

**NEW YORK CITY WORLDWIDE MAGAZINE® MEDIA KIT  
&  
NEW YORK WORLDWIDE FASHION MAGAZINE®  
(New York City Worldwide Magazine® Fashion Edition)  
*The Magazine Geared to Diverse Populations Ages 14 -94***

**Statewide Rates**

	<b>B&amp;W</b>	<b>4C/2C</b>
Rates apply to bleed and non-bleed creative.		
Circulation source: ABC June 2010 Publisher's Statement		
	(USD)	(USD)
<b>Full Page ROB</b>	\$25,000	\$52,000
<b>Full Page Guaranteed</b>	25,000	55,000
<b>Full Page Premium</b>	25,000	55,000
<b>Spread ROB</b>	45,000	82,000
<b>Cover 2 Page 1 Spread</b>	N/A	87,000
<b>1st Spread after Cover 2</b>	32,000	85,000
<b>Cover 3</b>	37,000	70,000
<b>Cover 4</b>	N/A	78,000
<b>2/3 Page</b>	39,000	60,000
<b>1/2 Page</b>	42,000	65,000
<b>1/2 Page Horizontal Spread</b>	40,000	80,000
<b>1/3 Page</b>	12,000	20,000

## **Regional Rates**

**B&W**

**4C/2C**

Rates apply to bleed and non-bleed creative.

Circulation source: ABC June 2010 Publisher's Statement

	(USD)	(USD)
<b>Full Page ROB</b>	\$46,000	\$75,000
<b>Full Page Guaranteed</b>	46,000	93,000
<b>Full Page Premium</b>	46,000	93,000
<b>Spread ROB</b>	52,000	100,000
<b>Cover 2 Page 1 Spread</b>	N/A	106,000
<b>1st Spread after Cover 2</b>	49,000	112,000
<b>Cover 3</b>	52,000	99,000
<b>Cover 4</b>	N/A	97,0000
<b>2/3 Page</b>	58,400	92,000
<b>1/2 Page</b>	59,000	75,000
<b>1/2 Page Horizontal Spread</b>	57,000	95,000
<b>1/3 Page</b>	84,080	50,000

## **United States Rates**

**B&W**

**4C/2C**

Rates apply to bleed and non-bleed creative.

Circulation source: ABC June 2010 Publisher's Statement

	(USD)	(USD)
<b>Full Page ROB</b>	\$99,000	\$149,000
<b>Full Page Guaranteed</b>	120,000	177,000
<b>Full Page Premium</b>	140,000	182,000
<b>Spread ROB</b>	270,000	220,000
<b>Cover 2 Page 1 Spread</b>	N/A	224,000
<b>1st Spread after Cover 2</b>	169,000	324,000
<b>Cover 3</b>	78,000	169,000
<b>Cover 4</b>	N/A	175,00
<b>2/3 Page</b>	122,000	244,310
<b>1/2 Page</b>	83,000	215,580
<b>1/2 Page Horizontal Spread</b>	139,000	220,000
<b>1/3 Page</b>	75,000	129,350

## **Worldwide Rates**

**B&W**

**4C/2C**

Rates apply to bleed and non-bleed creative.

Circulation source: ABC June 2010 Publisher's Statement

	(USD)	(USD)
<b>Full Page ROB</b>	\$186,840	\$287,440
<b>Full Page Guaranteed</b>	186,840	287,440
<b>Full Page Premium</b>	186,840	287,440
<b>Spread ROB</b>	373,680	574,880
<b>Cover 2 Page 1 Spread</b>	N/A	617,970
<b>1st Spread after Cover 2</b>	373,680	574,880
<b>Cover 3</b>	186,840	287,440
<b>Cover 4</b>	N/A	388,020
<b>2/3 Page</b>	158,800	244,310
<b>1/2 Page</b>	140,130	215,580
<b>1/2 Page Horizontal Spread</b>	280,260	431,160
<b>1/3 Page</b>	84,080	129,350