

SCIENTIFIC AMERICAN

PRINT DEADLINES

	On-Sale Date	Ad Close	Materials Due
January	12.21.21	11.10.21	11.18.21
February	01.25.22	12.10.21	12.15.21
March	02.22.22	01.10.22	01.20.22
April	03.22.22	02.10.22	02.15.22
May	04.26.22	03.10.22	03.21.22
June	05.24.22	04.11.22	04.20.22
July	06.21.22	05.10.22	05.20.22
August	07.26.22	06.10.22	06.20.22
September	08.23.22	07.11.22	07.20.22
October	09.20.22	08.10.22	08.19.22
November	10.25.22	09.09.22	09.20.22
December	11.22.22	10.11.22	10.20.22

SCIENTIFIC AMERICAN

PRINT RATES

RATEBASE: 300,000

DOMESTIC

FOUR-COLOR RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
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

INTERNATIONAL

FOUR-COLOR RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
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

WORLDWIDE*

FOUR-COLOR RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
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

EUROPEAN

FOUR-COLOR RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
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.