

2020

Advertising Rates – International Edition
Dollar Version \$

Luxury



The New York Times

02

The New York Times

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Display Rates

Unit	Depth	Width	Position/Freq.	B&W/4C	Rate
Full Page	530mm or 21"	6 cols	1st Color Position	4C	121,000
			2nd Color Position	4C	116,000
			ROP	4C	105,500
			Back Page	4C	126,500
			ROP	B&W	84,500
Large Junior	445mm or 17½"	5 cols	1st Color Position	4C	97,500
			2nd Color Position	4C	93,500
			ROP	4C	85,000
			Back Page	4C	-
			ROP	B&W	68,000
Half Page	265mm or 10½"	6 cols	1st Color Position	4C	72,500
			2nd Color Position	4C	69,500
			ROP	4C	63,500
			Back Page	4C	76,000
			ROP	B&W	50,500
Small Junior	355mm or 14"	4 cols	1st Color Position	4C	67,500
			2nd Color Position	4C	64,500
			ROP	4C	59,000
			Back Page	4C	-
			ROP	B&W	47,000
Strip	190mm or 7⅞"	6 cols	1st Color Position	4C	56,500
			2nd Color Position	4C	54,000
			ROP	4C	49,000
			Back Page	4C	59,000
			ROP	B&W	39,500
Quarter Page	265mm or 10½"	3 cols	1st Color Position	4C	41,000
			2nd Color Position	4C	39,000
			ROP	4C	35,500
			Back Page	4C	42,500
			ROP	B&W	28,500

Column Widths

No of cols.	mm	inches
1	53	2 ⅙
2	110	4 ⅙
3	167	6 ⅙
4	223	8 ¾
5	280	11
6	337	13 ¼

The New York Times

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Other Display Rates

Special positions offer advertisers impact and stand out. For more information on the full range of opportunities available, contact us today.

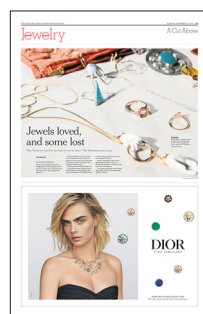


Rates

Position/Freq.	Unit	Depth	Width	B&W/4C	Rate
Front Page	Portrait	130mm	2 cols	4C	34,500
		or 5 $\frac{1}{16}$ "			
	Strip	74mm	6 cols	4C	48,500
		or 1 $\frac{1}{16}$ "			
Center Spread	Double Page	530mm	13 cols	4C	228,500
		or 21"		B&W	182,500
	Double Half Page	265mm	13 cols	4C	137,000
		or 10 $\frac{1}{2}$ "		B&W	109,500
	Double Small Junior	355mm	9 cols	4C	132,500
		or 13 $\frac{13}{16}$ "		B&W	106,000
	Double Strip	190mm	13 cols	4C	106,500
		or 7 $\frac{5}{8}$ "		B&W	85,000
	Double Quarter Page	265mm	7 cols	4C	83,000
		or 10 $\frac{1}{2}$ "		B&W	66,500

Special Editorial Reports

The New York Times International Edition's Special Editorial Reports program takes an in-depth look at major economic, business, technological, sporting and cultural trends around the world, offering advertisers a unique, targeted editorial environment.



A Cut Above



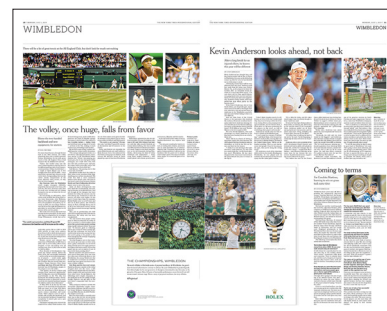
The Art of Collecting



Film Festivals



Sport Previews



Special Reports Series Available

Sport Previews (Golf, Tennis, Formula 1, Horse Racing, Sailing)

A Cut Above (Watches, Jewelry, Travel, Craftsmanship, Luxury Gifts)

The Art of Collecting, Art of Filmmaking

Front Row Center

Fashion Collections

Climate Solutions

Women and Leadership

Film Festivals

Global Trends

Wealth

Rates

Special Editorial Rates

Category rate +20%

The New York Times

\$

Cover Wrap Solutions

The New York Times International Edition offers a wide range of highly visible, cost-effective solutions to deliver maximum impact for your brands or products with your target audience.



Wraparound



Envelope



Folder



Belly Band



Sticker

Distribution

Conferences
Client mailings
Trade shows
Sporting events
Cruise ships
Hotels
Company receptions
Airlines/airline lounges
Associations
Taxis, limousines, car rentals

Rates

Unit	EMEA	Asia
Envelope	16.25	13.00
Wraparound	11.70	8.19
Folder	15.60	12.50
Belly Band	5.80	5.80
Horizontal Sticker	5.85	4.80

Minimum quantities applicable. Variations of above formats available.

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T THE NEW YORK TIMES STYLE MAGAZINE – INTERNATIONAL EDITION

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T Magazine illuminates the many facets of style with incisive commentary and artistic vision. Each issue delves beneath the surface of our readers' passions – fashion, beauty, design, living and travel – to uncover the ideas and innovations that are transforming global culture.

T: The New York Times Style Magazine is published 15 times a year and the International edition is published 10 times a year.



T: International Edition

Color Rates

Unit	Position/Freq.	Rate
Single Page	ROM	25,000
Spread	ROM	49,000
Cover	Inside Front	67,000
Spread	Second	62,000
Spread	Before Table of Contents	59,000
Single Page	Facing ToC/Contributors/Editorial	33,000
Single Page	Section Opener	29,000
Cover	Inside Back	25,000
Cover	Outside Back	55,000
Four Page Gatefold	–	112,000

