

# 2012 Advertising Rates

## National Rates (4-colour)

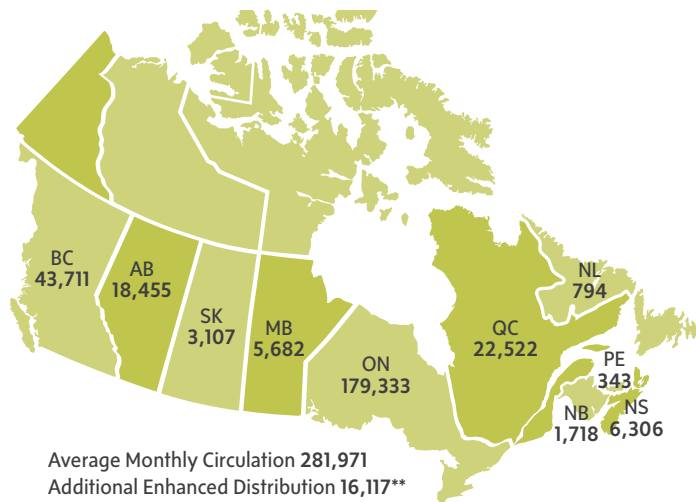
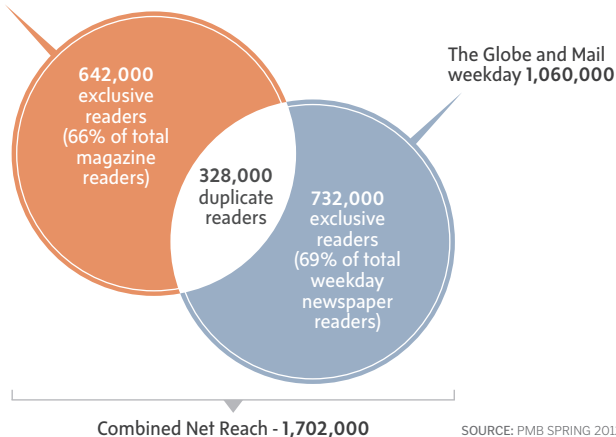
SIZE	1x	3x	6x	9x	12x
Full Page	\$26,345	\$25,590	\$25,060	\$24,550	\$24,020
DPS	\$50,060	\$48,650	\$47,630	\$46,615	\$45,615
1/2 DPS	\$33,565	\$32,570	\$31,845	\$31,140	\$30,570
1/3 DPS	\$22,540	\$21,900	\$21,440	\$21,010	\$20,555
1/5 DPS	\$18,085	\$17,565	\$17,200	\$16,850	\$16,490
2/3 Page	\$22,400	\$21,760	\$21,300	\$20,870	\$20,420
1/2 Page	\$17,670	\$16,760	\$16,505	\$16,380	\$16,090
1/3 Page	\$11,870	\$11,545	\$11,250	\$11,025	\$10,800
IFC/DPS	\$53,870	\$52,335	\$51,245	\$50,205	\$49,120
IBC	\$30,360	\$29,445	\$28,880	\$28,290	\$27,685
OBC	\$33,010	\$32,070	\$31,400	\$30,765	\$30,095

## Regional Rates

Eastern and Western Editions

	\$14,150	\$13,745	\$13,465	\$13,190	\$12,905
Ontario	\$20,500	\$19,915	\$19,500	\$19,105	\$18,690

Report on Business magazine 970,000



## Insert Stitch-In\*

NUMBER OF PAGES	GROSS CPM
2	\$96
4	\$100
6	\$105
8	\$112
10	\$122
12	\$134
16	\$147
24	\$160

Minimum Insert Cost: \$4,960 gross

## Tip-in Mechanical\*

NUMBER OF PAGES	GROSS CPM
2	\$153
4	\$158
6	\$163
8	\$169
10	\$181
16	\$192
24	\$204

## Tip-in Manual\*

NUMBER OF PAGES	GROSS CPM
2	\$312
4	\$318
6	\$322
8	\$332
10	\$342
12	\$353
16	\$363

\*A mock-up of each insert is required, please refer to the magazine specifications manual.

\*\*Enhanced circulation includes targeted distribution to professionals, such as doctors and dentists, and select hotels across Canada. Report on Business magazine is also distributed to Starbucks locations throughout the GTA.