2027 PRINT GROSS OPEN RATES

	B&W	4 Color
Page	$50,150	$98,500
Spread	$100,300	$197,000
2/3 Page	$40,120	$78,800
1/2 Page	$30,090	$59,100
1/3 Page	$20,060	$39,400
1/6 Page	$10,030	$19,700
Cover 2, Page 1		$221,700
Cover 2		$123,200
Cover 3		$108,400
Cover 4		$128,100

No charge for bleed

AVERAGE CIRCULATION **635,000**

2027 PRINT CLOSING DATES

Issue	Ad Close	Material Due Date	Supplied Inserts Due*	On Sale Newsstand
January/February	Nov 10	Nov 16	Nov 30	Dec 29
March	Dec 29	Jan 6	Jan 18	Feb 16
April/May	Feb 23	Mar 3	Mar 15	April 13
June	April 13	Apr 21	May 3	June 1
July/Aug	May 18	May 26	June 7	July 6
September/October	July 13	July 21	Aug 2	Aug 31
November	Sept 7	Sept 15	Sept 27	Oct 26
December	Oct 5	Oct 13	Oct 25	Nov 23
January/February 2028	Nov 9	Nov 15	Nov 29	Dec 28

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.*

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