

4-COLOR RATES

Print Unit	FORTUNE US GROSS OPEN RATE	FORTUNE US NET OPEN RATE	FORTUNE EUROPE	FORTUNE ASIA	FORTUNE CHINA
Full page	\$165,000	\$140,250	\$33,700	\$27,400	\$52,800
2/3 page	\$132,000	\$112,200	\$27,000	\$22,000	\$37,000
1/2 page	\$107,000	\$90,950	\$22,000	\$17,900	\$29,100
1/3 page	\$74,000	\$62,900	\$15,200	\$12,400	\$21,100
1/6 page	\$41,000	\$34,850	\$8,500	\$6,900	N/A
Cover 2	\$198,000	\$168,300	\$40,500	\$32,900	\$74,000
C2/P1	\$363,000	\$308,550	\$74,200	\$60,300	\$147,900
Cover 3	\$181,599	\$154,359	\$37,100	\$30,200	\$60,700
Cover 4	\$231,000	\$196,350	\$43,900	\$35,700	\$116,200

BLACK & WHITE RATES

Print Unit	FORTUNE US GROSS OPEN RATE	FORTUNE US NET OPEN RATE	FORTUNE EUROPE	FORTUNE ASIA	FORTUNE CHINA
Full page	\$115,599	\$98,259	\$23,800	\$19,300	\$35,600
2/3 page	\$92,000	\$78,200	\$19,200	\$15,500	\$25,000
1/2 page	\$75,000	\$63,750	\$15,500	\$12,600	\$19,500
1/3 page	\$52,000	\$44,200	\$10,900	\$8,700	\$14,200

ALL RATES ARE IN USD.