

● ● ● BEAUTY FASHION 2010 RATES ● ● ●

PERSONNEL Publisher & Editor: John G. Ledes
President & CEO: George Ledes

ADVERTISING INQUIRIES DEBRA DAVIS Tel: 212-840-8800 x245

ADVERTISING RATES FOUR COLOR

	1X	6X	12X	24X
1 page	\$8,851.00	\$7,923.00	\$7,458.00	\$7,130.00
1/2 page	\$6,201.00	\$5,546.00	\$5,220.00	\$4,999.00
1/3 page	\$4,425.00	\$3,961.00	\$3,742.00	\$3,578.00

BLACK AND WHITE

	1X	6X	12X
1 page	\$7,787.00	\$6,857.00	\$6,447.00
1/2 page	\$5,327.00	\$4,397.00	\$4,153.00

INK: FIFTH COLOR, add \$1,055.00
SECOND COLOR PROCESS, add \$952.00

COVERS *Beauty Fashion* will only accept a 12X frequency for its covers.
SECOND COVER, \$9,644.00
THIRD COVER, \$9,262.00
FOURTH COVER, \$9,915.00
Covers cannot be canceled.

INSERTS & GATEFOLDS BASE RATE: \$7,785.00

TWO PAGE FURNISHED INSERTS, ready for binding: earned base rate plus \$1,590.00 net for handling. Other furnished insert rates upon request.

Acceptance of inserts or gatefolds are subject to publisher's approval. Please send specification. Inserts and gatefolds cannot be canceled.

BLEED Per page: Extra 10%

SPECIAL POSITIONS *Beauty Fashion* will only accept a 12X frequency for special positions, with an additional charge of \$1,000.00. Special positions require the four color rate, even if a black and white advertisement is used. Bleed charge is waived. Special positions cannot be canceled.

COMMISSION, CREDIT AND CASH DISCOUNT 15% to recognized agencies. Net 30 days. It is understood that all orders for space are accepted subject to our credit requirements.

ISSUANCE, CLOSING DATES AND CANCELATIONS PUBLISHED 12 times a year; Issued first week of cover month.
INSERTION ORDER due the first of the month preceding cover date.
ADVERTISING MATERIALS due the tenth of the month preceding cover date.
ALL CANCELATIONS on advertising in *Beauty Fashion* must be received in writing at least two weeks prior to closing date. All cancelations received after that date, without future rescheduling, will be assessed the applicable page rate, unless otherwise stipulated by the publisher.

CLASSIFIED CLASSIFIED TEXT ADVERTISEMENTS and DISPLAY CLASSIFIED (B&W) ADS: \$150 per column inch (column width is 2.25"). Copy must be supplied on disk, repro proof or film. Check must accompany order with payment to:
Beauty Fashion 286 Madison Avenue Suite 700 New York NY 10017