

2017

Advertising Rates - International Edition
Dollar Version \$

**Business, Travel, Technology, Advocacy,
Fine Arts, Education, Real Estate**



The New York Times

02

The New York Times

\$

Business

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	530mm	6 cols	4C	214,733	80,000	40,000	100,000	289,762
			BW	178,633	65,600	34,800	80,000	246,562
Large Junior	445mm	5 cols	4C	157,454	64,400	32,200	80,500	210,701
			BW	121,354	52,800	28,000	64,400	167,501
Half Page	265mm	6 cols	4C	133,183	48,000	24,000	60,000	177,201
			BW	97,083	39,400	20,900	48,000	134,001
Small Junior	355mm	4 cols	4C	111,596	44,700	22,300	55,800	149,312
			BW	86,296	36,600	19,400	44,700	119,112
Strip	190mm	6 cols	4C	90,022	37,300	18,600	46,600	119,534
			BW	64,722	30,600	16,200	37,300	89,334
Quarter Page	265mm	3 cols	4C	73,842	27,000	13,500	33,800	97,201
			BW	48,542	22,200	11,700	27,000	67,001

Column Widths

No of cols.	mm
1	53
2	110
3	167
4	223
5	280
6	337

The New York Times

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Travel

Transportation, Foreign Government Tourism, Travel Agents, Tour Operators

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	530mm	6 cols	4C	165,235	80,000	40,000	100,000	240,264
			BW	129,135	65,600	34,800	80,000	197,064
Large Junior	445mm	5 cols	4C	123,828	64,400	32,200	80,500	177,075
			BW	87,728	52,800	28,000	64,400	133,875
Half Page	265mm	6 cols	4C	106,282	48,000	24,000	60,000	150,300
			BW	70,182	39,400	20,900	48,000	107,100
Small Junior	355mm	4 cols	4C	87,684	44,700	22,300	55,800	125,400
			BW	62,384	36,600	19,400	44,700	95,200
Strip	190mm	6 cols	4C	72,088	37,300	18,600	46,600	101,600
			BW	46,788	30,600	16,200	37,300	71,400
Quarter Page	265mm	3 cols	4C	60,391	27,000	13,500	33,800	83,750
			BW	35,091	22,200	11,700	27,000	53,550

Column Widths

No of cols.	mm
1	53
2	110
3	167
4	223
5	280
6	337

04

The New York Times

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Travel**Resorts, Hotels**

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	530mm	6 cols	4C	140,196	80,000	40,000	100,000	215,225
			BW	104,096	65,600	34,800	80,000	172,025
Large Junior	445mm	5 cols	4C	116,898	64,400	32,200	80,500	170,145
			BW	80,798	52,800	28,000	64,400	126,945
Half Page	265mm	6 cols	4C	100,738	48,000	24,000	60,000	144,756
			BW	64,638	39,400	20,900	48,000	101,556
Small Junior	355mm	4 cols	4C	82,756	44,700	22,300	55,800	120,472
			BW	57,456	36,600	19,400	44,700	90,272
Strip	190mm	6 cols	4C	68,392	37,300	18,600	46,600	97,904
			BW	43,092	30,600	16,200	37,300	67,704
Quarter Page	265mm	3 cols	4C	57,619	27,000	13,500	33,800	80,978
			BW	32,319	22,200	11,700	27,000	50,778

Column Widths

No of cols.	mm
1	53
2	110
3	167
4	223
5	280
6	337

The New York Times

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Technology

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	530mm	6 cols	4C	190,390	80,000	40,000	100,000	265,419
			BW	154,290	65,600	34,800	80,000	222,219
Large Junior	445mm	5 cols	4C	140,916	64,400	32,200	80,500	194,164
			BW	104,816	52,800	28,000	64,400	150,964
Half Page	265mm	6 cols	4C	119,953	48,000	24,000	60,000	163,971
			BW	83,853	39,400	20,900	48,000	120,771
Small Junior	355mm	4 cols	4C	99,836	44,700	22,300	55,800	137,552
			BW	74,536	36,600	19,400	44,700	107,352
Strip	190mm	6 cols	4C	81,202	37,300	18,600	46,600	110,714
			BW	55,902	30,600	16,200	37,300	80,514
Quarter Page	265mm	3 cols	4C	67,227	27,000	13,500	33,800	90,586
			BW	41,927	22,200	11,700	27,000	60,386

Column Widths

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1	53
2	110
3	167
4	223
5	280
6	337

The New York Times**\$****Advocacy**

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	530mm	6 cols	4C	175,204	80,000	40,000	100,000	250,233
			BW	139,104	65,600	34,800	80,000	207,033
Large Junior	445mm	5 cols	4C	130,600	64,400	32,200	80,500	183,848
			BW	94,500	52,800	28,000	64,400	140,648
Half Page	265mm	6 cols	4C	111,700	48,000	24,000	60,000	155,718
			BW	75,600	39,400	20,900	48,000	112,518
Small Junior	355mm	4 cols	4C	92,500	44,700	22,300	55,800	130,216
			BW	67,200	36,600	19,400	44,700	100,016
Strip	190mm	6 cols	4C	75,700	37,300	18,600	46,600	105,212
			BW	50,400	30,600	16,200	37,300	75,012
Quarter Page	265mm	3 cols	4C	63,100	27,000	13,500	33,800	86,459
			BW	37,800	22,200	11,700	27,000	56,259

Column Widths

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1	53
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4	223
5	280
6	337

The New York Times

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Fine Arts

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	530mm	6 cols	4C	107,970	67,800	33,700	84,700	140,341
			BW	71,870	49,600	25,900	67,400	97,141
Large Junior	445mm	5 cols	4C	93,351	47,400	23,600	59,300	117,619
			BW	57,251	34,700	18,100	47,100	74,419
Half Page	265mm	6 cols	4C	81,901	33,900	16,900	42,400	102,735
			BW	45,801	24,800	13,000	33,700	59,535
Small Junior	355mm	4 cols	4C	66,012	30,300	15,100	37,800	83,120
			BW	40,712	22,200	11,600	30,100	52,920
Strip	190mm	6 cols	4C	55,834	24,300	12,100	30,400	69,890
			BW	30,534	17,800	9,300	24,200	39,690
Quarter Page	265mm	3 cols	4C	48,201	16,900	8,400	21,200	59,968
			BW	22,901	12,400	6,500	16,800	29,768

Column Widths

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1	53
2	110
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6	337

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The New York Times

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Education

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	530mm	6 cols	4C	114,346	60,500	30,100	75,700	149,383
			BW	73,146	49,600	25,900	67,400	98,416
Large Junior	445mm	5 cols	4C	96,168	42,300	21,100	52,900	115,335
			BW	54,968	34,700	18,100	47,100	72,135
Half Page	265mm	6 cols	4C	85,174	30,300	15,100	37,800	100,908
			BW	43,974	24,800	13,000	33,700	57,708
Small Junior	355mm	4 cols	4C	67,988	27,000	13,500	33,800	81,496
			BW	39,088	22,200	11,600	30,100	51,296
Strip	190mm	6 cols	4C	58,216	21,700	10,800	27,100	68,672
			BW	29,316	17,800	9,300	24,200	38,472
Quarter Page	265mm	3 cols	4C	50,887	15,100	7,500	18,900	59,054
			BW	21,987	12,400	6,500	16,800	28,854

Column Widths

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1	53
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The New York Times

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Real Estate

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	530mm	6 cols	4C	121,997	60,500	30,100	75,700	154,367
			BW	85,897	49,600	25,900	67,400	111,167
Large Junior	445mm	5 cols	4C	103,431	48,700	24,300	60,900	127,699
			BW	67,331	39,900	20,900	54,200	84,499
Half Page	265mm	6 cols	4C	89,965	36,300	18,100	45,400	110,799
			BW	53,865	29,800	15,600	40,400	67,599
Small Junior	355mm	4 cols	4C	73,180	33,800	16,800	42,200	90,288
			BW	47,880	27,700	14,500	37,600	60,088
Strip	190mm	6 cols	4C	61,210	28,200	14,000	35,300	75,266
			BW	35,910	23,100	12,100	31,400	45,066
Quarter Page	265mm	3 cols	4C	52,233	20,400	10,200	25,500	64,000
			BW	26,933	16,700	8,700	22,700	33,800

Column Widths

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The New York Times



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Rates

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The New York Times

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Targeted Distribution Solutions

The New York Times offers a wide range of highly visible, cost-effective solutions to deliver maximum impact for your brands or products with your target audience.



Wraparound



Envelope



Folder



Belly Band



Sticker

Distribution

- Conferences
- Client mailings
- Trade shows
- Sporting events
- Cruise ships
- Hotels
- Company receptions
- Airlines/airline lounges
- Associations
- Taxis, limousines, car rentals

Rates

Unit	EMEA	Asia	U.S.
Envelope	16.25	13.00	Contact us
Wraparound	11.70	8.19	
Folder	15.60	12.50	
Belly Band	5.80	5.80	
Horizontal Sticker	5.85	4.80	

Minimum quantities applicable. Variations of above formats available.

The New York Times

INTERNATIONAL WEEKLY

\$

The International Weekly represents the best writing, photography and graphics of The New York Times, including pages devoted to business, science, arts and international news and is distributed across the U.S., Latin America and Africa.



EMEA	Title	Publication Day	Circulation	Rate Group
Austria	Der Standard	Monday	50,000	C
Germany	Süddeutsche Zeitung	Friday	418,355	D
Serbia	Nedeljnik	Thursday (2nd once a month)	20,000	A

Latin America	Title	Publication Day	Circulation	Rate Group
Argentina	Clarín	Saturday	270,000	D
Chile	La Segunda	Saturday	30,000	B
Dominican Republic	Listin Diario	Sunday	98,658	B
Guatemala	Prensa Libre	Sunday	85,000	C
Mexico	El Norte	Saturday	56,797	A
Mexico	Reforma	Saturday	74,725	A
Mexico	Expreso	Sunday	35,000	A
Peru	Correo	Monday	55,000	B

North America	Title	Publication Day	Circulation	Rate Group
Canada	Toronto Star	Sunday	71,939	B
Canada	The Hamilton Spectator	Saturday	16,064	A

Rates

	Full page	1/2 Page	1/4 page	Front page
Group A	10,000	6,000	3,400	3,300
Group B	15,000	9,000	5,100	4,900
Group C	30,000	18,000	10,100	9,800
Group D	45,000	27,000	15,200	14,600

Discounts

Spend	Discount
300,000	5%
500,000	10%
1,000,000	15%

T THE NEW YORK TIMES STYLE MAGAZINE – INTERNATIONAL EDITION **\$**

T Magazine illuminates the many facets of style with incisive commentary and artistic vision. Each issue delves beneath the surface of our readers' passions – fashion, beauty, design, living and travel – to uncover the ideas and innovations that are transforming global culture.



T: The New York Times Style Magazine is published 15 times a year and the International edition is published 10 times a year.

T: International Edition

General Information/Circulation

Global	U.S.	EMEA & Asia
1,340,515	1,140,015	200,500

Source: AAM September 2015 & Publishers' statement

Color Rates

Unit	Position	Global	U.S.	EMEA & Asia
Single Page	ROM	117,075	107,075	25,000
Spread	ROM	225,585	205,585	49,000
Cover	Inside Front	NA	240,534	67,000
Spread	Second	NA	NA	62,000
Spread	Before Table of Contents	NA	NA	59,000
Single Page	Facing ToC/ Contributors/Editorial	NA	NA	33,000
Single Page	Section Opener	NA	NA	29,000
Cover	Inside Back	127,783	117,783	25,000
Cover	Outside back	NA	125,278	55,000
Four Page Gatefold		418,605	368,605	112,000



The New York Times