

The Winged Foot

The magazine of the New York Athletic Club

General Advertising: Effective January 2025. Rates quoted are net. **Circulation:** *The Winged Foot* is published monthly and is distributed to 10,400 members and friends of the New York Athletic Club. As the voice of the USA's foremost athletic club, *The Winged Foot* offers an outstanding forum for the advertising of events, products and services of the highest quality.

Rates: Rates in parentheses are discounted 10% for NYAC members when billed to an audit number.

Black and White	1x	3x	6x	12x
Spread	\$2200 (\$1980)	\$2100 (\$1890)	\$2000 (\$1800)	\$1900 (\$1710)
Full Page	\$1160 (\$1040)	\$1100 (\$990)	\$1040 (\$935)	\$980 (\$880)
1/2 Page	\$655 (\$585)	\$615 (\$550)	\$575 (\$515)	\$535 (\$480)
1/3 Page	\$498 (\$445)	\$475 (\$425)	\$450 (\$405)	\$425 (\$380)
1/4 Page	\$385 (\$345)	\$370 (\$330)	\$355 (\$315)	\$340 (\$305)
1/6 Page	\$299 (\$265)	\$289 (\$260)	\$279 (\$250)	\$269 (\$240)
Four Color				
Spread	\$3775 (\$3395)	\$3600 (\$3240)	\$3425 (\$3080)	\$3250 (\$2925)
Full Page	\$1950 (\$1755)	\$1830 (\$1645)	\$1710 (\$1535)	\$1590 (\$1430)
1/2 Page	\$1240 (\$1115)	\$1175 (\$1055)	\$1110 (\$995)	\$1045 (\$940)
1/3 Page	\$915 (\$820)	\$875 (\$785)	\$835 (\$750)	\$795 (\$715)
1/4 Page	\$650 (\$585)	\$620 (\$555)	\$590 (\$530)	\$560 (\$500)
1/6 Page	\$510 (\$455)	\$490 (\$440)	\$470 (\$420)	\$450 (\$405)
Four Color Special Placement				
Back Cover	\$2375 (\$2135)	\$2250 (\$2025)	\$2125 (\$1910)	\$2000 (\$1800)
Inside Front Cover	\$2225 (\$2000)	\$2125 (\$1910)	\$2025 (\$1820)	\$1925 (\$1730)
Inside Back Cover	\$2125 (\$1910)	\$2025 (\$1820)	\$1925 (\$1730)	\$1825 (\$1640)

Members' Directory - \$60 for five lines; \$5 for each additional line. Available to NYAC members only.

Advertising Deadlines - 2026

Issue	Deadline
January	November 24th, 2025
February	December 29th, 2025
March	January 28th
April	February 26th
May	March 26th
June	April 27th
July	May 27th
August	June 25th
September	July 27th
October	August 27th
November	September 25th
December	October 28th

IMPORTANT

In order to receive a discount for multiple insertions, advertisements must run in consecutive issues.

Rates apply to camera-ready artwork. Additional charges may be applied for in-house design and pre-press work.

Billing will be applied to NYAC members' monthly statements.

A 10% premium for guaranteed positioning is available for full page advertisers.

Mechanical Requirements

Trim Size: 8 1/2" x 11" **Live Area:** 7 1/2" x 10"

Bleed Sizes: **Full Page:** 8 3/4" x 11 1/4" **Spread:** 17 1/2" x 11 1/4"
Back Cover: 8 3/4"w x 9 1/4"h

Non Bleed Sizes: **Full Page:** 7 1/2" x 10" **1/2 Page (horizontal):** 7 1/2"w x 5"h **1/3 Page (vertical):** 2 1/2" x 10"
1/4 Page: 3 3/4"w X 5"h **1/6 Page (vertical):** 2 1/2" x 5" **Spread:** 15" x 10"

Production Specifications: Binding is saddle-stitched. Digital files must be sent as a high resolution PDF, JPG or TIF.