

## 2026 PRINT GROSS OPEN RATES

	<b>B&amp;W</b>	<b>4 Color</b>
Page	\$ 52,150	\$ 102,430
Spread	\$ 104,300	\$ 204,860
2/3 Page	\$ 41,720	\$ 81,950
1/2 Page	\$ 31,290	\$ 61,460
1/3 Page	\$ 20,860	\$ 40,980
1/6 Page	\$ 10,430	\$ 20,490
Cover 2, Page 1		\$ 230,530
Cover 2		\$ 128,100
Cover 3		\$ 112,700
Cover 4		\$ 133,200
No charge for bleed		
<b>AVERAGE CIRCULATION</b>	<b>700,000</b>	

## 2026 PRINT CLOSING DATES

<b>Issue</b>	<b>Ad Close</b>	<b>Material Due Date</b>	<b>Supplied Inserts Due*</b>	<b>On Sale Newsstand</b>
January/February	Nov 11	Nov 19	Dec 1	Dec 30
March	Dec 30	Jan 07	Jan 19	Feb 17
April/May	Feb 17	Feb 25	Mar 9	April 7
Summer	April 28	May 6**	May 18	June 16
September/October	July 14	July 22	Aug 3	Sept 1
November	Sept 8	Sept 16	Sept 28	Oct 27
December	Oct 6	Oct 14	Oct 26	Nov 24
January/February 2027	Nov 10	Nov 18	Nov 30	Dec 29

NOTE: Preprinted inserts should arrive at Quad on the due dates posted – there will be NO EXTENSIONS on these dates.

\*Call Production for spoilage amount needed for supplied inserts.

\*\* Cover positions will be due April 29

## CONTACTS

600 Maryland Ave SW, Suite 6001  
Washington, DC 20024

**Denise Elliott**  
SVP, Media Group  
202-633-5963  
Elliottdm@si.edu

**Ellyn Hurwitz**  
Marketing Director  
212-916-1319  
Hurwitz@si.edu

**Edward Hayes**  
Director of Business/  
Ad Operations  
212-916-1374  
Hayesed@si.edu

**Penie Atherton-Hunt**  
Senior Pre-Press &  
Production Manager  
202-633-5974  
Athertonp@si.edu

**Jaime Duffy**  
Senior Travel Sales Director  
212-916-1304  
Duffyj2@si.edu

**MI Media Services, L.L.C.**  
32 Shepard Road  
Norfolk, CT 06058

**Alycia Isabelle**  
860-265-8585  
Alycia@mi-ms.com

**Pacific Business Inc.**  
Tokyo Bldg.  
2-40-5, Kanda Jinbocho,  
Chiyoda-ku, Tokyo  
101-0051 Japan  
**Mayumi Kai**  
011-81-3-6380-8794  
Mayumi.kai@pacific-business.com