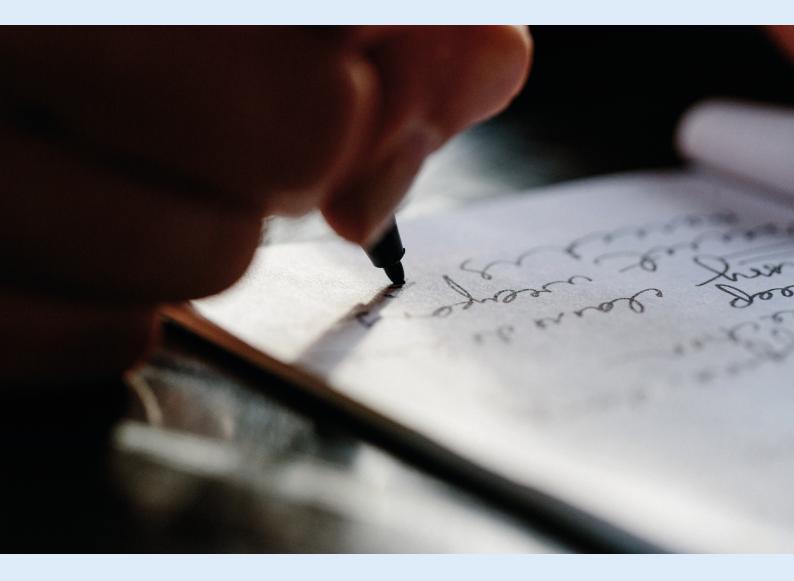


Business, Travel, Technology, Advocacy, Fine Arts, Education, Real Estate



The New York Times

02 The New York Times

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Business, Travel, Technology & Advocacy

Unit	Depth	Width	Color	Rate
Full Page	530mm	6 cols	4C	77,000
			BW	61,500
Large Junior	445mm	5 cols	4C	62,000
			BW	49,500
Half Page	265mm	6 cols	4C	46,000
			BW	37,000
Small Junior	355mm	4 cols	4C	43,000
			BW	34,500
Ctain	190mm	6 cols	4C	26.000
Strip	19011111	0 0015	BW	36,000 28,500
Quarter Page	265mm	3 cols	4C	26,000
			BW	21,000

Column Widths

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

Advertising Rates - International Edition Business, Travel, Technology, Advocacy, Fine Arts, Education, Real Estate Euro Version

The New York Times



Fine Arts

Unit	Depth	Width	Color	Rate
Full Page	530mm	6 cols	4C	65,000
			BW	52,000
Large Junior	445mm	5 cols	4C	45,500
			BW	36,000
Half Page	265mm	6 cols	4C	32,500
			BW	26,000
Small Junior	355mm	4 cols	4C	29,000
			BW	23,000
Strip	190mm	6 cols	4C	23,500
			BW	18,500
Quarter Page	265mm	3 cols	4C	16,500
			BW	13,000

Column Widths

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

The New York Times

04

The New York Times

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Education

Unit	Depth	Width	Color	Rate
Full Page	530mm	6 cols	4C	58,000
			BW	52,000
Large Junior	445mm	5 cols	4C	45,500
			BW	36,000
Half Page	265mm	6 cols	4C	32,500
			BW	26,000
Small Junior	355mm	4 cols	4C	29,000
			BW	23,000
Strip	190mm	6 cols	4C	23,500
			BW	18,500
Quarter Page	265mm	3 cols	4C	16,500
			BW	13,000

Column Widths

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

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The New York Times

Real Estate

Unit	Depth	Width	Color	Rate
Full Page	530mm	6 cols	4C	58,000
			BW	52,000
Large Junior	445mm	5 cols	4C	47,000
			BW	41,500
Half Page	265mm	6 cols	4C	35,000
			BW	31,000
Small Junior	355mm	4 cols	4C	32,500
			BW	29,000
Strip	190mm	6 cols	4C	27,000
			BW	24,000
Quarter Page	265mm	3 cols	4C	19,500
			BW	17,500

Column Widths

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

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The New York Times

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The New York Times

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The New York Cin





Envelope





Folder



Taxis, limousines, car rentals

Sticker

Distribution	Rates		
Conferences	Unit	EMEA	A
Client mailings	Envelope	12.50	10
Trade shows	Wraparound	9.00	6
Sporting events	Folder	12.00	9
Cruise ships	Belly Band	4.50	3
Hotels	Horizontal Sticker	4.50	3
Company receptions	Minimum quantities applica	ble. Variations of at	ove forma
Airlines/airline lounges			
Associations			

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€ 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 is published 10 times a year.



T: International Edition

Color Rates

Unit	Position	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

The New York Times