

## 2012 Advertising Rates

3 Issues Published Annually

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

SPRING (Mar/Apr + May/Jun)

SUMMER (Jul/Aug + Sep/Oct)

### Fall 2011/Winter 2012

Space Deadline	August 31, 2011
Ad Materials Deadline	September 2, 2011
Issue Date Nov/Dec	November 4, 2011
Issue Date Jan/Feb	January 6, 2012

### Spring 2012

Space Deadline	December 30, 2011
Ad Materials Deadline	January 6, 2012
Issue Date Mar/Apr	March 2, 2012
Issue Date May/Jun	May 4, 2012

### Summer 2012

Space Deadline	April 30, 2012
Ad Materials Deadline	May 4, 2012
Issue Date Jul/Aug	July 2, 2012
Issue Date Sep/Oct	September 3, 2012

### Fall 2012/Winter 2013

Space Deadline	August 31, 2012
Ad Materials Deadline	September 7, 2012
Issue Date Nov/Dec	November 2, 2012
Issue Date Jan/Feb	January 4, 2013

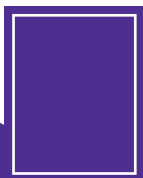
Ad Size (4-Color)	Dimensions	Monthly Rate
<b>One-Page Bleed</b>	<b>8.125" x 10.75"</b>	<b>\$2,240.00</b>
<b>2/3 Page (2 Columns)</b>	<b>4.563" x 10"</b>	<b>\$1,750.00</b>
<b>1/2 Page Horizontal</b>	<b>7" x 4.938"</b>	<b>\$1,260.00</b>
<b>1/3 Page Vertical</b>	<b>2.188" x 10"</b>	<b>\$980.00</b>
<b>1/3 Page Square</b>	<b>4.563" x 4.938"</b>	<b>\$980.00</b>
<b>1/6 Page Vertical</b>	<b>2.188" x 4.938"</b>	<b>\$510.00</b>

Premium Page Ads	Dimensions	Monthly Rate
<b>Back Cover</b>	<b>8.125" x 10.75"</b>	<b>\$2,680.00</b>
<b>Inside (Front or Back)</b>	<b>8.125" x 10.75"</b>	<b>\$2,680.00</b>
<b>Pages 2, 3 or 5</b>	<b>8.125" x 10.75"</b>	<b>\$2,680.00</b>
<b>Chef's Review Special Section</b>	<b>1/3 Page</b>	<b>\$300.00</b>

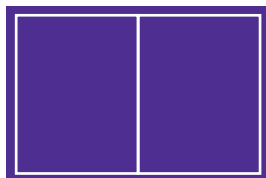
### General Information:

- No charge for bleed ads.
- Rates effective through December 31, 2011.

- First month deposit due at contracted signing
- 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



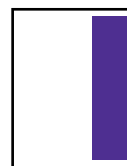
Two-Page Bleed



2/3 Page  
(2 Columns)



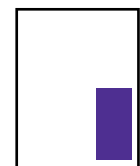
1/2 Page  
Horizontal



1/3 Page  
Vertical



1/3 Page  
Square



1/6 Page  
Vertical