



Better Homes
& Gardens

2021 NATIONAL RATES

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited twelve (12)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited twelve (12)-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

RATEBASE: 7,600,000

4-COLOR

Page	\$731,100
2/3-page (vertical)	\$579,200
1/2-page	\$476,600
1/3-page	\$353,600

BLACK & WHITE

Page	\$604,600
2/3-page (vertical)	\$460,600
1/2-page	\$381,300
1/3-page	\$252,100

COVERS (4C)

2nd Cover	\$913,900
3rd Cover	\$877,400
4th Cover	\$1,060,400

NATIONAL 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