Finding International Advertising Rates

1. Open Ulrich’s International Periodicals Directory by selecting the “Connect to” link in the catalog record.
2. Select the Advanced Search link once in Ulrich’s.
3. Change the following settings:
   a. Change to Country of Publication and type your country of interest.
   b. Under Status, check Active.
   c. Under Content Type, check Consumer, Trade, Corporate, Government (if focused on traditional advertising channels).
   d. Click on the green Search button.
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4. The more popular magazines will have average pricing for advertising. For example, in the result screen below, I selected *Mensaje*.

![Image of Ulrichsweb](image_url)

5. In the resulting screen, if you expand the Demographics tab, it will show you the Ad Rates.

![Image of Demographics](image_url)

If you pick a few of the more popular publications, you can calculate an average advertising rate that should be a reasonable estimate for budgeting.