

# BetterInvesting Magazine Rates

	Frequency Discounts				
Color Rates	1 Time	2 Times	3 Times	6 Times	10 Times
Full page	\$4,000	\$3,880	\$3,640	\$3,420	\$3,200
2/3 page	3,170	3,075	2,890	2,710	2,540
1/2 page	2,660	2,580	2,425	2,275	2,130
1/3 page	1,880	1,830	1,710	1,600	1,500
1/6 page	1,150	1,120	1,050	980	920

	Frequency Discounts				
	1 Time	2 Times	3 Times	6 Times	10 Times
2nd cover	\$5,000	\$4,850	\$4,750	\$4,450	\$4,250
3rd cover	4,400	4,268	4,180	3,916	3,740
4th cover i.e back page	5,400	5,238	5,130	4,806	4,590

- All ads will appear in all three editions: print, online and in app.
- All rates are net of agency discount.
- Corporate partners only: additional 10% discount.
- Note: Advertising rates are reviewed annually.
- No bleed charge.
- All ads must comply with and meet criteria set within, NAIC/BetterInvesting Sponsorship and Advertising Policy.
- Two-page spreads are charged at individual rates and count as two units for purposes of determining frequency.

#### To advertise in BetterInvesting Magazine:

Reach out to Ken Zak at 248-654-3051;  
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