

## PC WORLD - RATES 2012

Format	Type size	Bleed size	B/W+ 1 add. colour	B/W+ 2 add. colour	Full colour
	(mm)	(mm)	(USD)	(USD)	(USD)
Cover IV	182x237	210x285	-	-	4,500
Cover II	182x237	210x285	-	-	4,300
Cover III	182x237	210 x 285	-	-	3,900
1/1	182x237	210 x 285	2,200	2,600	3,500
2/3 horizontal	182x156	210x188	1,800	2,100	2,900
2/3 vertical	119,5 x 237	138,5 x 237	1,800	2,100	2,900
1/2 horizontal	182x116	210x 140	1,200	1,400	1,900
1/2 vertical	89 x 237	102 x 285	1,200	1,400	1,900
1/3 horizontal	182x76	210x92	1,050	1,200	1,600
1/3 vertical	57 x 237	67 x 285	1,050	1,200	1,600
1/4 horizontal	182x57	210x69	750	850	1,150
1/4 vertical	89 x 116	-	750	850	1,150
1/4 column	42 x 237	57 x 285	750	850	1,150
1/8 horizontal	89x57	-	400	450	600
1/8 vertical	42 x 116	-	400	450	600
Banner	182x30	-	-	-	550

Insert	Loose insert		Fixed insert		Bound-in insert
	(USD/cp)		(USD/cp)		(USD/cp)
Up to 50 gr	0.17		0.19		0.21
Up to 100 gr	0.20		0.22		0.25

## PC WORLD - SCHEDULE 2012

Issue	On-sale date	Ordering deadline	Copy deadline	Insertion deadline
1	January 6.	December 13.	December 16.	December 20.
2	February 3.	January 16.	January 19.	January 25.
3	March 2.	February 12.	February 15.	February 22.
4	April 6.	March 19.	March 22.	March 28.
5	May 4.	April 16.	April 19.	April 25.
6	June 1.	May 14.	May 17.	May 23.
7	July 6.	June 18.	June 21.	June 27.
8	August 3.	July 16.	July 19.	July 25.
9	September 7.	August 20.	August 23.	August 29.
10	October 5.	September 17.	September 20.	September 26.
11	November 6.	October 19.	October 22.	October 26.
12	December 7.	November 19.	November 22.	November 28.