

Old House JOURNAL



2008 Mail Order Advertising Rates

EFFECTIVE 2008

Annuals

Old-House Journal's Restoration Directory
Old-House Journal's Traditional Products

4-COLOR (GROSS)	1X	3X	6X	8X	12X
Full Page	\$8,002	\$7,825	\$7,480	\$7,167	\$6,624
2/3 Page	\$6,900	\$6,274	\$5,873	\$5,623	\$5,324
1/2 Island	\$6,070	\$5,747	\$5,439	\$5,194	\$4,985
1/2 Page	\$5,257	\$5,005	\$4,735	\$4,505	\$4,254
1/3 Page	\$4,004	\$3,753	\$3,617	\$3,440	\$3,283
1/4 Page	\$3,184	\$3,012	\$2,855	\$2,709	\$2,605
1/6 Page	\$2,125	\$2,020	\$1,900	\$1,817	\$1,728
1/12 Page	\$1,670	\$1,525	\$1,472	\$1,383	\$1,331

2-COLOR (GROSS)	1X	3X	6X	8X	12X
Full Page	\$6,958	\$6,603	\$6,248	\$5,946	\$5,648
2/3 Page	\$5,658	\$5,360	\$5,080	\$4,818	\$4,578
1/2 Island	\$5,173	\$4,922	\$4,682	\$4,254	\$4,223
1/2 Page	\$4,546	\$4,290	\$4,066	\$3,858	\$3,664
1/3 Page	\$3,539	\$3,367	\$3,169	\$3,012	\$2,871
1/4 Page	\$2,740	\$2,620	\$2,469	\$2,344	\$2,229
1/6 Page	\$1,843	\$1,738	\$1,655	\$1,571	\$1,493
1/12 Page	\$1,383	\$1,325	\$1,268	\$1,211	\$1,096

B&W (GROSS)	1X	3X	6X	8X	12X
Full Page	\$5,784	\$5,497	\$5,204	\$4,943	\$4,714
2/3 Page	\$4,703	\$4,463	\$4,223	\$4,015	\$3,826
1/2 Island	\$4,322	\$4,087	\$3,873	\$3,732	\$3,503
1/2 Page	\$3,758	\$3,555	\$3,377	\$3,195	\$3,043
1/3 Page	\$2,939	\$2,850	\$2,641	\$2,500	\$2,412
1/4 Page	\$2,270	\$2,145	\$2,030	\$1,937	\$1,832
1/6 Page	\$1,530	\$1,440	\$1,368	\$1,295	\$1,227
1/12 Page	\$987	\$950	\$893	\$845	\$820

PREMIUM RATES (GROSS)	
Inside Front Cover	\$15,347
Inside Back Cover	\$12,784
Back Cover	\$15,827
Page 1	\$11,802
Pages 3, 5	\$11,687
Pages 7, 9	\$11,573

CLASSIFIED ADVERTISING	PRODUCT SHOWCASE
Classified	\$625
Display (2" ad)	\$340
Display (1" ad)	\$205

(GROSS)	4-COLOR	B&W
Full Page	\$5,215	\$3,654
2/3 Page	\$3,654	\$2,500
1/2 Page	\$2,761	\$1,999
1/3 Page	\$1,884	\$1,331
1/4 Page	\$1,639	\$1,164
1/6 Page	\$1,409	\$1,007
1/12 Page	\$1,065	\$745

COVER RATES (GROSS)	
Inside Front	\$9,150
Inside Back	\$8,169
Back	\$9,939
Pages 1,3,5,7,9	\$5,475

Closing and On-Sale Dates

Old-House Journal

ISSUE	AD CLOSE	AD MATERIALS DUE	ON SALE
Jan/Feb (2008)	10/26/07	11/2/07	1/1/08
Mar/Apr	12/28/07	1/4/08	2/26/08
May/June	2/22/08	2/29/08	4/29/08
Jul/Aug	4/25/08	5/2/08	7/1/08
Sep/Oct	6/27/08	7/3/08	9/2/08
Nov/Dec	8/29/08	9/5/08	11/4/08
Jan/Feb (2009)	10/31/08	11/7/08	1/6/09

ANNUALS			
2008 Restoration Directory	2/8/08	2/15/08	4/15/2008
2008 Traditional Products	6/6/08	6/13/08	8/12/2008

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