

FORTUNE

2020 OPEN RATES
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	FORTUNE US	FORTUNE EUROPE	FORTUNE ASIA	FORTUNE CHINA
4-COLOR RATES				
Full page	\$167,000	\$33,700	\$27,400	\$52,800
2/3 page	\$133,600	\$27,000	\$22,000	\$37,000
1/2 page	\$108,700	\$22,000	\$17,900	\$29,100
1/3 page	\$75,300	\$15,200	\$12,400	\$21,100
1/6 page	\$41,800	\$8,500	\$6,900	N/A
Cover 2	\$200,400	\$40,500	\$32,900	\$74,000
Cover 2 page 1 spread	\$367,400	\$74,200	\$60,300	\$147,900
Cover 3	\$183,800	\$37,100	\$30,200	\$60,700
Cover 4	\$233,800	\$43,900	\$35,700	\$116,200
Front cover gatefold	N/A	N/A	N/A	\$161,600
BLACK & WHITE RATES				
Full page	\$117,000	\$23,800	\$19,300	\$35,600
2/3 page	\$93,600	\$19,200	\$15,500	\$25,000
1/2 page	\$76,100	\$15,500	\$12,600	\$19,500
1/3 page	\$52,700	\$10,900	\$8,700	\$14,200