

### 4-COLOR RATES

Print Unit	FORTUNE US GROSS OPEN RATE	FORTUNE US NET OPEN RATE	FORTUNE EUROPE	FORTUNE ASIA	FORTUNE CHINA
Full page	\$171,600	\$145,860	\$33,700	\$27,400	\$52,800
2/3 page	\$137,000	\$116,450	\$27,000	\$22,000	\$37,000
1/2 page	\$112,000	\$95,200	\$22,000	\$17,900	\$29,100
1/3 page	\$77,000	\$65,450	\$15,200	\$12,400	\$21,100
1/6 page	\$43,000	\$36,550	\$8,500	\$6,900	N/A
Cover 2	\$205,920	\$175,032	\$40,500	\$32,900	\$74,000
C2/P1	\$377,520	\$320,892	\$74,200	\$60,300	\$147,900
Cover 3	\$188,863	\$160,533	\$37,100	\$30,200	\$60,700
Cover 4	\$240,240	\$204,204	\$43,900	\$35,700	\$116,200

### BLACK & WHITE RATES

Print Unit	FORTUNE US GROSS OPEN RATE	FORTUNE US NET OPEN RATE	FORTUNE EUROPE	FORTUNE ASIA	FORTUNE CHINA
Full page	\$120,223	\$102,189	\$23,800	\$19,300	\$35,600
2/3 page	\$96,000	\$81,600	\$19,200	\$15,500	\$25,000
1/2 page	\$78,000	\$66,300	\$15,500	\$12,600	\$19,500
1/3 page	\$54,000	\$45,900	\$10,900	\$8,700	\$14,200

ALL RATES ARE IN USD.