

Old House JOURNAL



2008 General Advertising Rates

EFFECTIVE 2008

4-COLOR (GROSS)	1X	3X	6X	8X	12X
Full Page	\$14,673	\$13,812	\$13,580	\$13,348	\$11,458
2/3 Page	\$11,338	\$10,142	\$10,012	\$9,871	\$8,952
1/2 Island	\$10,664	\$9,985	\$9,234	\$8,822	\$8,430
1/2 Page	\$8,503	\$7,987	\$7,423	\$7,078	\$6,750
1/3 Page	\$6,368	\$5,998	\$5,538	\$5,288	\$5,048
1/4 Page	\$4,964	\$4,682	\$4,333	\$4,119	\$3,915
1/6 Page	\$3,325	\$3,080	\$2,908	\$2,761	\$2,620
1/12 Page	\$2,302	\$2,187	\$2,041	\$1,895	\$1,843

2-COLOR (GROSS)	1X	3X	6X	8X	12X
Full Page	\$13,222	\$12,434	\$11,541	\$10,988	\$10,247
2/3 Page	\$10,247	\$10,215	\$8,905	\$8,477	\$7,882
1/2 Island	\$9,568	\$9,005	\$8,336	\$7,955	\$7,580
1/2 Page	\$7,724	\$7,198	\$6,676	\$6,389	\$6,070
1/3 Page	\$5,747	\$5,439	\$4,990	\$4,750	\$4,525
1/4 Page	\$4,463	\$4,233	\$3,899	\$3,722	\$3,529
1/6 Page	\$3,127	\$2,965	\$2,730	\$2,605	\$2,469
1/12 Page	\$2,187	\$2,078	\$1,811	\$1,822	\$1,728

B&W (GROSS)	1X	3X	6X	8X	12X
Full Page	\$12,491	\$11,740	\$10,878	\$10,372	\$9,860
2/3 Page	\$9,641	\$9,057	\$8,409	\$8,002	\$7,615
1/2 Island	\$9,041	\$8,503	\$7,867	\$7,501	\$7,167
1/2 Page	\$7,224	\$6,812	\$6,310	\$6,040	\$5,737
1/3 Page	\$5,580	\$5,105	\$4,719	\$4,505	\$4,286
1/4 Page	\$4,223	\$3,983	\$3,690	\$3,513	\$3,335
1/6 Page	\$2,950	\$2,793	\$2,584	\$2,459	\$2,333
1/12 Page	\$2,062	\$1,947	\$1,811	\$1,723	\$1,613

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

Annuals

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

(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

PREMIUM 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

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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