

2011 Advertising Rates

3 Issues Published Annually

FALL/WINTER (Nov/Dec + Jan/Feb)

SPRING (Mar/Apr + May/Jun)

SUMMER (Jul/Aug + Sep/Oct)

Fall 2010/Winter 2011

Space Deadline	August 31, 2010
Ad Materials Deadline	September 3, 2010
Issue Date Nov/Dec	November 5, 2010
Issue Date Jan/Feb	January 3, 2011

Spring 2011

Space Deadline	December 30, 2010
Ad Materials Deadline	January 7, 2011
Issue Date Mar/Apr	March 4, 2011
Issue Date May/Jun	May 6, 2011

Summer 2011

Space Deadline	April 29, 2011
Ad Materials Deadline	May 6, 2011
Issue Date Jul/Aug	July 1, 2011
Issue Date Sep/Oct	September 2, 2011

Fall 2011/Winter 2012

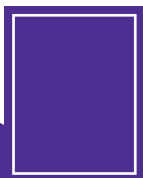
Space Deadline	August 31, 2011
Ad Materials Deadline	September 2, 2011
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Issue Date Jan/Feb	January 6, 2012

Ad Size (4-Color)	Dimensions	Monthly Rate
One-Page Bleed	8" x 10.75"	\$2,240.00
2/3 Page (2 Columns)	4.563" x 10"	\$1,750.00
1/2 Page Horizontal	7" x 4.938"	\$1,260.00
1/3 Page Vertical	2.188" x 10"	\$980.00
1/3 Page Square	4.563" x 4.938"	\$980.00
1/6 Page Vertical	2.188" x 4.938"	\$510.00

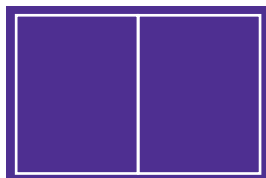
Premium Page Ads	Dimensions	Monthly Rate
Back Cover	8" x 10.75"	\$2,680.00
Inside (Front or Back)	8" x 10.75"	\$2,680.00
Pages 2, 3 or 5	8" x 10.75"	\$2,680.00
Chef's Review Special Section	1/3 Page	\$300.00

General Information:

- No charge for bleed ads.
- Rates effective through December 31, 2011.
- An advertiser who does not complete a contracted schedule will be subject to a short rate.
- Cancellation not accepted after space deadline closing date.



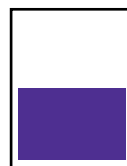
One-Page Bleed



Two-Page Bleed



2/3 Page
(2 Columns)



1/2 Page
Horizontal



1/3 Page
Vertical



1/3 Page
Square



1/6 Page
Vertical