

# COSMETIC WORLD 2008 RATES

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**EFFECTIVE: JANUARY 1, 2008 THROUGH DECEMBER 31, 2008**

Publisher & Editor: John G. Ledes  
President & CEO: George Ledes

## ADVERTISING INQUIRIES

Tel: 212-840-8800 x245

## ADVERTISING RATES

### FOUR COLOR

	1X	6X	12X	25X
1 page	\$6,500.00	\$5,384.00	\$4,828.00	\$4,483.00
1/2 page	\$4,563.00	\$3,766.00	\$3,395.00	\$3,157.00

### BLACK AND WHITE

	1X	12X
1 page	\$3,925.00	\$3,368.00
1/2 page	\$3,077.00	\$2,758.00

(Horizontal only)

### INK

Fifth color: Add.....	\$1,000.00
Second color: Add.....	\$ 800.00

### BLEED

Per page, extra 5%

### SPECIAL POSITIONS

Second cover: Add.....	\$928.00
Third cover: Add.....	\$557.00
Fourth cover: Add.....	\$610.00
Center spread: Add.....	\$769.00

### INSERTS

Two page furnished insert earned base rate of \$7,849.00, plus \$849.00 net for handling. Acceptance of inserts subject to publisher's approval. Please send specifications. Inserts cannot be cancelled.

### WRAP AROUND

\$15,500 net

### COMMISSION & TERMS

15%—to recognized agencies. Net 30 days.

### CLOSING DATES

Insertion orders: 30 days prior to publication date.

Materials: 15 days prior to publication date.

Published weekly on Monday except for the first week of July and the last week of December.

### CANCELLATIONS

All cancellations of advertising in *Cosmetic World* must be received in writing at least two weeks prior to closing date.

All cancellations received after that date, without future rescheduling, will be assessed the applicable page rate, unless otherwise stipulated by the publisher..

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