

# 2021

Advertising Rates – International Edition  
Euro Version €

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**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
Strip	190mm	6 cols	4C	36,000
			BW	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

**The New York Times**

# 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

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

**The New York Times**

# The New York Times

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## 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

06

The New York Times

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**Special Positions**

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Global Trends

Wealth

**Rates**

Special Editorial Rates

Category rate +20%

The New York Times



The New York Times

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Cover Wrap Solutions

The New York Times 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	U.S.
Envelope	12.50	10.00	Contact us
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.

08

**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	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



