

TheMarket!® Magazine & Atlanta Buyer's Guide Advertising Rates

TheMarket!® Magazine Exhibitor Advertising Rates

January and July Market Editions

SPACE	FULL RATE	ONE TIME RATE	MULTIPLE ISSUES/ MULTIPLE ADS
Full Page	\$5,825	\$5,245	\$4,675
Half Page (vertical or horizontal)	\$3,465	\$3,145	\$2,810
1/3 Page	\$2,825	\$2,515	\$2,325
Quarter Page	\$2,125	\$1,920	\$1,710
1/6 Page	\$1,155	\$1,050	\$935
Premium Display*	\$6,525	N/A	N/A
Premium Map Display*	\$4,850	N/A	N/A
Island	\$4,620	N/A	N/A
Back Cover*	\$12,750	N/A	N/A
Inside Front Cover*	\$10,250	N/A	N/A
Inside Back Cover*	\$10,250	N/A	N/A
Tab/Fronts	\$9,925	N/A	N/A
Tabs/Backs	\$7,500	N/A	N/A
Spread (Two Facing Pages)	\$9,500	N/A	\$8,375
Pull-out Advertising (4 pg. minimum, 2 pg. increments)	\$4,725 per pg.	N/A	N/A
Belly Band	\$42,000	N/A	N/A

*All Tab, Cover & Premium Display Contracts are Subject to the Publisher's Approval.

INDUSTRY SECTIONS AVAILABLE

- *What's New
- *Home Accents, Furnishings & Fine Linens
- *Area Rugs
- *Gift & Resort, Gourmet/Housewares
- *Holiday and Floral/Home Décor
- *Living. Outdoor/Indoor.® The Gardens®
- *General Gift
- *Tabletop, Fine Gifts & Accessories
- *Temporaries
- *Fashion Accessories & Fine Jewelry
- *AmericasMart's Children's World®
- *Apparel
- *Atlanta Decorative Arts Center

Atlanta Buyer's Guide Advertising Rates

January and July Editions

SPACE	FULL RATE	ONE TIME RATE	MULTIPLE ISSUES/ MULTIPLE ADS
Full Page	\$4,410	\$3,940	\$3,520
Half Page (vertical or horizontal)	\$2,500	\$2,205	\$1,920
1/4 Page	\$945	\$840	\$765
Inside Front Cover	\$5,575	N/A	N/A
Inside Back Cover	\$5,575	N/A	N/A
Back Cover	\$7,350	N/A	N/A
B/W Logo in Alphabetical Listing	\$375	N/A	\$315
Color Logo in Alphabetical Listing	\$500	N/A	\$425
Pull-Out Advertising (4 pg. minimum, 2 pg. increments)	\$4,200	N/A	per pg. N/A
Bookmark	\$10,500	N/A	N/A
Belly Band	\$26,250	N/A	N/A

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Atlanta Buyer's Guide Advertising Rates

March and September Editions

SPACE	FULL RATE	MULTIPLE ISSUES/ MULTIPLE ADS
Back Cover	\$4,100	N/A
Inside Covers	\$2,940	N/A
Full Page	\$1,050	\$790
Half Page (vertical or horizontal)	\$675	\$525
1/4 Page	\$475	\$395
B/W Logo in Alphabetical Listing	\$250	\$210
Bookmark	\$6,825	N/A

All rates are net to the Advertiser. All ads are full color.
In trying to keep advertising costs down, agency discounts are no longer accepted.