

2020 PRINT RATES

RATEBASE: 300,000

DOMESTIC

FOUR-COLOR RATES

1X	\$45,114	\$36,051	\$30,010	\$18,321	\$11,211
3X	\$44,218	\$35,250	\$29,321	\$17,869	\$10,985
6X	\$42,860	\$34,265	\$28,441	\$17,347	\$10,631
12X	\$40,689	\$32,579	\$27,116	\$16,421	\$10,120
18X	\$38,440	\$30,713	\$25,634	\$15,609	\$9,612
24X+	\$36,206	\$28,907	\$24,095	\$14,668	\$8,999

WORLDWIDE*

FOUR-COLOR RATES

1X	\$50,956	\$40,611	\$33,832	\$20,571	\$12,632
3X	\$49,779	\$39,677	\$33,053	\$20,029	\$12,513
6X	\$48,259	\$38,459	\$32,105	\$19,472	\$11,979
12X	\$45,972	\$36,634	\$30,518	\$18,547	\$11,407
18X	\$43,414	\$34,610	\$28,839	\$17,501	\$10,767
24X+	\$40,863	\$32,568	\$27,116	\$16,493	\$10,120

INTERNATIONAL

FOUR-COLOR RATES

1X	\$14,476	\$11,557	\$9,631	\$5,884	\$3,608
3X	\$14,145	\$11,294	\$9,398	\$5,748	\$3,537
6X	\$13,712	\$10,947	\$9,123	\$5,576	\$3,355
12X	\$13,092	\$10,421	\$8,634	\$5,312	\$3,254
18X	\$12,339	\$9,857	\$8,202	\$5,022	\$3,085
24X+	\$11,605	\$9,277	\$7,750	\$4,721	\$2,897

EUROPEAN

FOUR-COLOR RATES

1X	\$12,227	\$9,748	\$8,134	\$4,966	\$3,122
3X	\$11,956	\$9,525	\$7,953	\$4,853	\$3,051
6X	\$11,605	\$9,247	\$7,704	\$4,703	\$2,957
12X	\$11,030	\$8,796	\$7,336	\$4,484	\$2,821
18X	\$10,413	\$8,321	\$6,934	\$4,236	\$2,664
24X+	\$9,811	\$7,825	\$6,523	\$3,988	\$2,528

* The worldwide edition refers to distribution in both North America and all other international regions.

Rates are negotiable upon program consultation.

All rates are listed as net.

2020 EDITORIAL CALENDAR

	On-Sale Date	Space Close	Print Materials Due
January	12/25/19	11/08/19	11/18/19
February	01/21/20	12/10/19	12/18/19
March	02/25/20	01/10/20	01/17/20
April	03/24/20	02/10/20	02/20/20
May	04/21/20	03/10/20	03/20/20
June	05/26/20	04/10/20	04/20/20
July	06/23/20	05/11/20	05/20/20
August	07/21/20	06/10/20	06/19/20
September	08/25/20	07/10/20	07/20/20
October	09/22/20	08/10/20	08/20/20
November	10/27/20	09/10/20	09/21/20
December	11/24/20	10/09/20	10/20/20

2020 SIGNATURE EDITORIAL PACKAGES

These annual, highly anticipated features allow you to engage our thought-leading audience across multiple platforms. They are guaranteed to give your message an incredible lift in awareness and credibility. Extended content and resources are featured online.

MAY: THE FUTURE OF MEDICINE

Each year, *Scientific American* examines the advances made in healthcare, a look at promising treatments on the horizon, and insights into what the future may hold. This annual package underscores the many ways in which medical science is helping to solve humanity's most challenging problems.

SEPTEMBER: SINGLE-TOPIC ISSUE

Scientific American's single-topic issues invite our readers to take a comprehensive look at a particular subject and to explore it from multiple angles. This year, the single-topic issue will celebrate *Scientific American's* 175th Anniversary as we explore the most awe-inspiring technological advances and innovations propelling humanity forward.

DECEMBER: TOP 10 EMERGING TECHNOLOGIES

Compiled and produced in a collaboration with the World Economic Forum's Expert Network, *Scientific American's* annual report highlights the 10 emerging technologies and disruptive solutions that are poised to change the world.