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RATES 2002

**THE
FRANCHISE**

**EDITORIAL
CALENDAR**

**READERSHIP
&
CIRCULATION**

**SPECIAL
OPPORTUNITIES**

**SIKIDS.COM
MEDIA KIT**

RATE CARD #13 ADVERTISING RATES RATE BASE 950,000

UNIT	OPEN RATE
Cover IV	\$75,400
Cover III	63,800
Cover II Spread	133,400
Centerspread	127,600
1st Spread (follows CII Spread)	121,800
Full Page	58,000
1/2 Page	34,800
1/3 Page (vertical)	25,100
Std. We-Print BRC*	58,000
Std. Supplied BRC*	46,400
Sports Card Stub (4 1/4" x 10 1/2", 130#)	58,000
+ \$15,000 non-commissionable production premium	
Sports Card Single Sheet Insert (8" x 10 1/2", 130#)	116,000
+ \$25,000 non-commissionable production premium	

*Rates are regardless of coloration or bleed.

*Please contact your SI For Kids sales representative for gatefolds, insert and custom regional rates, production premiums and other special availabilities.

*Business Reply Card (BRC) - Standard size 5 5/8" width x 4 1/4" length. Standard weight is 75# card stock, 7 point thickness. A premium will be charged for cards exceeding these parameters.

FREQUENCY & DOLLAR VOLUME DISCOUNTS

NEPS	ADJUSTED GROSS SPENDING	EARNED DISCOUNT	DISCOUNTED PAGE RATE <i>(commissionable)</i>
1.00	\$ 0 - \$173,999	0%	\$58,000
3.00	\$174,000 - \$347,999	5%	\$55,100
6.00	\$348,000 - \$521,999	8%	\$53,360
9.00	\$522,000 - \$695,999	10%	\$52,200
12.00	\$696,000 OR MORE	12%	\$51,040

Discounts are based on total number of pages or spending during a one-year contract period. Frequency discounts should be applied on a National Equivalent Page (NEP) basis, or Dollar Volume discounts should be applied based on total gross spending at the open rate after deducting production allowances for supplied units.

For additional info, go to www.sikids.com/magmediakit/index.html or call our Publisher at 212-522-4009.

