Men’s Health is the #1 source of information for and about men. It’s the brand for active, successful, professional men who want greater control over their physical, mental and emotional lives.

We give men the tools they need to make their lives better through in-depth reporting, covering everything from fashion and grooming to health and nutrition as well as cutting-edge gear, the latest entertainment, timely features and more.

With 14 editions worldwide, Men’s Health is the world’s largest men’s magazine.
Men's Health
CONSUMER PROFILE

EDUCATED MEN WITH FAMILIES

85%
2+ people in the household

67%
moved, engaged or partnered

66%
college educated

37%
children in the household

WHO SPEND BIG

$13.6B
on travel

$8.8B
on style

$851M
on sports & fitness equipment

$677M
on personal grooming

LIVE AN ACTIVE + ADVENTUROUS LIFE

11.5M
travel to learn about other cultures

11.4M
strive to live healthily

10.8M
play sports

9.8M
enjoy being creative in the kitchen

8.4M
are into the latest technology

5.3M
are adventure/thrill seekers
18M UNIQUE VISITORS

9M PRINT AUDIENCE

16.5M SOCIAL FOLLOWERS

8.9M FACEBOOK FOLLOWERS

4.4M TWITTER FOLLOWERS

1.7M INSTAGRAM FOLLOWERS

1.1M YOUTUBE SUBSCRIBERS

SOURCE: MRI DOUBLEBASE 2021; COMSCORE NOV 2021-FEB 2022; SOCIAL COMP REPORT NOV 2021-FEB 2022
## Men's Health 2022 Open Rates

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$205,065</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$159,955</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$127,145</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$88,180</td>
</tr>
<tr>
<td>Second Cover</td>
<td>$246,080</td>
</tr>
<tr>
<td>Third Cover</td>
<td>$237,880</td>
</tr>
<tr>
<td>Fourth Cover</td>
<td>$268,640</td>
</tr>
</tbody>
</table>

All rates are gross.

For more information, please contact your sales representative.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>CLOSE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB ’22</td>
<td>Big Change Starts Now</td>
<td>11/03/21</td>
<td>12/28/21</td>
</tr>
<tr>
<td>MARCH</td>
<td>The New Rules of Full Body Fitness</td>
<td>12/08/21</td>
<td>02/08/22</td>
</tr>
<tr>
<td>APRIL</td>
<td>Fit At Every Age</td>
<td>02/02/22</td>
<td>03/29/22</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>Mental Strength</td>
<td>03/30/22</td>
<td>05/24/22</td>
</tr>
<tr>
<td>JULY/AUG</td>
<td>The Survival Issue</td>
<td>05/09/22</td>
<td>07/05/22</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>The Fittest Men in America</td>
<td>06/15/22</td>
<td>08/09/22</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>The Body Issue</td>
<td>07/20/22</td>
<td>09/13/22</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Strength in Diversity</td>
<td>08/24/22</td>
<td>10/18/22</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Heroes of the Year</td>
<td>09/28/22</td>
<td>11/22/22</td>
</tr>
</tbody>
</table>
Men's Health
2022 PRODUCTION SPECS

Magazine trim size is 8” x 10⅞”
Line Screen: 150. Safety: Keep live matter ¼” from trim and gutter

<table>
<thead>
<tr>
<th>STANDARD SIZE ADVERTISEMENTS</th>
<th>LIVE AREA</th>
<th>TRIM</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>7.5” x 10.375”</td>
<td>8” x 10.875”</td>
<td>8.25” x 11.125”</td>
</tr>
<tr>
<td>SPREAD</td>
<td>15.5” x 10.375”</td>
<td>16” x 10.875”</td>
<td>16.5” x 11.125”</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL SPREAD</td>
<td>15.5” x 4.75”</td>
<td>16” x 5.25”</td>
<td>16.5” x 5.5”</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>7.5” x 4.75”</td>
<td>8” x 5.25”</td>
<td>8.25” x 5.5”</td>
</tr>
<tr>
<td>1/2 PAGE VERTICAL</td>
<td>3.375” x 10.375”</td>
<td>3.875” x 10.875”</td>
<td>4.125” x 11.125”</td>
</tr>
<tr>
<td>2/3 PAGE VERTICAL</td>
<td>4.5” x 10.375”</td>
<td>5” x 10.875”</td>
<td>5.25” x 11.125”</td>
</tr>
<tr>
<td>1/3 PAGE VERTICAL</td>
<td>2.25” x 10.375”</td>
<td>2.75” x 10.875”</td>
<td>3” x 11.125”</td>
</tr>
</tbody>
</table>

MATERIAL REQUIREMENTS
Emailing files is not acceptable.

DIGITAL FILE FORMATS
Accepted File Formats:
PDF/X-1a:2001, version 1.3
General File Requirements:
Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB or ICC color profiles).
File to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required. All required trapping should be done prior to creating the file. Include quality control patch (color bars) outside bleed dimension. All marks (trim, bleed, center) should be included in all colors.

PROOF INFO
Men’s Health utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you would like to purchase a confirming proof, for your own internal purposes, please call QuadArm at 1-866-276-2368.

PRODUCTION SPECS/DUE DATES
For all ad specifications and material due dates contact:
Tania Lara
tglarayanez@quad.com

DIGITAL EDITIONS
National print advertisers are automatically opted in to all digital editions. Should an advertiser wish to opt out, it should be noted on their Insertion Order. No new materials are required for digital editions. For all standard units, we will utilize the original supplied files straight from print.

FOR MORE INFORMATION, PLEASE CONTACT YOUR SALES REPRESENTATIVE.
**MATERIAL REQUIREMENTS**


Emailing files is not acceptable.

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**DIGITAL FILE FORMATS**

Accepted File Formats: PDF/X-1a:2001, version 1.3

**General File Requirements:**
Scanned images must be high resolution (300 dpi). CMYK (no spot colors, RGB, LAB or ICC color profiles). File to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required. All required trapping should be done prior to creating the file. Include quality control patch (color bars) outside bleed dimension. All marks (trim, bleed, center) should be included in all colors.

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**STANDARD SIZE ADVERTISEMENTS**

<table>
<thead>
<tr>
<th>Outside/Inside Cover Gate Leaf</th>
<th>6.875” x 10.375”</th>
<th>7.375” x 10.875”</th>
<th>7.625” x 11.125”</th>
</tr>
</thead>
<tbody>
<tr>
<td>C2 with Gate (anchor page)</td>
<td>7.25” x 10.375”</td>
<td>7.75” x 10.875”</td>
<td>8” x 11.125”</td>
</tr>
<tr>
<td>Color Bar/ROB, page 1 (supplied by Publisher)</td>
<td>.625 before trimming</td>
<td>.5 after trimming</td>
<td></td>
</tr>
</tbody>
</table>

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**PAGES**

- Pages 1 & 2 (anchor)
- Pages 2 & 3 (gate leaf)

**FINAL TRIM**

- 7.75” x 10.875”
- 7.375” x 10.875”

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**PROOF INFO**

Men’s Health utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you would like to purchase a confirming proof, for your own internal purposes, please call QuadArm at 1-866-276-2368.

---

**PRODUCTION SPECS/DUE DATES**

For all insert ad specifications and material due dates contact:

**Chris Hertwig**
Senior Magazine Production Manager
Pubwarsx
8240 N W 52nd Terrace, Suite 505
Doral, FL 33166
(305) 859-0088
chris.hertwig@pwxsolutions.com

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FOR MORE INFORMATION, PLEASE CONTACT YOUR SALES REPRESENTATIVE.
**BLUINES REFLECTING FINAL SPEC, CREATIVE AND INSTRUCTIONS**

**Chris Hertwig**  
Senior Magazine Production Manager  
Pubwrox  
8240 N W 52nd Terrace,  
Suite 505, Doral, FL 33166  
(305) 859-0088  
chris.hertwig@pxxsolutions.com

**SHIPPING INSTRUCTIONS**

**Bart Gende**  
Quad/Graphics  
N 11896 Hwy 175  
Lomira, WI 53048  
(414) 566-2100

**PACKAGING REQUIREMENTS**

- **Skid Minimum:** 46" x 36"  
- **Maximum:** 48" x 40"  
- Product must be secured, banded and wrapped. All product must be accompanied by a detailed Packing List and Bill of Lading. Each skid and/or carton should be clearly marked on all four sides with the following information:  
  - Count per lift/carton  
  - Total count per skid  
  - Total number of pieces and the number of impressions for roll stock and/or fanfold  
  - Description of piece  
  - Key code  
  - Title and issue of magazine

**DIGITAL EDITION CREATIVE**

- Advertisers have the option to provide digital edition specific creative for any national inserts scheduled in print.  
- Same materials due dates apply.  
- Digital files should be setup to trim size of 8" x 10 7/8"  
- Upload at [www.adshuttle.com/hearst](http://www.adshuttle.com/hearst) and choose digital issue.

**ORIENTATION:** Portrait Only  
**FILE FORMAT:** PDF/x1-a  
**QUALITY:** 300 dpi

Deliveries must be preceded by a scheduled appointment with Quad/Graphics Inventory Department, and include the issue job number.

**2022 QUAD JOB NUMBERS**

- **MARCH:** C20F7N0
- **APRIL:** C20F7U0
- **MAY/JUNE:** C20F7R0
- **JULY/AUG:** C20F7P0
- **SEPTEMBER:** C20F7T0
- **OCTOBER:** C20F7V0
- **NOVEMBER:** C20F7W0
- **DECEMBER:** C20F7X0
- **JAN/FEB '23:** C20F7Y0

**FOR MORE INFORMATION, PLEASE CONTACT YOUR SALES REPRESENTATIVE.**
### Packaging Requirements

**Skid Minimum:** 46” x 36”  
**Maximum:** 48” x 40”  
Product must be secured, banded and wrapped. All product must be accompanied by a detailed Packing List and Bill of Lading. Each skid and/or carton should be clearly marked on all four sides with the following information:

- Count per lift/carton
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- Total number of pieces and the number of impressions for roll stock and/or fanfold
- Description of piece
- Key code
- Title and issue of magazine

Deliveries must be preceded by a scheduled appointment with Quad/Graphics Inventory Department, and include the issue job number.

### Shipping Instructions

**Bart Gende**  
Quad/Graphics  
N 11896 Hwy 175  
Lomira, WI 53048  
Tel (414) 566-2100

**Minimum Size:** 4” face to backbone  
**Maximum Size:** Trim Size  
If not full size (not having a head or face trim taken), then the max size would be 1/4” short of final trim. Contact production with specific sizes.

Grind-off and Foot: 1/8”  
Perf: 1/2” from binding edge  
Please keep live area 1/4” from trim.

**Minimum Weight:** 7pt. card stock  
**Maximum Size:** 12pt. card stock  
Business Reply Cards must meet postal specifications.

#### 2022 Quad Job Numbers

<table>
<thead>
<tr>
<th>Month</th>
<th>Job Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>C20F7N0</td>
</tr>
<tr>
<td>April</td>
<td>C20F7U0</td>
</tr>
<tr>
<td>May/Jun</td>
<td>C20F7R0</td>
</tr>
<tr>
<td>July/Aug</td>
<td>C20F7P0</td>
</tr>
<tr>
<td>September</td>
<td>C20F7T0</td>
</tr>
<tr>
<td>October</td>
<td>C20F7V0</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>C20F7W0</td>
</tr>
<tr>
<td>Dec</td>
<td>C20F7X0</td>
</tr>
<tr>
<td>Jan/Feb '23</td>
<td>C20F7Y0</td>
</tr>
</tbody>
</table>
**BOOKAZINES** focus on topics like fitness, training, and nutrition, to help men on the path to achieving the most successful life ever!

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lose Your Belly</td>
<td>12/21/21</td>
<td>02/15/22</td>
</tr>
<tr>
<td>Eat for More Muscle</td>
<td>02/08/22</td>
<td>04/05/22</td>
</tr>
<tr>
<td>No Gym Required</td>
<td>03/22/22</td>
<td>05/24/22</td>
</tr>
<tr>
<td>Training Guide</td>
<td>04/19/22</td>
<td>06/07/22</td>
</tr>
<tr>
<td>Muscle After 40</td>
<td>05/24/22</td>
<td>07/12/22</td>
</tr>
<tr>
<td>Stay in the Game</td>
<td>07/19/22</td>
<td>09/13/22</td>
</tr>
<tr>
<td>Muscle After 40</td>
<td>08/09/22</td>
<td>10/04/22</td>
</tr>
<tr>
<td>Ultimate Health Guide</td>
<td>09/20/22</td>
<td>11/15/22</td>
</tr>
<tr>
<td>2023 Training Guide</td>
<td>11/01/22</td>
<td>12/27/22</td>
</tr>
</tbody>
</table>

The following information specifies the size and type of file formats, proofs and media we accept, general guidelines and contact information:

<table>
<thead>
<tr>
<th></th>
<th>LIVE</th>
<th>TRIM</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGE</td>
<td>6.5” x 10”</td>
<td>7” x 10.5”</td>
<td>7.25” x 10.75”</td>
</tr>
<tr>
<td>SPREAD</td>
<td>13” x 10”</td>
<td>14” x 10.5”</td>
<td>14” x 10.75”</td>
</tr>
</tbody>
</table>

Note – Gutter allowance per page .5”, total 1”

**DETAILS**
- On-sale for 3 months
- Average distribution of 300,000
- Cover price: $13.99

**MATERIAL REQUIREMENTS**
Electronic advertising file delivery available at [www.adshuttle.com/hearst](http://www.adshuttle.com/hearst)
Choose publication: MH Bookazines
Choose correct issue as listed above

**DIGITAL FILE FORMATS**
Accepted File Format:
PDF/X-1A:2001, version 1.3
File must be PDF/X-1a:2001 compliant.
Scanned images must be high resolution (300 DPI), CMYK (no spot colors, RGB, LAB or ICC color profiles).

**GENERAL FILE REQUIREMENTS**
File to contain only 1 page or 1 spread.
The page size must be consistent from page to page. Pages must be created to include bleed when required. All required trapping should be done prior to creating the file. Include quality control patch (color bars) outside bleed dimension. All marks (trim, bleed, center) should be included in all colors.

**PROOF INFO**
Men’s Health Bookazines utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you would like to purchase a confirming proof, for your own internal purposes, please call QuadArm at 1-866-276-2368.

**PRODUCTION COSTS**
The 15% commission will be forfeited if we produce your ad or re-create your digital file to meet press compliance.

**PRODUCTION SPECS/DUE DATES**
For all ad specifications and material due dates, contact:

Valentina Cabello
(414) 566-8651
vcabelloibar@quad.com
INSIDEOUT is our in-book promotional page that reaches millions of performance-driven guys. This highly visible media space can be used to showcase new products, promote a special event, or invite our affluent, active readers to participate in surveys and sweepstakes.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MATERIALS DUE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB '22</td>
<td>11/03/21</td>
<td>12/28/21</td>
</tr>
<tr>
<td>MARCH</td>
<td>12/08/21</td>
<td>02/08/22</td>
</tr>
<tr>
<td>APRIL</td>
<td>02/02/22</td>
<td>03/29/22</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>03/30/22</td>
<td>05/24/22</td>
</tr>
<tr>
<td>JULY/AUG</td>
<td>05/09/22</td>
<td>07/05/22</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>06/15/22</td>
<td>08/09/22</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>07/20/22</td>
<td>09/13/22</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>08/24/22</td>
<td>10/18/22</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>09/28/22</td>
<td>11/22/22</td>
</tr>
</tbody>
</table>

TOTAL MEDIA VALUE: $56,135

MATERIALS REQUIRED

- **Headline:** 10 words max.
- **Copy:** 40–60 words max. Please include a call to action with the appropriate website address.
- **Image:** Hi-resolution (300 DPI .jpg/.psd/.tif/.eps file of product) If applicable, please silhouette your image. Men’s Health is not responsible for altering any images.

FOR MORE INFORMATION, PLEASE CONTACT YOUR SALES REPRESENTATIVE. MEN’S HEALTH CANNOT PROMISE ADVERTISER OR CATEGORY EXCLUSIVITY ON THIS PAGE. WE WILL DO OUR BEST TO MAINTAIN COMPETITIVE SEPARATION. ALL INSIDEOUT LISTINGS ARE AT THE DISCRETION OF THE PUBLISHER, AND ARE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS.
1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Magazine Media, Inc. ("Publisher") during 2022. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher’s rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser’s agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser’s obligations hereunder.

2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Hearst Magazines without the prior written permission of the Publisher.

3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.

4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher’s discretion.

5. The Advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.

6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.

7. All agencies or direct Advertisers must supply Publisher with a legal street address and not just a post office box.

8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

9. Advertisements in other than standard sizes are subject to Publisher’s approval.

10. Publisher is a member of the Alliance for Audited Media (AAM). Publisher reports its total circulation on an issue-by-issue basis which is audited by AAM. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported to AAM are used only as a basis for determining rates. Publisher is entitled to a 5% shortfall on estimates for ads placed on a regional basis.

11. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.

12. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called “space reservations” are not considered by Publisher as orders or binding upon it in any way.

13. Reproduction quality is at the advertiser’s risk if Publisher’s specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.

14. Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.

15. No rebate will be allowed for insertion of wrong key numbers.

16. The Advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher’s liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.

17. The Advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party’s rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims").

18. In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims").
19. The Advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof.

20. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher’s control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Hearst Magazines.

21. All Advertisements must be clearly identified by the trademark or signature of the advertiser.

22. Words such as “advertisement” will be placed with copy that, in Publisher’s opinion, resembles editorial matter.

23. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.

24. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.

25. The Advertiser agrees to reimburse Publisher for all fees and expenses, including its attorney’s fees, incurred by Hearst in collecting or attempting to collect charges owed for advertising placed pursuant to this Agreement.

26. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

27. Should Hearst Publisher acquire any new magazines beyond the current list of publications, the Advertiser will not be entitled to any discount with respect to such newly acquired titles during the term of this Agreement.

28. Claims for circulation base shortfalls must be made within 6 months after publication of final AAM statements (the white sheets).

29. The Advertiser is responsible for any and all rate base increases that occur throughout the contract period. Rate base adjustments are NON-NEGOTIABLE.

30. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by Advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts.