	6 PGS	12 PGS	18 PGS	30 PGS	60 PGS
Page	\$92,845	\$88,195	\$85,430	\$82,630	\$79,850	\$77,060	\$74,280
2-page spread	178,265	169,335	164,025	158,650	153,310	147,955	142,620
Black & White							
Page	\$63,660	\$60,480	\$58,575	\$56,660	\$54,750	\$52,825	\$50,920
2-page spread	122,225	116,120	112,465	108,785	105,120	101,425	97,765

Note

- Magazine & ROP full-run general space run within a 12-month contract period may be applied to the same full-run general contract.
- Advertisers with a full-run general ROP contract are eligible for an equivalent contract level (up to 60-page level only) for their general Magazine advertising.
- Covers: 2nd cover is charged a 15% premium; 3rd cover charged a 10% premium; 4th cover (four-color only) is charged a 17% premium.
- Gutter bleed, partial bleed or full bleed advertising in color or black and white is charged a 10% premium.
- Two-color rates are charged a 5.5% premium over black and white rates.

Retail FSI Rates

Sunday and Weekday Distribution

Preprinted Tabloid Sections and Free Standing Inserts

Net — No Advertising Agency Commission; Cost per Thousand (CPM)

(These rates are only for FSI's featuring a single retail advertiser)

Minimum Order: 25,000 inserts

Annual Volume	2-4 Pages	6-8 Pages	10-12 Pages	14-16 Pages	18-20 Pages	22-24 Pages	For Every Additional 4 Pages Add
25,000-49,000	\$124.95	\$173.40	\$192.10	\$210.80	\$221.00	\$230.35	\$5.10
50,000-499,000	113.05	159.80	173.40	189.55	200.60	211.65	5.10
500,000-999,000	101.15	140.25	155.55	167.45	181.05	192.95	5.10
1 million	93.50	114.75	129.20	140.25	148.75	159.80	5.10
5 million	90.10	110.50	121.55	133.45	141.10	151.30	5.10
10 million	84.15	105.40	113.05	124.95	135.15	141.95	5.10
20 million	79.05	101.15	107.95	113.90	124.95	135.15	5.10
30 million	73.10	96.05	102.00	109.65	114.75	128.35	5.10
40 million	66.30	90.95	96.90	102.85	109.65	114.75	5.10

See FSI Rate Card for additional rates and other information.

Retail Product Manufacturers

Manufacturers — Run of Paper

(Cosmetics/Fragrances, Fashion Apparel & Accessories, Home Furnishings)

	Column Inch Rate	
	Nationwide Sunday	Nationwide Weekday
Open	\$1,421	\$1,243
1 page / 126 column inches or 26 times	1,276	1,155
5 pages / 630 column inches or 39 times	1,255	1,130
10 pages / 1,260 column inches	1,242	1,105
20 pages / 2,520 column inches	1,230	1,064
40 pages / 5,040 column inches	1,217	1,040

New York Regional Distribution

	Column Inch Rate	
	Sunday	Weekday
Open	\$1,354	\$1,183
1 page / 126 column inches or 26 times	1,214	1,097
5 pages / 630 column inches or 39 times	1,191	1,072
10 pages / 1,260 column inches	1,180	1,051
20 pages / 2,520 column inches	1,168	1,009
40 pages / 5,040 column inches	1,155	992

Cooperative — Run of Paper

	Column Inch Rate	
	Nationwide Sunday	Nationwide Weekday
Open	\$1,261	\$810
1 page / 126 column inches	1,090	715
5 pages / 630 column inches	1,057	696
10 pages / 1,260 column inches	1,030	677
20 pages / 2,520 column inches	999	656
40 pages / 5,040 column inches	910	620
75 pages / 9,150 column inches	839	568

Note: Cooperative advertising must contain dealer listings.

New York Regional Distribution

	Column Inch Rate	
	Sunday	Weekday
Open	\$1,148	\$737
1 page / 126 column inches	990	651
5 pages / 630 column inches	964	632
10 pages / 1,260 column inches	936	617
20 pages / 2,520 column inches	910	597
40 pages / 5,040 column inches	826	563
75 pages / 9,150 column inches	763	518

Note: Cooperative advertising must contain dealer listings.

Color Advertising Premiums

	Sunday N.Y. Regional	Sunday Nationwide	Weekday N.Y. Regional	Weekday Nationwide
1/2 page to full page*	\$36,100	\$41,200	\$31,500	\$36,100
Less than 1/2 page	25,300	28,900	21,900	25,300

*Full pages only in many sections. Contact your client lead for further information.

Additional color production charges will be incurred for the following: Late material submission (\$500), additional rounds of color correction (\$250), extra proofs (\$100), cancellation of order after color material has been processed (\$500). Contact the Color Services Department at (212) 556-7729 for details.

Color premiums are set to reflect a 3% missed color variance. Missed color in excess of 3% of the press run will be credited accordingly.

ROP Position Charges

Weekday	Available Sizes	
Pages 6–15, Main News*	All standard units	Add \$156 to column inch rate
Section back pages (reserved; add to unit price)	Full pages only	Add \$8,900 to unit price
Sunday Styles premium for page 2, Evening Hours and On the Street	2 x 7, 6 x 7	Add 10%

*For nationwide ads, pages 6–15 premium is added to applicable column inch from nationwide rate tabloid.

Single-Advertiser Caboozes (WE-Prints) — General

	Sunday			Daily		
	Manhattan	N.Y. Region	Nationwide	Manhattan	N.Y. Region	Nationwide
8-page broadsheet or 16 page tabloid:						
Black and White	\$151,800	\$433,500	\$480,900	\$104,300	\$298,000	\$330,900
Color	242,900	693,600	769,500	166,900	476,800	529,400

Other printing and distribution options are available as well as weekday distribution.
Please contact your client lead to discuss specifications and availability, which is limited.

2020 General Advertising Rates for The New York Times Magazine

Four Color	Open Rate	3 Pages	6 Pages	12 Pages	18 Pages	30 Pages	60 Pages
Page	\$107,075	\$101,720	\$98,510	\$95,300	\$92,085	\$88,880	\$85,655
2/3 page	78,145	74,235	71,890	69,535	67,200	64,855	62,510
1/2 page	71,520	67,950	65,785	63,650	61,505	59,350	57,215
Facing 1/2 page*	137,370	130,490	126,375	122,240	118,135	114,015	109,885
Fireplace Unit	117,785	111,890	108,360	104,830	101,295	97,770	94,220
1/3 page (horizontal)/Strip Ad	58,905	55,955	54,215	52,430	50,650	48,890	47,120
1/3 page (vertical)	58,905	55,955	54,215	52,430	50,650	48,890	47,120
Square Third	47,395	45,020	43,600	42,185	40,760	39,330	37,915

Black & White

Page	\$73,420	\$69,755	\$67,560	\$65,345	\$63,150	\$60,945	\$58,745
2/3 page	46,280	43,950	42,570	41,170	39,795	38,415	37,010
1/2 page	43,640	41,445	40,145	38,835	37,535	36,230	34,900
Facing 1/2 page*	83,555	79,375	76,880	74,365	71,865	69,345	66,850
Fireplace Unit	80,760	76,730	74,315	71,880	69,465	67,040	64,620
1/3 page (horizontal)/Strip Ad	31,865	30,270	29,315	28,370	27,405	26,450	25,495
1/3 page (vertical)	31,865	30,270	29,315	28,370	27,405	26,450	25,495
Square Third	25,640	24,360	23,585	22,815	22,050	21,280	20,530

*For two facing 1/2 page horizontal ads.

Note

- Magazine and ROP full-run general space run within a 12-month contract period may be applied to the same full-run general contract.
- Advertisers with a full-run general ROP contract are eligible for an equivalent contract level (up to 60-page level only) for their general Magazine advertising.
- Covers: 2nd cover is charged a 15% premium; 3rd cover is charged a 10% premium; 4th cover (four-color only) is charged a 17% premium.
- Gutter bleed, partial bleed or full bleed advertising in color or black and white is charged a 10% premium.
- Two-color rates are plus 5.5% over black and white rates.

2020 General Advertising Rates for The New York Times T Magazines

FOUR COLOR	OPEN	3 PGS	6 PGS	12 PGS	18 PGS	30 PGS	60 PGS
Page	\$109,215	\$103,755	\$100,480	\$97,205	\$93,925	\$90,660	\$87,370
2-page spread	209,695	199,205	192,925	186,635	180,340	174,065	167,750

BLACK & WHITE	OPEN	3 PGS	6 PGS	12 PGS	18 PGS	30 PGS	60 PGS
Page	\$74,890	\$71,150	\$68,910	\$66,650	\$64,415	\$62,165	\$59,920
2-page spread	143,510	136,610	132,310	127,970	123,675	119,355	115,045

Note

- Magazine & ROP full-run general space run within a 12-month contract period may be applied to the same full-run general contract.
- Advertisers with a full-run general ROP contract are eligible for an equivalent contract level (up to 60-page level only) for their general Magazine advertising.
- Covers: 2nd cover is charged a 15% premium; 3rd cover charged a 10% premium; 4th cover (four-color only) is charged a 17% premium.
- Gutter bleed, partial bleed or full bleed advertising in color or black and white is charged a 10% premium.
- Two-color rates are plus 5.5% of black and white rates.

See the 2020 T Magazine Rate Card for additional rates, discounts and other information.