



2025 PRINT GROSS RATES

	B&W	4 Color
Page	\$76,090	\$111,480
Spread	\$152,180	\$222,950
2/3 Page	\$60,870	\$89,190
1/2 Page	\$45,660	\$66,900
1/3 Page	\$30,440	\$44,600
1/6 Page	\$15,220	\$22,300
Cover 2, Page 1		\$250,830
Cover 2		\$139,360
3rd Cover		\$122,640
4th Cover		\$144,930
No charge for bleed		
AVERAGE CIRCULATION	800,000	

2025 PRINT CLOSING DATES

Issue	Ad Close	Material Due Date	Supplied Inserts Due*	On Sale Newsstand
January/February	Nov 12	Nov 20	Dec 2	Dec 31
March	Dec 31	Jan 8	Jan 20	Feb 18
April/May	Feb 11	Feb 19	Mar 3	Apr 1
June	Apr 1	Apr 9	Apr 21	May 20
July/August	May 13	May 21	Jun 2	July 1
September/October	July 15	July 23	Aug 4	Sept 2
November	Sept 9	Sept 17	Sept 29	Oct 28
December	Oct 7	Oct 15	Oct 27	Nov 25
January/February 2026	Nov 11	Nov 19	Dec 1	Dec 30

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.