

FORTUNE

2021 OPEN RATES

RATE BASE: 650,000 12/10/20

4-COLOR RATES

Print Unit	Gross Open Rate	Net Open Rate
P4CB	\$165,000	\$140,250
2/3 Page	\$132,000	\$112,200
1/2 Page	\$107,000	\$90,950
1/3 Page	\$74,000	\$62,900
1/6 Page	\$41,000	\$34,850
Cover 2	\$198,000	\$168,300
C2P1	\$363,000	\$308,550
Cover 3	\$181,599	\$154,359
Cover 4	\$231,000	\$196,350
Spread	\$330,000	\$280,500

BLACK & WHITE RATES

Print Unit	Gross Open Rate	Net Open Rate
PBW	\$115,599	\$98,259
2/3 PBW	\$92,000	\$78,200
1/2 PBW	\$75,000	\$63,750
1/3 PBW	\$52,000	\$44,200