

Kiplinger's Personal Finance

2012 Rate Card 21

		2012 Circ.	Readers*	1X Gross	3X or More Gross
AZ	PHOENIX	11,086	45,453	\$ 3,375	\$ 2,025
CA	LOS ANGELES METRO	18,169	74,493	\$ 4,285	\$ 2,570
	LOS ANGELES CITY & VALLEY	11,935	48,934	\$ 3,375	\$ 2,025
	ORANGE COUNTY	6,234	25,559	\$ 2,990	\$ 1,795
	SACRAMENTO	12,465	51,107	\$ 4,065	\$ 2,440
	SAN DIEGO	5,952	24,403	\$ 2,990	\$ 1,795
	SAN FRANCISCO METRO	18,125	74,313	\$ 4,285	\$ 2,570
CO	DENVER	9,925	40,693	\$ 2,990	\$ 1,795
CT	FAIRFIELD/WESTCHESTER	10,209	41,857	\$ 3,290	\$ 1,975
	HARTFORD/NEW HAVEN	7,135	29,254	\$ 2,990	\$ 1,795
DC	WASHINGTON DC METRO	19,153	78,527	\$ 5,165	\$ 3,100
FL	JACKSONVILLE/ORLANDO	9,739	39,930	\$ 2,990	\$ 1,795
	MIAMI/FT. LAUDERDALE/PALM BEACH	9,640	39,524	\$ 2,990	\$ 1,795
	TAMPA/ST. PETERSBURG	9,854	40,401	\$ 2,990	\$ 1,795
GA	ATLANTA	10,173	41,709	\$ 3,290	\$ 1,975
IL	CHICAGO METRO	20,029	82,119	\$ 5,250	\$ 3,150
MA	BOSTON METRO	13,476	55,252	\$ 4,065	\$ 2,440
MD	BALTIMORE	8,207	33,649	\$ 2,990	\$ 1,795
MI	DETROIT	10,386	42,583	\$ 3,290	\$ 1,975
MN	MINNEAPOLIS/ST. PAUL	8,946	36,679	\$ 2,990	\$ 1,795
MO	ST LOUIS METRO	6,730	27,593	\$ 2,990	\$ 1,795
NC	NORTH CAROLINA STATEWIDE	17,183	70,450	\$ 4,285	\$ 2,570
NJ	NORTHERN NEW JERSEY/MORRIS/WARREN	14,752	60,483	\$ 4,065	\$ 2,440
NY	FAIRFIELD/WESTCHESTER	10,209	41,857	\$ 3,290	\$ 1,975
	LONG ISLAND	6,901	28,294	\$ 2,990	\$ 1,795
	NEW YORK CITY	11,272	46,215	\$ 3,375	\$ 2,025
	NEW YORK METRO	35,827	146,891	\$ 9,160	\$ 5,495
OH	CINCINNATI	7,335	30,074	\$ 2,990	\$ 1,795
	CLEVELAND METRO	8,609	35,297	\$ 2,990	\$ 1,795
PA	HARRISBURG	7,626	31,267	\$ 2,990	\$ 1,795
	PHILADELPHIA METRO	14,393	59,011	\$ 4,065	\$ 2,440
	PITTSBURGH/WESTERN PENNSYLVANIA	6,964	28,552	\$ 2,990	\$ 1,795
TX	DALLAS/FT. WORTH	10,685	43,809	\$ 3,375	\$ 2,025
	HOUSTON	9,172	37,605	\$ 2,990	\$ 1,795
WA	SEATTLE	7,873	32,279	\$ 2,990	\$ 1,795
WI	MILWAUKEE	6,609	27,097	\$ 2,990	\$ 1,795

Effective 02/2012 issues

All rates are gross, subject to 15% agency discount. No charge for bleed.

*4.1 Readers per Copy

