



Better Homes
& Gardens

2021 BETTER LIVING RATES

RATEBASE: 2,000,000

4-COLOR

Page	\$249,900
2/3-page (vertical)	\$192,500
1/2-page	\$152,400
1/3-page	\$114,700

BLACK & WHITE

Page	\$207,000
2/3-page (vertical)	\$153,000
1/2-page	\$121,700
1/3-page	\$81,700

BETTER LIVING EDITION INFORMATION

- All rates are gross
- No premium for standard bleed units
- Special units and inserts—rates on request
- 2 color production—contact your representative for availability and cost if a special ink or 2-color process is required
- Publisher will treat all position stipulations on insertion orders as requests