

2019

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, Travel, Technology & Advocacy**

Unit	Depth	Width	Color	Rate
Full Page	21"	6 cols	4C	100,000
			BW	80,000
Large Junior	17½"	5 cols	4C	80,500
			BW	64,400
Half Page	10½"	6 cols	4C	60,000
			BW	48,000
Small Junior	14"	4 cols	4C	55,800
			BW	44,700
Strip	7½"	6 cols	4C	46,600
			BW	37,300
Quarter Page	10½"	3 cols	4C	33,800
			BW	27,000

Column Widths

No of cols.	inches
1	2 ½
2	4 ⅞
3	6 ⅞
4	8 ⅞
5	11
6	13 ¼

The New York Times

\$

Fine Arts

Unit	Depth	Width	Color	Rate
Full Page	21"	6 cols	4C	84,700
			BW	67,400
Large Junior	17½"	5 cols	4C	59,300
			BW	47,100
Half Page	10½"	6 cols	4C	42,400
			BW	33,700
Small Junior	14"	4 cols	4C	37,800
			BW	30,100
Strip	7½"	6 cols	4C	30,400
			BW	24,200
Quarter Page	10½"	3 cols	4C	21,200
			BW	16,800

Column Widths

No of cols.	inches
1	2 ½ ₆
2	4 ¾ ₆
3	6 ¾ ₆
4	8 ¾ ₄
5	11
6	13 ¾ ₄

04

The New York Times**\$****Education**

Unit	Depth	Width	Color	Rate
Full Page	21"	6 cols	4C	75,700
			BW	67,400
Large Junior	17½"	5 cols	4C	52,900
			BW	47,100
Half Page	10½"	6 cols	4C	37,800
			BW	33,700
Small Junior	14"	4 cols	4C	33,800
			BW	30,100
Strip	7½"	6 cols	4C	27,100
			BW	24,200
Quarter Page	10½"	3 cols	4C	18,900
			BW	16,800

Column Widths

No of cols.	inches
1	2 ½ ₆
2	4 ¾ ₆
3	6 ¾ ₆
4	8 ¾ ₄
5	11
6	13 ¾ ₄

The New York Times

\$

Real Estate

Unit	Depth	Width	Color	Rate
Full Page	21"	6 cols	4C	75,700
			BW	67,400
Large Junior	17½"	5 cols	4C	60,900
			BW	54,200
Half Page	10½"	6 cols	4C	45,400
			BW	40,400
Small Junior	14"	4 cols	4C	42,200
			BW	37,600
Strip	7½"	6 cols	4C	35,300
			BW	31,400
Quarter Page	10½"	3 cols	4C	25,500
			BW	22,700

Column Widths

No of cols.	inches
1	2 ⅙
2	4 ⅙
3	6 ⅙
4	8 ⅙
5	11
6	13 ⅙

The New York Times



Special Positions

Special positions offer advertisers impact and stand out. For information on the full range of opportunities available, contact us today.



Special Editorial Reports

The New York Times International Edition's Special Editorial Reports program takes an in-depth look at major economic, business, technological, sporting and cultural trends around the world, offering advertisers a unique, targeted editorial environment. For a full range of opportunities available, contact us today.



Americas Cup



Men's Style



A Cut Above



Women Today



Art of Collecting



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Special Reports Series Available

- ____ Sport Previews (Golf, Tennis, Formula 1, Horse Racing, Sailing)
- ____ A Cut Above (Watches, Jewelry, Travel, Craftsmanship, Luxury Gifts)
- ____ The Art of Collecting, Art of Filmmaking
- ____ Front Row Center
- ____ Fashion Collections
- ____ Energy
- ____ Women Today
- ____ Film Festivals
- ____ Global Trends
- ____ Wealth

Rates

Special Editorial Rates Category rate +20%

The New York Times

\$

Cover Wrap 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

Color Rates

Unit	Position	Rate
Single Page	ROM	25,000
Spread	ROM	49,000
Cover	Inside Front	67,000
Spread	Second	62,000
Spread	Before Table of Contents	59,000
Single Page	Facing ToC/ Contributors/Editorial	33,000
Single Page	Section Opener	29,000
Cover	Inside Back	25,000
Cover	Outside back	55,000
Four Page Gatefold		112,000



The New York Times