

**Bloomberg  
Businessweek**

**2011  
BLOOMBERG  
BUSINESSWEEK  
RATES**

# 2011 BLOOMBERG BUSINESSWEEK RATES: GLOBAL EDITION

RATE BASE: 900,000	RATE
1 page	\$139,500
2/3 page vertical	\$104,600
1/2 page horizontal	\$87,200
1/3 page vertical	\$55,660
1 and 1/3 page	\$279,000
2nd cover spread	\$334,800
Opposite TOC	\$153,450
3th cover	\$153,450
4th cover	\$181,350

## FREQUENCY:

Published 50x a year.

## PREMIUM POSITIONS

Limited premium positions available including covers, center spread, and selected editorial adjacencies. Based on availability.

## COMPETITIVE SEPARATION

Advertisers are guaranteed a three page competitive separation; separation not guaranteed in "Focus On" section.





# 2011 WEB RATES: BANNER ADS

AD SIZE	NET CPM
728x90	\$115
300x250	\$144
300x600	\$220
Prestitial 640x480	\$231
120x60	\$58
Text	\$18

Special targeting, new/beta products, exclusive content, and sponsorships carry incremental space and sponsorship charges of 50%.

