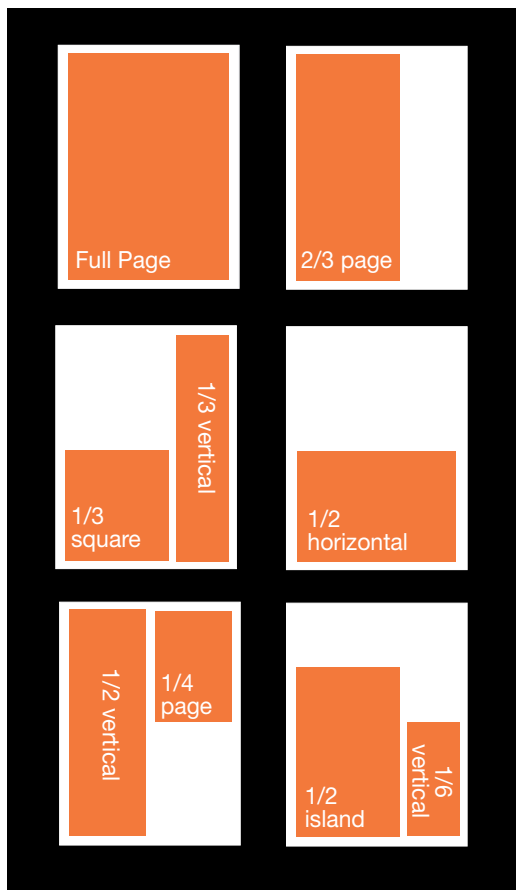


POWER 2018 INTERNATIONAL RATES

*EXCLUDING ALL SUBSCRIBERS FROM THE U.S. AND CANADA



ADVERTISING RATES (includes 4-color)

Color (4c)	1x	6x	12x	18x
Full Page	\$5,255	\$4,995	\$4,540	\$4,430
2/3 Page (vertical)	\$4,325	\$4,120	\$3,915	\$3,710
1/2 Page (island)	\$3,680	\$3,530	\$3,375	\$3,220
1/2 Page	\$3,605	\$3,450	\$3,295	\$3,140
1/3 Page	\$2,885	\$2,730	\$2,575	\$2,420
1/4 Page	\$2,165	\$2,030	\$1,905	\$1,760

AD SIZES

	Width x height (inches)	Width x height (metric)
Magazine Trim Size	7.875" x 10.750"	200mm x 273mm
Full Page w/bleed	8.125" x 11.000"	206mm x 279mm
Live Area	7.000" x 10.000"	178mm x 254mm
2/3 Page – Vertical	4.500" x 9.500"	114mm x 241mm
1/2 Page – Island	4.500" x 7.500"	114mm x 191mm
Horizontal	7.000" x 4.750"	178mm x 121mm
1/3 Page – Vertical	2.125" x 9.500"	54mm x 241mm
Square	4.500" x 4.750"	114mm x 121mm
1/4 Page – Vertical	3.375" x 4.750"	86mm x 121mm
1/6 Page – Vertical	2.125" x 4.750"	54mm x 121mm
2 Page Spread	15.750" x 10.750"	400mm x 273mm
w/bleed	16.000" x 11.000"	406mm x 279mm
Live Area	15.000" x 10.000"	381mm x 254mm

LIVE AREA – KEEP ALL TEXT AND IMPORTANT GRAPHICS WITHIN THIS AREA



CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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