

2021

Advertising Rates – International Edition
Dollar Version \$

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



The New York Times

02

The New York Times

\$

Business, Travel, Technology & Advocacy

Unit	Depth	Width	Color	Rate
Full Page	21"	6 cols	4C	100,000
			BW	80,000
Large Junior	17½"	5 cols	4C	80,500
			BW	64,400
Half Page	10½"	6 cols	4C	60,000
			BW	48,000
Small Junior	14"	4 cols	4C	55,800
			BW	44,700
Strip	7½"	6 cols	4C	46,600
			BW	37,300
Quarter Page	10½"	3 cols	4C	33,800
			BW	27,000

Column Widths

No of cols.	inches
1	2 ⅙
2	4 ⅙
3	6 ⅙
4	8 ⅙
5	11
6	13 ⅙

The New York Times

The New York Times

\$

Fine Arts

Unit	Depth	Width	Color	Rate
Full Page	21"	6 cols	4C	84,700
			BW	67,400
Large Junior	17½"	5 cols	4C	59,300
			BW	47,100
Half Page	10½"	6 cols	4C	42,400
			BW	33,700
Small Junior	14"	4 cols	4C	37,800
			BW	30,100
Strip	7½"	6 cols	4C	30,400
			BW	24,200
Quarter Page	10½"	3 cols	4C	21,200
			BW	16,800

Column Widths

No of cols.	inches
1	2 ⅛
2	4 ⅞
3	6 ⅞
4	8 ⅞
5	11
6	13 ⅞

04

The New York Times

\$

Education

Unit	Depth	Width	Color	Rate
Full Page	21"	6 cols	4C	75,700
			BW	67,400
Large Junior	17½"	5 cols	4C	52,900
			BW	47,100
Half Page	10½"	6 cols	4C	37,800
			BW	33,700
Small Junior	14"	4 cols	4C	33,800
			BW	30,100
Strip	7½"	6 cols	4C	27,100
			BW	24,200
Quarter Page	10½"	3 cols	4C	18,900
			BW	16,800

Column Widths

No of cols.	inches
1	2 ⅛
2	4 ⅞
3	6 ⅞
4	8 ⅞
5	11
6	13 ⅞

The New York Times

\$

Real Estate

Unit	Depth	Width	Color	Rate
Full Page	21"	6 cols	4C	75,700
			BW	67,400
Large Junior	17½"	5 cols	4C	60,900
			BW	54,200
Half Page	10½"	6 cols	4C	45,400
			BW	40,400
Small Junior	14"	4 cols	4C	42,200
			BW	37,600
Strip	7½"	6 cols	4C	35,300
			BW	31,400
Quarter Page	10½"	3 cols	4C	25,500
			BW	22,700

Column Widths

No of cols.	inches
1	2 ⅛s
2	4 ⅞s
3	6 ⅞s
4	8 ⅞s
5	11
6	13 ⅞s

06

The New York Times

\$

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Front Row Center

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Global Trends

Wealth

Rates

Special Editorial Rates

Category rate +20%

The New York Times

The New York Times

\$

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	16.25	13.00	Contact us
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.

08

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	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

