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.
# Men's Health 2023 Print Audience Profile

## Total Adults

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Audience Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>995K</td>
</tr>
<tr>
<td>25-34</td>
<td>1.5M</td>
</tr>
<tr>
<td>35-44</td>
<td>2M</td>
</tr>
<tr>
<td>45-54</td>
<td>1.8M</td>
</tr>
<tr>
<td>Gen Z &amp; Millennials</td>
<td>4.7M</td>
</tr>
</tbody>
</table>

## Total Men

<table>
<thead>
<tr>
<th>HHI</th>
<th>Audience Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50K+</td>
<td>6.3M</td>
</tr>
<tr>
<td>$75K+</td>
<td>5M</td>
</tr>
<tr>
<td>Median</td>
<td>$86,876</td>
</tr>
</tbody>
</table>

## Other Demographics

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Audience Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>4.4M</td>
</tr>
<tr>
<td>Married</td>
<td>4.6M</td>
</tr>
<tr>
<td>Any Kids</td>
<td>3.7M</td>
</tr>
<tr>
<td>Spanish/Hispanic</td>
<td>2.2M</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>2M</td>
</tr>
<tr>
<td>County A/B</td>
<td>6.9M</td>
</tr>
<tr>
<td>County C/D</td>
<td>2.1M</td>
</tr>
</tbody>
</table>

Source: MRI-Simmons USA Fall 2022 Report
## 2023 Digital Audience Profile

<table>
<thead>
<tr>
<th>Audience Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Unique Visitors</td>
<td>14.9M</td>
</tr>
<tr>
<td>Total Page Views</td>
<td>24M</td>
</tr>
<tr>
<td>Avg Minutes per Visitor</td>
<td>2.1</td>
</tr>
<tr>
<td>Male/Female</td>
<td>54%/46%</td>
</tr>
<tr>
<td>Age 18-34</td>
<td>4M</td>
</tr>
<tr>
<td>Age 18-49</td>
<td>8.4M</td>
</tr>
<tr>
<td>Age 25-54</td>
<td>8M</td>
</tr>
<tr>
<td>Age 21+</td>
<td>14.3M</td>
</tr>
<tr>
<td>Median Age</td>
<td>46.4</td>
</tr>
<tr>
<td>HHI $60K+</td>
<td>12M</td>
</tr>
<tr>
<td>HHI $75K+</td>
<td>10.1M</td>
</tr>
<tr>
<td>HHI $100K+</td>
<td>7.7M</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$100,857</td>
</tr>
<tr>
<td>Children in HH</td>
<td>5.2M</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>1.2M</td>
</tr>
<tr>
<td>Race Other</td>
<td>13.7M</td>
</tr>
<tr>
<td>Hispanic All</td>
<td>1.4M</td>
</tr>
</tbody>
</table>

**Total Adults: 14.9M**

**Total Men: 8M**
# 2023 Advertising Rate Card

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$103,000</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$81,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$64,000</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$45,000</td>
</tr>
<tr>
<td>Second Cover</td>
<td>$124,000</td>
</tr>
<tr>
<td>Third Cover</td>
<td>$120,000</td>
</tr>
<tr>
<td>Fourth Cover</td>
<td>$135,000</td>
</tr>
</tbody>
</table>

Effective Sept 2023. All Rates Are Gross.
## Men's Health 2023 Production Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>CLOSE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB '23</td>
<td>The Action Issue</td>
<td>11/02/22</td>
<td>12/27/22</td>
</tr>
<tr>
<td>MARCH</td>
<td>The Future of Fitness</td>
<td>12/07/22</td>
<td>02/07/23</td>
</tr>
<tr>
<td>APRIL</td>
<td>Fit At Any Age</td>
<td>01/25/23</td>
<td>03/21/23</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>The Strength Issue</td>
<td>03/15/23</td>
<td>05/09/23</td>
</tr>
<tr>
<td>JULY/AUG</td>
<td>The Adventure Issue</td>
<td>05/03/23</td>
<td>06/27/23</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Strength in Diversity</td>
<td>06/14/23</td>
<td>08/08/23</td>
</tr>
<tr>
<td>OCT/NOV</td>
<td>Special Anniversary: 35 Years Strong!</td>
<td>08/16/23</td>
<td>10/10/23</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Heroes of the Year</td>
<td>09/27/23</td>
<td>11/21/23</td>
</tr>
</tbody>
</table>

For more information, please contact your sales representative.
JANUARY/FEBRUARY
THE ACTION ISSUE
Close: 11/02/22
On Sale: 12/27/22
We’ll celebrate community, collaboration, and connection in pursuit of personal transformations.
• Stronger, Faster, Better, Together
• The Winter Adventure Guide
• Big Change, New Clothes
• Home Gym Awards
• Digital Initiatives:
  31 Days of Restarts, Testosterone HQ

MARCH
THE FUTURE OF FITNESS
Close: 12/07/22
On Sale: 02/07/23
We spotlight the brands and people leading the way and introduce the latest and greatest in cutting-edge technology.
• Cancer Survivors from the Future
• Spring Style Upgrades
• Digital Initiative:
  Military Month

APRIL
FIT AT ANY AGE
Close: 01/25/23
On Sale: 02/27/23
Our annual exploration of the many ways that aging and longevity are changing.
• Friends At Any Age
• The MH Guide to Processed Foods
• Denim Guide
• Grooming Awards
• Digital Initiative:
  The Cure for Everything?

MAY/JUNE
THE STRENGTH ISSUE
Close: 03/15/23
On Sale: 05/09/23
A celebration of strength in all its forms.
• The Mentally Fittest Men in America
• Zen for Men
• Ten Rules of Total Body Strength
• Fitness Awards, Outdoor Awards, Cool Dad Awards
• Digital Initiatives:
  Mental Health Month, Cool Dad HQ

THEMES ARE SUBJECT TO CHANGES AT THE SOLE DISCRETION OF MEN’S HEALTH EDITORIAL.
2023

EDITORIAL CALENDAR

JULY/AUGUST
THE ADVENTURE ISSUE
Close: 05/03/23
On Sale: 06/27/23
We solve all our readers’ travel and adventure needs with content built on accessible, actionable, fun destinations.
• Ultimate Guy Trips
• Travel Awards

SEPTEMBER
STRENGTH IN DIVERSITY
Close: 06/14/23
On Sale: 08/08/23
Our annual issue celebrating strength, diversity, and difference of body type, age, ability, neurodiversity, and race.
• Hip-Hop & Men’s Health
• NFL Package
• Best Foods for Men
• Digital Initiative: Brain Camp, Long Game on Longevity

OCT/NOV
SPECIAL ANNIVERSARY: 35 YEARS STRONG!
Close: 08/16/23
On Sale: 10/10/23
A celebration of the past, present, and future of the biggest men’s magazine brand.
• Every Body Is Perfect
• The MH Greatest Exercises
• Upgrade Your Heart
• Digital Initiative: The Best MH Recipes Ever. Updated!, The Greatest Guy Wisdom

DECEMBER
HEROES OF THE YEAR
Close: 09/27/23
On Sale: 11/21/23
We ask people across America to nominate a hero in their lives and communities—men and women who inspire and shape their worlds with courage, creativity, and integrity.
• Ultimate Guy Search
• Tech Awards
• (Men)tally Healthy Awards
• Digital Initiative: Best Gyms in America

THEMES ARE SUBJECT TO CHANGES AT THE SOLE DISCRETION OF MEN’S HEALTH EDITORIAL.
Magazine trim size is **8” x 10⅞”**

Line Screen: 150. Safety: Keep live matter ¼” from trim and gutter

### Standard Size Advertisements

<table>
<thead>
<tr>
<th>Material</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>

### 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 QuadArms at 1-866-276-2368.

### Production Specs/Due Dates

For all ad specifications and material due dates contact:

Valentina Cabello
vcabelloi@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.
## 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>

## 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.

## MATERIAL REQUIREMENTS

- **Electronic advertising file delivery available at** www.adshuttle.com/heast.
- Emailing files is not acceptable.

## 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 QuadArms at 1-866-276-2368.**

## PRODUCTION SPECS/DUE DATES

- For all insert ad specifications and material due dates contact:
  - **Lynn Scaglione**
  - Pubworx
  - 135 West 50th Street, 20th Floor
  - New York, NY 10020
  - (212) 450-0980
  - lynn.scaglione@pwxsolutions.com

## STANDARD SIZE ADVERTISEMENTS

### LIVE AREA

<table>
<thead>
<tr>
<th>Pages 1 &amp; 4 (anchor)</th>
<th>7.75” x 10.875”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages 2 &amp; 3 (gate leaf)</td>
<td>7.375” x 10.875”</td>
</tr>
</tbody>
</table>

### PAGES

**4-Page Body Gate**

<table>
<thead>
<tr>
<th>Pages 1 &amp; 4 (anchor)</th>
<th>7.75” x 10.875”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages 2 &amp; 3 (gate leaf)</td>
<td>7.375” x 10.875”</td>
</tr>
</tbody>
</table>

### FINAL TRIM

- **Include quality control patch (color bars) outside bleed dimension. All marks [trim, bleed, center] should be included in all colors.**

### FOR MORE INFORMATION, PLEASE CONTACT YOUR SALES REPRESENTATIVE.

---

### 2023 PRODUCTION SPECS/GATEFOLDS

---

## PRODUCTION SPECS/DUE DATES

- For all insert ad specifications and material due dates contact:
  - **Lynn Scaglione**
  - Pubworx
  - 135 West 50th Street, 20th Floor
  - New York, NY 10020
  - (212) 450-0980
  - lynn.scaglione@pwxsolutions.com
BLUEDINES REFLECTING FINAL SPEC, CREATIVE AND INSTRUCTIONS

Lynn Scaglione
Pubwrx
135 West 50th Street, 20th Floor
New York, NY 10020
(212) 450-0980
Lynn.Scaglione@pwxsolutions.com

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”

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.

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

2023 QUAD JOB NUMBERS

<table>
<thead>
<tr>
<th>Month</th>
<th>Job Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>C30JDY0</td>
</tr>
<tr>
<td>APRIL</td>
<td>C30JE00</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>C30JE30</td>
</tr>
<tr>
<td>JULY/AUG</td>
<td>C30JE20</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>C30JE10</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>C30JE40</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>C30JE60</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>C30JE50</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION, PLEASE CONTACT YOUR SALES REPRESENTATIVE.
Men's Health
2023 Reply Cards

Bluelines reflecting final spec, creative and instructions
Lynn Scaglione
Pubworx
135 West 50th Street, 20th Floor
New York, NY 10020
(212) 450-0980
lynn.Scaglione@pwxsolutions.com

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

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

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

2023 Quad job numbers

<table>
<thead>
<tr>
<th>Month</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>C30JDY0</td>
</tr>
<tr>
<td>April</td>
<td>C30JE00</td>
</tr>
<tr>
<td>May/June</td>
<td>C30JE30</td>
</tr>
<tr>
<td>July/Aug</td>
<td>C30JE20</td>
</tr>
<tr>
<td>September</td>
<td>C30JE10</td>
</tr>
<tr>
<td>October</td>
<td>C30JE40</td>
</tr>
<tr>
<td>November</td>
<td>C30JE60</td>
</tr>
<tr>
<td>December</td>
<td>C30JE50</td>
</tr>
</tbody>
</table>

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.

For more information, please contact your sales representative.
BOOKAZINES focus on topics like fitness, training, and nutrition, to help men on the path to achieving the most successful life ever!

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>ISSUE</th>
<th>CLOSE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO GYM REQUIRED</td>
<td>01/20/23</td>
<td>03/14/23</td>
</tr>
<tr>
<td>MUSCLE AFTER 40</td>
<td>03/03/23</td>
<td>04/25/23</td>
</tr>
<tr>
<td>ARMS &amp; ABS</td>
<td>03/24/23</td>
<td>05/16/23</td>
</tr>
<tr>
<td>NO GYM REQUIRED</td>
<td>05/05/23</td>
<td>06/27/23</td>
</tr>
<tr>
<td>30-MINUTE WORKOUTS</td>
<td>05/23/23</td>
<td>07/18/23</td>
</tr>
<tr>
<td>BIG MUSCLE</td>
<td>07/11/23</td>
<td>08/29/23</td>
</tr>
<tr>
<td>GET STRONGER FOR LONGER</td>
<td>08/03/23</td>
<td>09/19/23</td>
</tr>
<tr>
<td>ULTIMATE HEALTH MANUAL</td>
<td>08/18/23</td>
<td>10/10/23</td>
</tr>
<tr>
<td>MUSCLE OVER 40</td>
<td>09/22/23</td>
<td>11/14/23</td>
</tr>
<tr>
<td>2024 TRAINING GUIDE</td>
<td>10/27/23</td>
<td>12/19/23</td>
</tr>
</tbody>
</table>

**LIVE** | **TRIM** | **BLEED**
--- | --- | ---
PAGE | 6.5” X10” | 7” x 10.5” | 7.25” x 10.75”
SPREAD | 13” x 10” | 14” x 10.5” | 14” x 10.75”

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

**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.

**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

**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).

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

**FOR MORE INFORMATION, PLEASE CONTACT YOUR SALES REPRESENTATIVE.**
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 ’23</td>
<td>10/12/22</td>
<td>12/27/23</td>
</tr>
<tr>
<td>MARCH</td>
<td>11/16/22</td>
<td>02/07/23</td>
</tr>
<tr>
<td>APRIL</td>
<td>01/04/23</td>
<td>03/21/23</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>02/22/23</td>
<td>05/09/23</td>
</tr>
<tr>
<td>JULY/AUG</td>
<td>04/12/23</td>
<td>06/27/23</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>05/24/23</td>
<td>08/08/23</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>05/28/23</td>
<td>09/12/23</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>08/02/23</td>
<td>10/17/23</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>09/06/23</td>
<td>11/21/23</td>
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<tr>
<td>JAN/FEB ’24</td>
<td>10/18/23</td>
<td>01/02/24</td>
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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 (.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 2023. 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 any and all Losses arising out of such Claim(s).

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 any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the Advertiser including, without limitation, those arising from any 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.
For inquiries on rates, closing dates, specs and editorial calendars, please contact:

**KAREN FERBER**
Advertising Services & Business Manager
karen.ferber@hearst.com

For marketing inquiries, please contact:

**MARNIE BRAVERMAN**
Group Marketing Director
marnie.braverman@hearst.com