

DATE	FORTUNE US GROSS OPEN RATE	FORTUNE US NET OPEN RATE	FORTUNE EUROPE	FORTUNE ASIA	FORTUNE CHINA
Full Page	\$171,600	\$145,860	\$34,800	\$28,300	\$52,800
2/3 Page	\$137,000	\$116,450	\$27,900	\$22,700	\$37,000
1/2 Page	\$112,000	\$95,200	\$22,700	\$18,500	\$29,100
1/3 Page	\$77,000	\$65,450	\$15,700	\$12,800	\$21,100
1/6 Page	43,000	\$36,550	n/a	n/a	n/a
Cover 2	\$205,920	\$175,032	\$41,800	\$33,900	\$74,000
C2P1	\$377,520	\$320,892	\$76,500	\$62,200	\$147,900
Cover 3	\$188,863	\$160,533	\$38,300	\$31,200	\$60,700
Cover 4	\$240,240	\$204,204	\$45,300	\$36,800	\$116,200
Spread	\$343,200	\$291,720	\$69,500	\$56,500	\$105,600
PBW	\$120,223	\$102,189	\$24,600	\$19,900	\$35,600
2/3 PBW	\$96,000	\$81,600	\$19,800	\$16,000	\$25,000
1/2 PBW	\$78,000	\$66,300	\$16,000	\$13,000	\$19,500
1/3 PBW	\$54,000	\$45,900	\$11,300	\$9,000	\$14,290

2024 OPEN RATES. ALL RATES ARE IN USD.

As of January 2024