



# FORTUNE

## OPEN RATES

	FORTUNE US	FORTUNE EUROPE	FORTUNE ASIA
Edition	FULL RUN	FULL RUN	FULL RUN
RateBase (000)	830		
<b>4-COLOR RATES</b>			
Full page	US\$180,800	US\$33,700	US\$27,400
Full page Premium	n/a	n/a	n/a
2/3 page	US\$144,700	US\$27,000	US\$22,000
1/2 page	US\$117,600	US\$22,000	US\$17,900
1/3 page	US\$81,400	US\$15,200	US\$12,400
Cover 2 Page 1 Spread	US\$434,000	US\$74,200	US\$60,300
cover 3	US\$198,900	US\$37,100	US\$30,200
cover 4	US\$253,200	US\$43,900	US\$35,700
<b>BLACK &amp; WHITE RATES</b>			
Full page	US\$126,600	US\$23,800	US\$19,300
2/3 page	US\$101,300	US\$19,200	US\$15,500
1/2 page	US\$82,300	US\$15,500	US\$12,600
1/3 page	US\$57,000	US\$10,900	US\$8,700
<b>BRC INSERT CARDS</b>			
Reg - Supplied	US\$144,640	N/A	N/A
Reg - We-Print	US\$180,800	N/A	N/A
Oversize-Supplied	US\$162,720	N/A	N/A
Oversize-We-Print	US\$207,920	N/A	N/A

	FORTUNE CHINA
Edition	FULL RUN
<b>4-COLOR RATES</b>	
Full page	US\$52,800
2/3 page	US\$37,000
1/2 page	US\$29,100
1/3 page	US\$21,100
1/5 page	N/A
Outside Back Cover	US\$116,200
Front Cover Gatefold	US\$161,600
Inside Front Cover Spread	US\$147,900
2nd Double Page Spread	US\$126,700
1st Table of Content	US\$68,600
2nd Table of Content	US\$60,700
3rd Table of Content	US\$60,700
Inside Back Cover	US\$60,700
<b>BLACK &amp; WHITE RATES</b>	
Full page	US\$35,600
2/3 page	US\$25,000
1/2 page	US\$19,500
1/3 page	US\$14,200