

# 2021

Advertising Rates – International Edition  
Dollar Version \$

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## 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 ⅛
2	110	4 ⅛
3	167	6 ⅛
4	223	8 ¾
5	280	11
6	337	13 ¾

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.

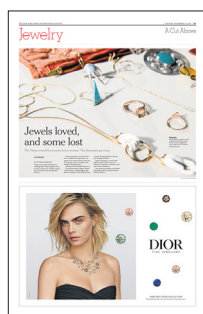


## Rates

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

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## 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

\$

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

