

# AARP THE MAGAZINE Rates & Dates 2017



## 50+ Edition

### National Rates rate base 22,500,000

UNIT	B&W	4 COLOR
Page	\$625,340	\$694,800
2/3	483,600	537,330
1/2	406,470	451,640
1/3	291,820	324,250
1/6	156,340	173,710
2nd Cover	—	833,780
3rd Cover	—	764,300
4th Cover	—	903,270

### National Half Circ rate base 11,250,000

UNIT	B&W	4 COLOR
Page	\$350,190	\$389,100
2/3	270,810	300,900
1/2	227,620	252,920
1/3	163,420	181,580

### California rate base 1,968,900

UNIT	B&W	4 COLOR
Page	\$93,920	\$104,350
1/2	61,040	67,830
1/3	43,830	48,700

### Capital (DC, DE, MD, VA) rate base 1,301,400

UNIT	B&W	4 COLOR
Page	\$61,490	\$68,320
1/2	39,970	44,410
1/3	28,690	31,880

### East Central (IN, KY, OH, WV) rate base 1,844,800

UNIT	B&W	4 COLOR
Page	\$84,670	\$94,080
1/2	55,040	61,150
1/3	39,510	43,900

### Florida rate base 1,706,200

UNIT	B&W	4 COLOR
Page	\$81,390	\$90,430
1/2	52,900	58,780
1/3	37,980	42,200

### Great Lakes (IL, MI, MN, MO, WI) rate base 3,123,100

UNIT	B&W	4 COLOR
Page	\$127,890	\$142,100
1/2	83,130	92,370
1/3	59,680	66,310

### Mid-Atlantic (NJ, NY, PA) rate base 3,390,200

UNIT	B&W	4 COLOR
Page	\$138,830	\$154,250
1/2	90,240	100,260
1/3	64,790	71,980

### New England (CT, MA, ME, NH, RI, VT) rate base 1,251,600

UNIT	B&W	4 COLOR
Page	\$59,140	\$65,710
1/2	38,440	42,710
1/3	27,600	30,660

### Pacific Northwest (AK, ID, OR, UT, WA) rate base 1,143,200

UNIT	B&W	4 COLOR
Page	\$54,020	\$60,020
1/2	35,110	39,010
1/3	25,210	28,010

### Pacific Southwest (AZ, CA, HI, NV) rate base 2,772,200

UNIT	B&W	4 COLOR
Page	\$119,760	\$133,070
1/2	77,850	86,500
1/3	55,890	62,100

### Southeast (AL, FL, GA, MS, NC, SC, TN) rate base 4,167,900

UNIT	B&W	4 COLOR
Page	\$170,680	\$189,640
1/2	110,940	123,270
1/3	79,650	88,500

### Southwest (AR, LA, NM, OK, TX) rate base 2,214,300

UNIT	B&W	4 COLOR
Page	\$101,640	\$112,930
1/2	66,060	73,400
1/3	47,430	52,700

### Texas rate base 1,368,600

UNIT	B&W	4 COLOR
Page	\$65,290	\$72,540
1/2	42,440	47,150
1/3	30,470	33,850

### West Central (CO, IA, KS, MT, ND, NE, SD, WY) rate base 1,166,700

UNIT	B&W	4 COLOR
Page	\$55,130	\$61,250
1/2	35,830	39,810
1/3	25,730	28,580

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# AARP THE MAGAZINE Rates & Dates 2017



## 50-59 Edition

### National Rates rate base 5,000,000

UNIT	B&W	4 COLOR
Page	\$184,430	\$204,920
2/3	142,620	158,470
1/2	119,880	133,200
1/3	86,070	95,630
1/6	46,110	51,230
2nd Cover	—	245,900
3rd Cover	—	225,410
4th Cover	—	266,400

### National Half Circ rate base 2,500,000

UNIT	B&W	4 COLOR
Page	\$103,280	\$114,760
2/3	79,870	88,740
1/2	67,130	74,590
1/3	48,200	53,550

### California rate base 410,400

UNIT	B&W	4 COLOR
Page	\$27,390	\$30,430
1/2	17,800	19,780
1/3	12,780	14,200

### Capitol (DC, DE, MD, VA) rate base 301,100

UNIT	B&W	4 COLOR
Page	\$19,920	\$22,130
1/2	12,950	14,380
1/3	9,290	10,330

### East Central (IN, KY, OH, WV) rate base 362,200

UNIT	B&W	4 COLOR
Page	\$23,270	\$25,860
1/2	15,130	16,810
1/3	10,860	12,070

### Florida rate base 318,500

UNIT	B&W	4 COLOR
Page	\$21,270	\$23,630
1/2	13,820	15,360
1/3	9,920	11,030

### Great Lakes (IL, MI, MN, MO, WI) rate base 669,900

UNIT	B&W	4 COLOR
Page	\$38,400	\$42,670
1/2	24,960	27,740
1/3	17,920	19,910

### Mid-Atlantic (NJ, NY, PA) rate base 725,300

UNIT	B&W	4 COLOR
Page	\$41,580	\$46,200
1/2	27,030	30,030
1/3	19,400	21,560

### New England (CT, MA, ME, NH, RI, VT) rate base 252,700

UNIT	B&W	4 COLOR
Page	\$16,710	\$18,570
1/2	10,860	12,070
1/3	7,800	8,670

### Pacific Northwest (AK, ID, OR, UT, WA) rate base 208,600

UNIT	B&W	4 COLOR
Page	\$13,800	\$15,330
1/2	8,970	9,960
1/3	6,440	7,150

### Pacific Southwest (AZ, CA, HI, NV) rate base 557,800

UNIT	B&W	4 COLOR
Page	\$33,730	\$37,480
1/2	21,930	24,360
1/3	15,740	17,490

### Southeast (AL, FL, GA, MS, NC, SC, TN) rate base 866,500

UNIT	B&W	4 COLOR
Page	\$49,680	\$55,200
1/2	32,290	35,880
1/3	23,180	25,760

### Southwest (AR, LA, NM, OK, TX) rate base 492,400

UNIT	B&W	4 COLOR
Page	\$31,640	\$35,160
1/2	20,570	22,850
1/3	14,770	16,410

### Texas rate base 309,600

UNIT	B&W	4 COLOR
Page	\$20,670	\$22,970
1/2	13,440	14,930
1/3	9,650	10,720

### West Central (CO, IA, KS, MT, ND, NE, SD, WY) rate base 238,500

UNIT	B&W	4 COLOR
Page	\$15,780	\$17,530
1/2	10,260	11,390
1/3	7,360	8,180

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# AARP THE MAGAZINE Rates & Dates 2017



## 60-69 Edition

### National Rates rate base 8,000,000

UNIT	B&W	4 COLOR
Page	\$272,620	\$302,910
2/3	210,830	234,250
1/2	177,200	196,890
1/3	127,220	141,360
1/6	68,150	75,730
2nd Cover	—	363,490
3rd Cover	—	333,200
4th Cover	—	393,780

### National Half Circ rate base 4,000,000

UNIT	B&W	4 COLOR
Page	\$152,670	\$169,630
2/3	118,060	131,180
1/2	99,230	110,260
1/3	71,240	79,160

### California rate base 664,400

UNIT	B&W	4 COLOR
Page	\$41,200	\$45,780
1/2	26,780	29,760
1/3	19,230	21,360

### Capital (DC, DE, MD, VA) rate base 451,100

UNIT	B&W	4 COLOR
Page	\$27,710	\$30,790
1/2	18,010	20,010
1/3	12,930	14,370

### East Central (IN, KY, OH, WV) rate base 654,300

UNIT	B&W	4 COLOR
Page	\$39,040	\$43,380
1/2	25,380	28,200
1/3	18,220	20,240

### Florida rate base 551,300

UNIT	B&W	4 COLOR
Page	\$34,180	\$37,980
1/2	22,220	24,690
1/3	15,950	17,720

### Great Lakes (IL, MI, MN, MO, WI) rate base 1,123,900

UNIT	B&W	4 COLOR
Page	\$59,830	\$66,480
1/2	38,890	43,210
1/3	27,920	31,020

### Mid-Atlantic (NJ, NY, PA) rate base 1,157,100

UNIT	B&W	4 COLOR
Page	\$61,600	\$68,440
1/2	40,040	44,490
1/3	28,740	31,940

### New England (CT, MA, ME, NH, RI, VT) rate base 425,200

UNIT	B&W	4 COLOR
Page	\$26,120	\$29,020
1/2	16,980	18,860
1/3	12,190	13,540

### Pacific Northwest (AK, ID, OR, UT, WA) rate base 409,400

UNIT	B&W	4 COLOR
Page	\$25,150	\$27,940
1/2	16,340	18,160
1/3	11,730	13,040

### Pacific Southwest (AZ, CA, HI, NV) rate base 938,700

UNIT	B&W	4 COLOR
Page	\$52,710	\$58,570
1/2	34,260	38,070
1/3	24,600	27,330

### Southeast (AL, FL, GA, MS, NC, SC, TN) rate base 1,419,600

UNIT	B&W	4 COLOR
Page	\$75,570	\$83,970
1/2	49,120	54,580
1/3	35,270	39,190

### Southwest (AR, LA, NM, OK, TX) rate base 788,200

UNIT	B&W	4 COLOR
Page	\$47,030	\$52,260
1/2	30,570	33,970
1/3	21,950	24,390

### Texas rate base 487,800

UNIT	B&W	4 COLOR
Page	\$30,250	\$33,610
1/2	19,660	21,850
1/3	14,120	15,680

### West Central (CO, IA, KS, MT, ND, NE, SD, WY) rate base 432,900

UNIT	B&W	4 COLOR
Page	\$26,600	\$29,550
1/2	17,290	19,210
1/3	12,410	13,790

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# AARP THE MAGAZINE Rates & Dates 2017



## 70+ Edition

### National Rates rate base **9,500,000**

UNIT	B&W	4 COLOR
Page	\$293,660	\$326,290
2/3	227,100	252,330
1/2	190,880	212,090
1/3	137,040	152,270
1/6	73,420	81,570
2nd Cover	—	391,550
3rd Cover	—	358,920
4th Cover	—	424,180

### National Half Circ rate base **4,750,000**

UNIT	B&W	4 COLOR
Page	\$164,450	\$182,720
2/3	127,170	141,310
1/2	106,890	118,770
1/3	76,740	85,270

### California rate base **894,400**

UNIT	B&W	4 COLOR
Page	\$51,190	\$56,880
1/2	33,270	36,970
1/3	23,890	26,540

### Capital (DC, DE, MD, VA) rate base **549,200**

UNIT	B&W	4 COLOR
Page	\$31,140	\$34,600
1/2	20,240	22,490
1/3	14,530	16,150

### East Central (IN, KY, OH, WV) rate base **828,300**

UNIT	B&W	4 COLOR
Page	\$45,620	\$50,690
1/2	29,650	32,950
1/3	21,290	23,660

### Florida rate base **836,400**

UNIT	B&W	4 COLOR
Page	\$47,880	\$53,200
1/2	31,120	34,580
1/3	22,340	24,830

### Great Lakes (IL, MI, MN, MO, WI) rate base **1,329,300**

UNIT	B&W	4 COLOR
Page	\$65,320	\$72,580
1/2	42,460	47,180
1/3	30,480	33,870

### Mid-Atlantic (NJ, NY, PA) rate base **1,507,800**

UNIT	B&W	4 COLOR
Page	\$74,100	\$82,330
1/2	48,160	53,510
1/3	34,580	38,420

### New England (CT, MA, ME, NH, RI, VT) rate base **573,700**

UNIT	B&W	4 COLOR
Page	\$32,530	\$36,140
1/2	21,140	23,490
1/3	15,180	16,870

### Pacific Northwest (AK, ID, OR, UT, WA) rate base **525,200**

UNIT	B&W	4 COLOR
Page	\$29,780	\$33,090
1/2	19,360	21,510
1/3	13,900	15,440

### Pacific Southwest (AZ, CA, HI, NV) rate base **1,275,700**

UNIT	B&W	4 COLOR
Page	\$66,130	\$73,480
1/2	42,990	47,760
1/3	30,860	34,290

### Southeast (AL, FL, GA, MS, NC, SC, TN) rate base **1,881,800**

UNIT	B&W	4 COLOR
Page	\$92,480	\$102,750
1/2	60,110	66,790
1/3	43,160	47,950

### Southwest (AR, LA, NM, OK, TX) rate base **933,700**

UNIT	B&W	4 COLOR
Page	\$51,430	\$57,140
1/2	33,430	37,140
1/3	24,000	26,670

### Texas rate base **571,200**

UNIT	B&W	4 COLOR
Page	\$32,700	\$36,330
1/2	21,250	23,610
1/3	15,260	16,950

### West Central (CO, IA, KS, MT, ND, NE, SD, WY) rate base **495,300**

UNIT	B&W	4 COLOR
Page	\$28,080	\$31,200
1/2	18,250	20,280
1/3	13,100	14,560

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# AARP THE MAGAZINE Rates & Dates 2017



## 50-69 Edition

### National Rates rate base 13,000,000

UNIT	B&W	4 COLOR
Page	\$412,120	\$457,910
2/3	318,710	354,120
1/2	267,880	297,640
1/3	192,320	213,690
1/6	103,320	114,480
2nd Cover	—	549,490
3rd Cover	—	503,700
4th Cover	—	595,280

### National Half Circ rate base 6,500,000

UNIT	B&W	4 COLOR
Page	\$230,790	\$256,430
2/3	178,470	198,300
1/2	150,010	166,680
1/3	107,700	119,660

### California rate base 1,074,500

UNIT	B&W	4 COLOR
Page	\$61,510	\$68,340
1/2	39,980	44,420
1/3	28,700	31,890

### Capitol (DC, DE, MD, VA) rate base 752,200

UNIT	B&W	4 COLOR
Page	\$42,650	\$47,390
1/2	27,720	30,800
1/3	19,900	22,120

### East Central (IN, KY, OH, WV) rate base 1,016,500

UNIT	B&W	4 COLOR
Page	\$55,990	\$62,210
1/2	36,390	40,440
1/3	26,130	29,030

### Florida rate base 869,800

UNIT	B&W	4 COLOR
Page	\$49,790	\$55,320
1/2	32,360	35,960
1/3	23,230	25,820

### Great Lakes (IL, MI, MN, MO, WI) rate base 1,793,800

UNIT	B&W	4 COLOR
Page	\$88,150	\$97,940
1/2	57,290	63,660
1/3	41,130	45,710

### Mid-Atlantic (NJ, NY, PA) rate base 1,882,400

UNIT	B&W	4 COLOR
Page	\$92,500	\$102,780
1/2	60,130	66,810
1/3	43,170	47,960

### New England (CT, MA, ME, NH, RI, VT) rate base 677,900

UNIT	B&W	4 COLOR
Page	\$38,440	\$42,710
1/2	24,990	27,760
1/3	17,940	19,930

### Pacific Northwest (AK, ID, OR, UT, WA) rate base 618,000

UNIT	B&W	4 COLOR
Page	\$35,040	\$38,930
1/2	22,770	25,300
1/3	16,350	18,170

### Pacific Southwest (AZ, CA, HI, NV) rate base 1,496,500

UNIT	B&W	4 COLOR
Page	\$77,580	\$86,200
1/2	50,430	56,030
1/3	36,200	40,230

### Southeast (AL, FL, GA, MS, NC, SC, TN) rate base 2,286,100

UNIT	B&W	4 COLOR
Page	\$112,340	\$124,820
1/2	73,020	81,130
1/3	52,420	58,250

### Southwest (AR, LA, NM, OK, TX) rate base 1,280,600

UNIT	B&W	4 COLOR
Page	\$70,530	\$78,370
1/2	45,850	50,940
1/3	32,920	36,570

### Texas rate base 797,400

UNIT	B&W	4 COLOR
Page	\$45,640	\$50,710
1/2	29,670	32,960
1/3	21,300	23,660

### West Central (CO, IA, KS, MT, ND, NE, SD, WY) rate base 671,400

UNIT	B&W	4 COLOR
Page	\$38,070	\$42,300
1/2	24,750	27,500
1/3	17,770	19,740

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## 60+ Edition

### National Rates rate base 17,500,000

UNIT	B&W	4 COLOR
Page	\$510,440	\$567,160
2/3	394,750	438,600
1/2	331,790	368,650
1/3	238,200	264,680
1/6	127,610	141,790
2nd Cover	—	680,590
3rd Cover	—	623,880
4th Cover	—	737,310

### National Half Circ rate base 8,750,000

UNIT	B&W	4 COLOR
Page	\$285,850	\$317,610
2/3	221,050	245,620
1/2	185,800	206,450
1/3	133,390	148,220

### California rate base 1,558,800

UNIT	B&W	4 COLOR
Page	\$85,510	\$95,010
1/2	55,580	61,760
1/3	39,900	44,340

### Capital (DC, DE, MD, VA) rate base 1,000,300

UNIT	B&W	4 COLOR
Page	\$54,360	\$60,400
1/2	35,330	39,260
1/3	25,370	28,190

### East Central (IN, KY, OH, WV) rate base 1,482,600

UNIT	B&W	4 COLOR
Page	\$78,260	\$86,950
1/2	50,870	56,520
1/3	36,520	40,580

### Florida rate base 1,387,700

UNIT	B&W	4 COLOR
Page	\$76,120	\$84,580
1/2	49,480	54,980
1/3	35,520	39,470

### Great Lakes (IL, MI, MN, MO, WI) rate base 2,453,200

UNIT	B&W	4 COLOR
Page	\$115,540	\$128,380
1/2	75,100	83,450
1/3	53,920	59,910

### Mid-Atlantic (NJ, NY, PA) rate base 2,664,900

UNIT	B&W	4 COLOR
Page	\$125,510	\$139,450
1/2	81,580	90,640
1/3	58,570	65,080

### New England (CT, MA, ME, NH, RI, VT) rate base 998,900

UNIT	B&W	4 COLOR
Page	\$54,280	\$60,310
1/2	35,280	39,200
1/3	25,330	28,140

### Pacific Northwest (AK, ID, OR, UT, WA) rate base 934,600

UNIT	B&W	4 COLOR
Page	\$50,790	\$56,430
1/2	33,010	36,680
1/3	23,700	26,330

### Pacific Southwest (AZ, CA, HI, NV) rate base 2,214,400

UNIT	B&W	4 COLOR
Page	\$110,010	\$122,230
1/2	71,500	79,450
1/3	51,340	57,040

### Southeast (AL, FL, GA, MS, NC, SC, TN) rate base 3,301,400

UNIT	B&W	4 COLOR
Page	\$155,480	\$172,760
1/2	101,060	112,290
1/3	72,560	80,620

### Southwest (AR, LA, NM, OK, TX) rate base 1,721,900

UNIT	B&W	4 COLOR
Page	\$90,890	\$100,990
1/2	59,080	65,640
1/3	42,420	47,130

### Texas rate base 1,059,000

UNIT	B&W	4 COLOR
Page	\$58,100	\$64,550
1/2	37,760	41,960
1/3	27,110	30,120

### West Central (CO, IA, KS, MT, ND, NE, SD, WY) rate base 928,200

UNIT	B&W	4 COLOR
Page	\$50,440	\$56,040
1/2	32,780	36,430
1/3	23,540	26,150

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