

2021

Advertising Rates – International Edition
Euro Version €

Luxury



The New York Times

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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	93,500
			2nd Color Position	4C	89,000
			ROP	4C	81,000
			Back Page	4C	97,500
			ROP	B&W	65,000
Large Junior	445mm or 17½"	5 cols	1st Color Position	4C	75,000
			2nd Color Position	4C	72,000
			ROP	4C	65,000
			Back Page	4C	-
			ROP	B&W	52,000
Half Page	265mm or 10½"	6 cols	1st Color Position	4C	56,000
			2nd Color Position	4C	53,500
			ROP	4C	48,500
			Back Page	4C	58,500
			ROP	B&W	39,000
Small Junior	355mm or 14"	4 cols	1st Color Position	4C	52,000
			2nd Color Position	4C	50,000
			ROP	4C	45,500
			Back Page	4C	-
			ROP	B&W	36,000
Strip	190mm or 7⅝"	6 cols	1st Color Position	4C	43,500
			2nd Color Position	4C	41,500
			ROP	4C	38,000
			Back Page	4C	45,500
			ROP	B&W	30,000
Quarter Page	265mm or 10½"	3 cols	1st Color Position	4C	31,500
			2nd Color Position	4C	30,000
			ROP	4C	27,500
			Back Page	4C	33,000
			ROP	B&W	22,000

Column Widths

No of cols.	mm
1	53
2	110
3	167
4	223
5	280
6	337

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.

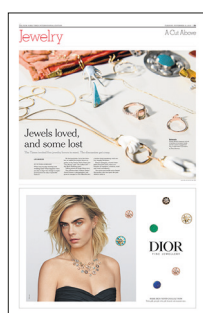


Rates

Position/Freq.	Unit	Depth	Width	B&W/4C	Rate
Front Page	Portrait	130mm	2 cols	4C	26,500
	Strip	74mm	6 cols	4C	37,000
Center Spread	Double Page	530mm	13 cols	4C	175,500
				B&W	140,500
	Double Half Page	265mm	13 cols	4C	105,500
				B&W	84,500
	Double Small Junior	355mm	9 cols	4C	102,000
				B&W	81,500
	Double Strip	190mm	13 cols	4C	82,000
				B&W	65,500
	Double Quarter Page	265mm	7 cols	4C	64,000
				B&W	51,000

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

Energy

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	12.50	10.00
Wraparound	9.00	6.30
Folder	12.00	9.62
Belly Band	4.50	3.85
Horizontal Sticker	4.50	3.70

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	19,000
Spread	ROM	37,000
Cover	Inside Front	51,000
Spread	Second	47,000
Spread	Before Table of Contents	45,000
Single Page	Facing ToC/Contributors/Editorial	25,000
Single Page	Section Opener	22,000
Cover	Inside Back	19,000
Cover	Outside Back	42,000
Four Page Gatefold	–	85,000

