



## 2020 PAGE RATES



## RATE BASE | 440,000

### GENERAL RATES EFFECTIVE SEPTEMBER 2020 ISSUE

BELOW RATES LISTED AS GROSS

#### 4-COLOR PAGE | OPEN

Full Page .....	\$124,260
2/3 Page Vertical .....	\$99,910
1/3 Page Vertical .....	\$61,510

#### BLACK & WHITE | OPEN

Full Page .....	\$96,575
2/3 Page Vertical .....	\$74,060
1/3 Page Vertical .....	\$41,850

#### 4-COLOR COVERS | OPEN

Cover 2 .....	\$161,535
Cover 3 .....	\$142,895
Cover 4 .....	\$173,970

ALL COVERS MUST BE RELEASED 45 DAYS PRIOR TO THE ISSUE CLOSING DATE OR A CANCELLATION FEE WILL BE APPLIED AS FOLLOWS:

2ND COVER: 30%  
3RD COVER: 15%  
4TH COVER: 40%

**Contact** your *Town & Country* sales representative or Associate Publisher Julia Fry at 212.903.5334 or [juliafry@hearst.com](mailto:juliafry@hearst.com).