

**Bloomberg
Businessweek**

**2011
BLOOMBERG
BUSINESSWEEK
RATES**

2011 BLOOMBERG BUSINESSWEEK RATES: GLOBAL EDITION

RATE BASE: 900,000	RATE
1 page	\$139,500
2/3 page vertical	\$104,600
1/2 page horizontal	\$87,200
1/3 page vertical	\$55,660
1 and 1/3 page	\$279,000
2nd cover spread	\$334,800
Opposite TOC	\$153,450
3th cover	\$153,450
4th cover	\$181,350

FREQUENCY:

Published 50x a year.

PREMIUM POSITIONS

Limited premium positions available including covers, center spread, and selected editorial adjacencies. Based on availability.

COMPETITIVE SEPARATION

Advertisers are guaranteed a three page competitive separation; separation not guaranteed in "Focus On" section.



2011 BLOOMBERG BUSINESSWEEK RATES

REGIONALS/METRO EDITIONS	RATE	RATE BASE
Northeast	\$45,800	155,000
Midwest	\$35,000	115,000
California	\$35,000	115,000
New York Metro	\$27,700	80,000
Washington/Baltimore	\$12,400	35,000
Chicago	\$12,400	35,000

Custom state/metro buys: rates available on request, 150,000 circulation minimum

Frequency: Regionals, metros, and custom state/metro ad editions are available 12x a year on: 1/10, 2/7, 3/7, 4/4, 5/2, 6/6, 7/4, 8/1, 9/5, 10/3, 11/7, 12/5

Fractional units not available.

No position, editorial adjacency, or competitive separation guaranteed.

A 10% margin should be allowed in the circulation of the U.S. regional, metro, and custom editions.

Regional, metro, and custom buys are not available on the newstand.

REGIONAL/METRO DEFINITIONS

Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, and Vermont.

Midwest: Illinois, Indiana, Michigan, Ohio, and Wisconsin.

New York Metro: Three digit zip code ranges 068-076,078,079,088,089,100-119

New York: New York City, Nassau, Rockland, Suffolk, and Westchester counties; parts of Orange County.

New Jersey: Bergen, Essex, Hudson, Morris, Passaic, Union, and parts of Hunterdon, Middlesex, Somerset, Sussex, and Warren Counties

Connecticut: Part of Fairfield County

Chicago Metro: Three digit zip code ranges 600-608

Cook, DeKalb, Dupage, Grundy, Kane, Kendall, LaSalle, Lake, McHenry, Will

Washington/Baltimore: Three digit zip ranges 200-215, 217-223

District of Columbia

Maryland: Allegany, Anne Arundel, Baltimore, Calvert, Caroline, Carrol, Cecil, Charles, Dorchester, Frederick, Harford, Howard, Kent, Montgomery, Prince Georges, Queen Annes, St. Marys, Talbot, Washington

Virginia: Arlington, Clarke, Culpepper, Farifax, Fauquier, Frederick, King George, Louden, Page, Prince William, Rappahannock, Shenandoah, Spotsylvania, Stafford, Warren, Westmoreland

West Virginia: Berkeley, Hampshire, Jefferson, Mineral, Morgan

Pennsylvania: Franklin



2011 BLOOMBERG BUSINESSWEEK RATES (CONT.)

INTERNATIONAL NETWORK OF LOCAL EDITIONS

AL-ARABIYA

AVG. CIRCULATION: 30,000	4-COLOR
Full Page	\$7,800

Frequency: Bloomberg Businessweek Al-Arabiya is published 12x a year.

CHINA

AVG. CIRCULATION: 160,000	4-COLOR
Full Page	\$26,600

Frequency: Bloomberg Businessweek/China is published 12x a year.

INDONESIA

AVG. CIRCULATION: 27,000	4-COLOR
Full Page	\$3,630

Frequency: Bloomberg Businessweek Indonesia Edition is published 40x a year.

THAILAND

AVG. CIRCULATION: 15,000	4-COLOR
Full Page	\$2,000

Frequency: Bloomberg Businessweek Thailand is published 24x a year.

TURKIYE

AVG. CIRCULATION: 25,000	4-COLOR
Full Page Right	\$7,200

Frequency: Bloomberg Businessweek Turkiye is published 47x a year.

*All rates are in U.S. dollars.



2011 WEB RATES: BANNER ADS

AD SIZE	NET CPM
728x90	\$115
300x250	\$144
300x600	\$220
Prestitial 640x480	\$231
120x60	\$58
Text	\$18

Special targeting, new/beta products, exclusive content, and sponsorships carry incremental space and sponsorship charges of 50%.



2011 BLOOMBERG BUSINESSWEEK PRINT ADVERTISING TERMS AND CONDITIONS

BOOKINGS

1. The placing with Bloomberg Businessweek ("Publisher") of a booking for the insertion of an advertisement within Publisher's Bloomberg Businessweek magazine (the "Magazine") will amount to acceptance of these Terms and Conditions (the "Conditions") by the party placing the booking ("Buyer"). Any other conditions applicable to this arrangement shall be deemed null and void to the extent they are inconsistent with the Conditions. In these Conditions the "Advertiser" means the legal person either advertising the products or services promoted in the Advertisement or making the announcement contained in it.
2. The Buyer contracts with the Publisher as principal.
3. If the Buyer is acting as the advertising agency or media buyer for the Advertiser or in some other representative capacity, the Buyer warrants that it is authorized by the Advertiser to place the Advertisement with the Publisher and will indemnify the Publisher against any claim made by the Advertiser against the Publisher arising from its publication.

ACCEPTANCE OF ADVERTISEMENTS

4. The Publisher reserves the right to decline or cancel any advertisement at any time without liability to Advertiser or Buyer.
5. Advertisements which, in the sole and absolute judgment of the Publisher, create the impression that they are Bloomberg Businessweek editorial material will be declined. The word "ADVERTISEMENT" in 12 point Arial font shall be printed at the top of the advertisements that in any way resemble general editorial material.
6. The Advertiser and its advertising agency, jointly and severally, agree to indemnify, defend, and save harmless the Publisher, its affiliates, and its and their employees, and agents from any claims, actions, expenses, costs (including legal costs) or losses based on or arising out of anything contained in such advertising, including, without limitation, the unauthorized use of any intellectual property, any person's name or photograph or copyrighted material, obscene language, libelous statements, invasion of privacy, or anything unlawful in connection with advertising purchased according to the terms laid out in this document.
7. The Buyer represents and warrants that the Advertisement complies with all national and international legal and regulatory requirements and codes of practice (whether voluntary or obligatory), in all jurisdictions in which the Advertisement will appear.
8. To the full extent permitted by law, the Publisher will not be liable for any loss or damage, whether direct or indirect, including consequential loss or any loss of profits or similar loss, in contract or tort or otherwise, relating to the Advertisement, the applicable insertion order, or these Conditions or any error in the Advertisement or any failure of the Advertisement to appear for any cause whatsoever.
9. The Publisher is not liable for the failure to publish or circulate any part of an issue or issues because of, without limitation, acts of God, strikes, work stoppages, national emergencies, or circumstances beyond Bloomberg Businessweek's control.
10. All advertising position clauses on insertion orders are treated as requests. Since editorial requirements change as issue production progresses, the publisher cannot guarantee specific editorial positioning requests. Advertisers are guaranteed a three page competitive separation in the global edition.



