

PC WORLD - RATES 2010					
Format	Type size (mm)	Bleed size (mm)	B/W+ 1 add. colour (USD)	B/W+ 2 add. colour (USD)	Full colour (USD)
Cover IV	182 × 237	210 × 285	–	–	4530
Cover II	182 × 237	210 × 285	–	–	4280
Cover III	182 × 237	210 × 285	–	–	3830
1/1	182 × 237	210 × 285	2210	2560	3500
2/3 horizontal	182 × 156	210 × 188	1780	2070	2840
2/3 vertical	119,5 × 237	138,5 × 237	1780	2070	2840
1/2 horizontal	182 × 116	210 × 140	1200	1380	1890
1/2 vertical	89 × 237	102 × 285	1200	1380	1890
1/3 horizontal	182 × 76	210 × 92	1010	1170	1580
1/3 vertical	57 × 237	67 × 285	1010	1170	1580
1/4 horizontal	182 × 57	210 × 69	720	830	1130
1/4 vertical	89 × 116	–	720	830	1130
1/4 column	42 × 237	57 × 285	720	830	1130
1/8 horizontal	89 × 57	–	380	440	580
1/8 vertical	42 × 116	–	380	440	580
1/16	42 × 57	–	210	240	330
Banner	182 × 30	–	–	–	550

INSERT	Loose insert (USD/cps)	Fixed insert (USD/cps)	Bound-in insert (USD/cps)
Up to 50 g 0	0.17	0.18	0.21
Up to 100 g 0	0.20	0.21	0.25
CD & DVD	55/MB		

PC WORLD - SCHEDULE 2010				
	On sale date	Ordering deadline	Copy deadline	Insertion deadline
1	January 7.	December 14.	December 18.	December 28.
2	February 4.	January 18.	January 22.	January 29.
3	March 4.	February 15.	February 19.	February 26.
4	April 1.	March 16.	March 19.	March 26.
5	May 6.	April 19.	April 23.	April 29.
6	June 3.	May 17.	May 21.	May 28.
7	July 1.	June 14.	June 18.	June 25.
8	August 5.	July 19.	July 23.	July 30.
9	September 2.	August 16.	August 19.	August 27.
10	October 7.	September 20.	September 24.	September 30.
11	November 4.	October 18.	October 22.	October 29.
12	December 2.	November 15.	November 19.	November 26.