

BEST’S REVIEW 2018 Ad Rates*

Best’s Review offers a multitude of premium advertising opportunities. Ads that appear in the print edition also appear in the digital edition.

Black & White							
Size	Frequency						
	1x	3x	6x	9x	12x	18x	24x
2-Page Spread	\$11,600	\$11,020	\$9,860	\$9,280	\$8,700	\$8,410	\$8,120
1/2 Spread	\$7,250	\$6,890	\$6,165	\$5,800	\$5,440	\$5,255	\$5,075
Full Page	\$5,800	\$5,510	\$4,930	\$4,640	\$4,350	\$4,205	\$4,060
2/3 Page	\$4,350	\$4,135	\$3,700	\$3,480	\$3,265	\$3,155	\$3,045
1/2 Page	\$3,770	\$3,580	\$3,205	\$3,015	\$2,830	\$2,735	\$2,640
1/3 Page	\$2,900	\$2,755	\$2,465	\$2,320	\$2,175	\$2,105	\$2,030
1/4 Page	\$2,320	\$2,205	\$1,970	\$1,855	\$1,740	\$1,680	\$1,625
1/6 Page	\$1,740	\$1,655	\$1,480	\$1,390	\$1,305	-	-
4"9	\$1,450	\$1,380	\$1,235	\$1,160	\$1,090	-	-
3"10	\$1,160	\$1,100	\$985	\$930	\$870	-	-
2"11	\$870	\$825	\$740	\$695	\$655	-	-
1"12	\$580	\$550	\$495	\$465	\$435	-	-

Purchase a full-page ad and receive a 180x150 ad on www.bestreview.com!

Four-Color**							
Size	Frequency						
	1x	3x	6x	9x	12x	18x	24x
2-Page Spread	\$15,110	\$14,530	\$13,370	\$12,790	\$12,210	\$11,920	\$11,630
1/2 Spread	\$10,760	\$10,400	\$9,675	\$9,310	\$8,950	\$8,765	\$8,585
Full Page	\$8,120	\$7,830	\$7,250	\$6,960	\$6,670	\$6,525	\$6,380
2/3 Page	\$6,670	\$6,455	\$6,020	\$5,800	\$5,585	\$5,475	\$5,365
1/2 Page	\$6,090	\$5,900	\$5,525	\$5,335	\$5,150	\$5,055	\$4,960
1/3 Page	\$5,220	\$5,075	\$4,785	\$4,640	\$4,495	\$4,425	\$4,350
1/4 Page	\$4,640	\$4,525	\$4,290	\$4,175	\$4,060	\$4,000	\$3,945
1/6 Page	\$4,060	\$3,975	\$3,800	\$3,710	\$3,625	-	-

Color Charges

One Matched Color	\$2,375	Four-Color Process	\$2,320
One Matched Color Spread	\$2,565	Four-Color Process Spread	\$3,510
Two Matched Color	\$2,750	Metallic Inks, Per Color	\$2,455
Two Matched Color Spread	\$3,120	Metallic Inks Spread	\$2,680

Reserve at least six full-page ads and receive an HTML ad in the *Best’s Review — Digital* monthly notification email.

See Ad Submission Guidelines on page 26 for more information.

*All prices are per month.
**Four-color rates = black & white ad rates + four-color-process charge of \$3,510 for two-page and ½-page spreads and a charge of of \$2,320 for all other ad sizes.

BEST’S REVIEW Ad Rates (continued)

Premium Positioning¹

Table of Contents	+15%
Covers	+15%
Pages 6–13 ²	+10%
All other guaranteed positions	+10%

For information about advertising in Issues & Answers, please see page 11.

Belly-Band Wrap³

For Trade Show distribution only	\$2,990 (net)
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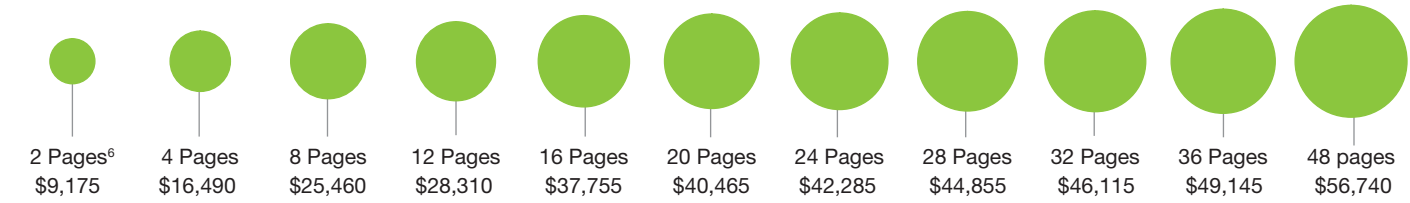
Regional Inserts^{4,5}

Add flexibility and customization to your advertising with regional inserts. Select the states you want in your geographic run, and we will insert your advertisement to appear only in those states. Minimum billing: \$1,930.

Circulation	Gross
4,000 – 5,999 ⁶	\$525 per thousand
6,000 – 7,499	\$455 per thousand
7,500 – 9,999	\$400 per thousand
10,000 and Up	\$370 per thousand

National Inserts⁴

Run your multiple-page inserts nationally in *Best’s Review* at cost-effective rates.⁷ Contact us for a quote.



Additional Advertising Opportunities

Speak directly to our influential readers with full- and half-cover tip-ons, gatefolds, tip-ins and postcards. Certain restrictions may apply. Contact us for pricing and details.

1. On space only.
2. A 15% premium positioning charge applies to any two-page spread placed between the Table of Contents (TOC) that causes the TOC to end in the 6–13 page range and to additional spreads purchased between the TOC pages, regardless of page number.
3. A premium charge may apply for certain trade shows. Three full-page ads must be purchased for each belly-band wrap. Maximum belly-band wrap purchase: four trade shows in a calendar year; maximum 300 names per show.

4. Pricing is based on supplied inserts. Please contact your Account Manager for a printing quote.
5. Single-leaf, two-sided.
6. Circulation under 4,000 is covered in the minimum billing charge.
7. Back-up charge per page: \$970.

BEST'S REVIEW Mechanical Requirements

Ad Unit	Inches		Centimeters	
	Width	Depth	Width	Depth
2-Page Spread				
Live Area	15	10	38.1	25.4
Bleed	16.25	11.125	41.275	28.257
Trim	16	10.875	40.64	27.622
1/2 Spread				
Live Area	15	4.75	38.1	12.065
Bleed	16.25	5.5	41.275	13.97
Trim	16	5.25	40.64	13.335
Full Page				
Live Area	7	10	17.78	25.4
Bleed	8.25	11.125	20.955	28.257
Trim	8	10.875	20.32	27.622
Fractionals				
2/3	4.5	10	11.43	25.4
1/2 (Horizontal)	7	4.75	17.78	12.065
1/2 (Vertical)	4.5	7.5	11.43	25.4
1/2 (Island)	3.5	6	8.89	15.24
1/3 (Horizontal)	7	3.25	17.78	8.255
1/3 (Vertical)	2.125	10	5.398	25.4
1/3 (Island)	4.5	4.75	11.43	12.065
1/4 (Horizontal)	4.5	3.5	11.43	8.89
1/4 (Vertical)	2.125	7.5	5.398	25.4
1/6	2.125	5	5.398	12.7

See Ad Submission Guidelines on page 26 for more information.