

# POPULAR MECHANICS

## 2024 **PRINT RATES**

### RUN OF BOOK OPEN RATES

|          |           |
|----------|-----------|
| Page     | \$120,940 |
| 2/3 Page | \$87,080  |
| 1/2 Page | \$68,940  |
| 1/3 Page | \$49,590  |

### COVER OPEN RATES

|           |           |
|-----------|-----------|
| 2nd Cover | \$145,130 |
| 3rd Cover | \$139,090 |
| 4th Cover | \$157,210 |

All rates are gross

