



- 2012 ADVERTISING RATES
- AD SIZES
- 2012 AD SPACE RESERVATION DEADLINES



ADDITIONAL 10% DISCOUNT AVAILABLE FOR NATURIST SOCIETY MEMBERS

### 2012 GENERAL ADVERTISING RATES

Frequency	1x	2x	3x	4x
Full Page	\$1,420.00	\$1,349.00	\$1,278.00	\$1,207.00
1/2 Page	\$661.50	\$628.43	\$595.35	\$562.28
1/3 Page	\$472.50	\$448.88	\$425.25	\$401.63
1/4 Page	\$401.50	\$381.43	\$361.35	\$341.28
1/6 Page	\$315.00	\$299.25	\$283.50	\$267.75
1/12 Page	\$199.50	\$189.53	\$179.55	\$168.58

### 2012 \* MARKETPLACE ADVERTISING RATES

Frequency	1x	2x	3x	4x
Full Page	\$1,256.50	\$1,193.68	\$1,130.85	\$1,068.03
1/2 Page	\$595.50	\$565.73	\$535.95	\$506.18
1/3 Page	\$425.25	\$403.99	\$382.73	\$361.46
1/4 Page	\$361.50	\$343.43	\$325.35	\$307.28
1/6 Page	\$253.00	\$240.35	\$227.70	\$215.05
1/12 Page	\$159.75	\$151.76	\$143.78	\$135.79

### COVER RATES

Frequency	1x	2x	3x	4x
Back Cover	\$1,704.00	\$1,618.80	\$1,533.60	\$1,448.40
Inside Front	\$1,633.00	\$1,551.35	\$1,469.70	\$1,388.05
Inside Back	\$1,633.00	\$1,551.35	\$1,469.70	\$1,388.05

PUBLICATION TRIM SIZE = 8.375" x 10.75" ~ PERFECT BOND

### AD SIZES AND DIMENSIONS

Page	Shape	Measurements	Shape	Measurements
Full	Live Area	7.75" x 10.125"	Full Bleed	.125" Beyond Trim
1/2	Horizontal	7.375" x 4.5"	Vertical	4.75" x 6.75"
1/3	Square	4.75" x 4.5"	Horizontal	7.25" x 3"
	Vertical	2.25" x 9.25"		
1/4	Square	3.5" x 4.5"		
1/6	Horizontal	4.75" x 2.25"	Vertical	2.25" x 4.5"
1/12	Square	2.25" x 2.25"		

CUSTOM AD SIZES, MAGAZINE INSERTS, & PREMIUM PLACEMENT AVAILABLE. PLEASE CONTACT ADVERTISING MANAGER FOR MORE DETAILS.

### 2012 AD SPACE RESERVATION AND PUBLICATIONS DATES

Issue Number	Space Deadline	Publication Date
31.2 - Winter 2012	January 27	February 17
31.3 - Spring 2012	April 2	April 30
31.4 - Summer 2012	June 18	July 16
32.1 - Autumn 2012	August 31	October 1
32.2 - Winter 2013	November 16	December 17

### TERMS AND CONDITIONS

- All ads are printed in 4 color.
- Ad production, design, and layout included in the advertising rate!
- Advertisements are subject to editor approval.
- New advertisers must pay for advertisement one month in advance of publication.
- Any verbal or written agreement made in person, by telephone, mail, E-mail or fax between N and the advertiser is considered a binding contract. "Contract" means any number of consecutive issues.
- Contract advertisers are responsible for providing new ads or changes for each issue by the materials deadline. If changes do not arrive in time the previous issue's ad material will be used. Cancellations will not be accepted after the materials deadline.
- The \*NATURIST MARKETPLACE, a section of targeted advertising, appears in the back of each issue of N. Classified advertising is **NOT** available.

### INSERTS

PREPRINTED & HAND INSERTED IN N MAGAZINE **\$3,100**

PRINT, DIE CUT, & PERFORATE INSIDE BACK COVER OF N MAGAZINE **\$4,122**

PRINT, DIE CUT, & HAND INSERTED IN N MAGAZINE **\$4,960**

PRINT, DIE CUT, & GLUE ONTO AD IN N MAGAZINE **\$6,140**

### NOTES

- INSERTS WILL ALSO BE PLACED IN SKINNY DIPPER SHOP ORDERS
- INSERT COST IS QUOTED ON AN INDIVIDUAL BASIS. PLEASE CONTACT TNS FOR MORE INFORMATION.



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Body Acceptance Is The Idea • Nude Recreation Is The Way

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