

GENERAL RATES



EFFECTIVE: JANUARY 2009 | RATE BASE: 500,000

4-COLOR	1X	3X	6X	9X	12X
Full Page	\$70,670	\$67,253	\$63,945	\$60,307	\$56,228
1/2 Page	41,785	39,800	37,706	35,611	33,626
1/3 Page	28,665	27,342	25,909	24,476	23,042
BLACK & WHITE	1X	3X	6X	9X	12X
Full Page	\$52,920	\$50,495	\$47,849	\$45,203	\$42,446
1/2 Page	32,414	30,870	29,327	27,673	26,019
1/3 Page	21,499	20,507	19,404	18,412	17,199

COVERS **2nd Cover:** \$97,171 **3rd Cover:** \$88,338 **4th Cover:** \$100,705

BLEED 15% additional on all rates

PLEASE NOTE:

All rates are based on proposed page volumes during specified periods. If actual advertising volume falls short of proposed levels, rates revert to earned rates per rate card in effect at the time space is run.

Luxury Design Group Combination Buy

Advertisers who run in both ELLE DECOR and Metropolitan Home may qualify for combination rates on qualifying schedules. Please ask your representative for details.

10/10/08. Rates may be subject to change based upon final corporate approval.

ELLE DECOR
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Actors Rob Morrow and Debban Ayer at their serene, carefully crafted Greenwich Village apartment, November 2007