

Stitches Magazine Rates | 2010

Circulation Promise: 21,250 Issues Per Year: 10

4-color	12x	6x	3x	1x
Full page	\$4,430	\$4,730	\$4,890	\$5,040
2/3-page	3,810	4,070	4,200	4,330
1/2-page	3,325	3,550	3,665	3,770
1/3-page	2,745	2,935	3,025	3,125
1/4-page	2,430	2,605	2,680	2,765
1/6-page	2,270	2,390	2,440	2,525
Spread	7,535	8,050	8,315	8,570

Tip-On (Net Price) \$1,125

Covers

Cover 2 & Page 1	\$ 5,865
Cover 3	5,490
Cover 4	6,125
Z-Gate	14,155
2nd Cover 2	5,865

Guaranteed Premium Position \$175

Inserts (Net Price)

Size

Single Sheet	\$2980
4-page	4,295
6-page	5,745
8-page	7,130

Ride-Along (Net Price) Pages	1st Requested Ride-Along	2nd Requested Ride-Along
Single Sheet	\$ 6,080	\$ 10,145
4 pages	8,035	12,100
6 pages	9,920	13,985
8 pages	11,665	15,730
10 pages	13,290	17,355
12 pages	14,890	18,955
16 pages	16,730	20,795

Includes space charges, postage for Ride-Alongs weighing under 3.3 oz. and polybag. Ride-Alongs weighing over 3.3 oz. will be quoted upon request

Resource Center/Classified Rates

4-Color	12x	6x	3x	1x
1"	\$165	\$180	\$195	\$210
2"	260	280	305	330
3"	350	385	415	450

Black & White/2-Color	12x	6x	3x	1x
1"	\$105	\$110	\$115	\$120
2"	210	220	230	240
3"	315	330	345	360

Wearables Magazine Rates | 2010

Circulation Promise: 15,000 Issues Per Year: 10

4-color	12x	6x	3x	1x
Full page	\$4,295	\$4,375	\$4,530	\$4,670
2/3-page	3,610	3,720	3,810	3,920
1/2-page	3,100	3,190	3,265	3,360
1/3-page	2,280	2,350	2,400	2,470
1/4-page	2,000	2,020	2,040	2,100
1/6-page	1,640	1,670	1,695	1,730
Spread	7,300	7,440	7,700	7,940

Tip-On (Net Price) \$790

Covers

Cover 2 & Page 1	\$ 5,570
Cover 3	5,355
Cover 4	6,175
Z-Gate	14,200
2nd Cover 2	5,570

Guaranteed Premium Position \$175

Inserts (Net Price)

Size

Single Sheet	\$3,480
4-page	5,430
6-page	7,280
8-page	9,015

Ride-Along (Net Price) Pages	1st Requested Ride-Along	2nd Requested Ride-Along
Single Sheet	\$ 5,950	\$ 10,015
4 pages	7,830	11,895
6 pages	9,645	13,710
8 pages	11,325	15,390
10 pages	12,890	16,955
12 pages	14,430	18,495
16 pages	16,200	20,265

Includes space charges, postage for Ride-Alongs weighing under 3.3 oz. and polybag. Ride-Alongs weighing over 3.3 oz. will be quoted upon request

Resource Center/Classified Rates

4-Color	12x	6x	3x	1x
1"	\$145	\$160	\$175	\$190
2"	235	255	275	295
3"	315	345	375	405

Black & White/2-Color	12x	6x	3x	1x
1"	\$ 90	\$ 95	\$105	\$105
2"	185	195	205	215
3"	275	290	305	325