

InStyle rates

2006

Rate Base 1,700,000 (effective with the Jan.'06 issue)

CPM \$68.47

| R.O.B. | Rates |
|-----------------------|--------------|
| Full Page | \$116,400 |
| CV2 | \$147,800 |
| CV3 | \$134,400 |
| CV4 | \$163,400 |
| 1/3 Vertical Page | \$55,700 |
| 1/2 Page | \$76,000 |
| 2/3 Page | \$94,100 |
| Insert Units | Rates |
| Supplied Scent Strip* | \$116,400 |
| We Print BRC | \$116,400 |
| Supplied BRC | \$93,120 |

* Add applicable postal premium.

NOTE: *In Style* does not charge a premium for bleed creative. Gross rates reflected.