

the  
**FASHION GROUP**

ELLE • HARPER'S BAZAAR • MARIE CLAIRE

**2020 ADVERTISING RATES**

General display rates (effective with February 2020 issue)\*

RATE BASE	ELLE 1,050,000	BAZAAR 750,000	marie claire 950,000
FULL PAGE	\$189,925	\$180,330	\$179,640
2/3 PAGE	\$144,335	\$138,945	\$143,735
1/2 PAGE	\$132,985	\$126,235	\$116,760
1/3 PAGE	\$102,590	\$95,220	\$87,200
COVER 2 / 2ND COVER 2	\$237,445	\$225,415	\$215,580
COVER 3	\$208,915	\$198,370	\$188,635
COVER 4	\$246,900	\$234,435	\$207,050

Standard Rates for all Colorations  
All Rates Stated Gross before Agency Commission  
Maximum Cover Discount is 25%

————— *the* —————  
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## 2020 GENERAL AD SPECS

SIZE	BLEED (w" x h")	TRIM	LIVE/NON-BLEED
SPREAD	16.5" x 11.125"	16" x 10.875"	15.5" x 10.375"
PAGE	8.25" x 11.125"	8" x 10.875"	7.5" x 10.375"
2/3 VERTICAL	5.25" x 11.125"	5" x 10.875"	4.5" x 10.375"
1/2 VERTICAL	4.125" x 11.125"	3.875" x 10.875"	3.375" x 10.375"
1/2 HORIZONTAL SPREAD	16.5" x 5.5"	16" x 5.25"	15.5" x 4.75"
1/2 HORIZONTAL	8.25" x 5.5"	8" x 5.25"	7.5" x 4.75"
1/3 VERTICAL	3" X 11.125"	2.75" X 10.875"	2.25" X 10.375"
1/3 SQUARE	5" X 5.5"	4.75" X 5.25"	4.25" X 4.75"
SCENT STRIP DELIVERED SIZE (FOLDED)		7.96875"x11.125"	

## MARCH & SEPTEMBER AD SPECS

SIZE	BLEED (w" x h")	TRIM	LIVE/NON-BLEED
SPREAD	18" x 11.125"	17.75" x 10.875"	17.25" x 10.375"
PAGE	9.125" x 11.125"	8.875" x 10.875"	8.375" x 10.375"
2/3 VERTICAL	6" x 11.125"	5.75" x 10.875"	5.25" x 10.375"
1/2 VERTICAL	4.5" x 11.125"	4.25" x 10.875"	3.75" x 10.375"
1/2 HORIZONTAL SPREAD	18" x 5.5"	17.75" x 5.25"	17.25" x 4.75"
1/2 HORIZONTAL	9.125" x 5.5	8.875" x 5.25	8.375" x 4.75"
1/3 VERTICAL	3" X 11.125"	2.75" X 10.875"	2.25" X 10.375"
1/3 SQUARE	6" X 5.5"	5.75" X 5.25	5.25" X 4.75"
SCENT STRIP DELIVERED SIZE (FOLDED)		8.84375"X11.125"	