



**MEDIA KIT**

2024

**People**



## NATIONAL EDITION RATES: EFFECTIVE WITH 1/2/24 ISSUE

Rate Base	2,500,000
4-Color Rates:	
Full page	\$385,600
$\frac{2}{3}$ page	\$329,100
$\frac{1}{2}$ page	\$260,400
$\frac{1}{3}$ page	\$177,500
Cover 2	\$482,000
Cover 3	\$424,400
Cover 4	\$520,700
Black & White Rates:	
Full Page	\$270,100
$\frac{2}{3}$ Page	\$230,600
$\frac{1}{2}$ Page	\$182,200
$\frac{1}{3}$ Page	\$124,300
BRC Insert Cards:	
Reg - Supplied	\$280,600
Reg - We Print	\$289,300
Oversize - We Print	\$280,600
Oversize - Supplied	\$289,300

Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.

### ADDITIONAL INFORMATION

**1) State and Metro Opportunities.** Regional advertising may be available in select issues. Please contact your PEOPLE sales representative for information.

**2) Insert Cards.** Standard size, 6" x 4-1/4". Price and space requirements on request. A 5% margin must be allowed in the circulation of insert cards.

**3) Supplied Inserts.** Supplied 4-page signatures, as well as specially designed inserts such as die cuts, etc., are acceptable. Rates, specifications and availabilities on request.

**4) Premium Charges.** Special advertising production premiums are non-commissionable and do not earn any discounts. Rebates received on space charges may not be applied to premium charges.

**5) Non-Standard Colors.** All run-of-book ads that use non-convertible PMS colors or 5 colors will incur \$12,000 non-commissionable production premium.

# People

## READER PROFILE

Adult Reader	% of comp.
Age 18–24	10
Age 18–34	23
Age 18–49	48
Age 25–54	47
Age 35–44	17
Age 45–54	17
Age 55+	43
Attended/Graduated College+	60
Dual-Income Households	22
Adults with Children in Household	36
\$60,000+ Household Income	59
Live in A or B Counties	75
Own Home	63
Working Women (of women readers)	36
<b>Total Adults</b>	<b>25,297,000</b>
Total Women	17,610,000
Percentage	67%
Total Men	8,687,000
Percentage	33%
Median Age (Adult)	51
Median Household Income	\$75,759

Source: MRI comScore Multiplatform 06-23, S23





## SPLIT EDITIONS AND STATE/METRO EDITIONS

### SPLIT PEOPLE (A-B SPLIT)

With Split PEOPLE, an advertiser can purchase one half of PEOPLE's circulation—a perfect A-B split—so that every other national copy contains the ad message. With a reach of 13 million readers across the country, Split PEOPLE delivers an audience that's larger than that of most other national magazines for approximately half of the regular out-of-pocket expense.

Split PEOPLE is the right choice for advertisers who want to build frequency on a budget, as well as advertisers who want to test the marketing might of America's most popular weekly magazine.

Split PEOPLE is limited to full-size run-of-book pages.

#### NATIONAL ISSUES

<b>Rate Base</b>	<b>1,250,000</b>
4-Color	\$250,700
Black & White	\$175,490

Closing dates are five weeks prior to issue dates. Normal discounts apply.

Closing dates are five weeks prior to issue dates, regardless of coloration.

A 5% margin must be allowed in the circulations of split runs.

Split-Run Premiums are noncommissionable and do not earn discounts/credits or contribute to commitment levels.



#### TENTPOLES ISSUES

**When it comes to PEOPLE's tentpole issues, we not only make the news, we are the news—delivering huge impact and scale on all of PEOPLE platforms for your brand.**

##### Beautiful

PEOPLE is the worldwide authority on beauty each May as we celebrate the women who represent what's beautiful now — inside and out. Leverage the equity behind this powerful brand tentpole that brings consumers across the country together to enjoy the moment.

**Issue Date: May 13**

**Ad Close: April 8**

**On Sale: May 3**

##### Sexiest Man Alive

SMA is PEOPLE's buzziest, most iconic franchise—a true feel good moment for our audience of 124MM. Place your brand at the center of the cultural conversation. While the definition of “sexy” may change with the times, one thing remains: PEOPLE's audience — and the world — are here for it.

**Issue Date: November 25**

**Ad Close: October 21**

**On Sale: November 16**

##### People of the Year

From our groundbreaking cover star, to the everyday heroes in between, PEOPLE honors those who defined the year that was. This franchise is a celebration of doers and dreamers, inspiring 124M consumers across platforms to make a difference in their own corners of the world.

**Issue Date: December 16**

**Ad Close: November 11**

**On Sale: December 6**



## SPECIAL EDITORIAL FEATURES

**Align your brand with some of PEOPLE's key moments in the calendar year. Editorial available across all platforms.**

**Beyond the Scale** Issue date: 1/8  
Get inspired by people who achieved their wellness goals to maintain a healthier lifestyle.

**Black History Makers** Issue date: 2/5  
PEOPLE's Black History Makers honors the past by looking forward. From musicians and actors to activists and entrepreneurs, we celebrate the inspiring individuals making history happen NOW.

**Greatest Love Stories** Issue date: 2/12  
Timed to Valentine's Day, we celebrate the special bonds that keep partnerships strong.

**GRAMMY® Awards** Issue date: 2/19  
All-access coverage of Music's Biggest Night from the exclusive magazine partner of the GRAMMY®s and The Recording Academy®.

**Women Changing the World** Issue date: 3/11  
Women Changing the World features celebrities, activists, athletes, CEOs and more who support women across the world—as well as everyday women making change in their own communities.

**PLUS:** PEOPLE gives our audience exclusive access to the SAG Awards—celebrating outstanding performances in 2023.

**Oscars®** Issue date: 3/25  
PEOPLE takes consumers on the red carpet and behind the scenes of the Academy Awards like no other media brand can.

**PEOPLE's 50th Birthday** Issue date: 4/22  
For 50 years, PEOPLE has been covering the individuals and stories that are impacting our world. And in honor of our birthday, we'll celebrate our biggest moments plus what's new and next.

**Food Awards** Issue date: 6/17  
PEOPLE's picks for the year's best new products across every grocery aisle.

**100 Reasons to Love America** Issue Date: 7/1  
PEOPLE celebrates the best of America—everything from food faves and fashion to music, pets and more.

**Summer Olympics** Issue date: 8/12 and 8/19  
PEOPLE celebrates the human stories behind the Olympics in Paris, from the hopefuls to the superstars—as well as their families and the stars working behind-the-scenes.

**The Family Franchise** Issue date: 8/19  
PEOPLE celebrates all things family—including celebrities and their kids as well as real life families doing extraordinary things.

**Beauty Awards** Issue date: 9/23  
Editors name the best drugstore products for makeup, hair, skin and body.

**Emmy Awards** Issue date: 10/7  
The official entertainment magazine of the Emmy Awards and the Television Academy brings readers inside the excitement of television's biggest night.

**Food Faves** Issue date: 9/30  
We spotlight every angle of food including the biggest stars shaking up the culinary world.

**The Kindness Franchise** Issue date: 11/4  
PEOPLE shines a light on extraordinary acts of kindness, inspiring our audience of 124M in how they can do their part.



## PRINT PRODUCTION SPECIFICATIONS

### FILE TYPES AND DELIVERY:

Submit PDF-X1a FILES via Ad Shuttle:  
<https://www.adshuttle.com/Meredith>

For instructions on how to create a PDF-X1a go to:  
[http://www.meredith.com/sites/default/files/PDFx1a\\_Guide2015\\_D2D.pdf](http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf)

Prepare files to Dotdash Meredith's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

### FILE SPECIFICATIONS/GENERAL GUIDELINES:

Include/embed all fonts and artwork.  
 Max density (total area coverage) is 300.  
 Image resolution is 300 dpi, Line illustration is 2400 dpi.  
 CMYK or Grayscale only. Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK.  
 5/c ads: Limit spot color to the elements from the Pantone Library.  
 Files must be properly trapped.  
 Limit file name to 24 characters including the extensions.  
 Files must be single pages or spreads, no multipage files.  
 Do not nest PDF files in other PDFs, EPS files in other EPSs.  
 Do not use illegal characters such as ("()\*&^%\$#@!{}[]\|'.,:; in file names.  
 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

### DOCUMENT SETTINGS:

Ads should be built at 100% trim size.  
 Bleed ads, extend bleed to 1/8" beyond trim on all sides.  
 Keep live matter within bleed safety dimensions listed below.  
 Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167" so not to touch live image or bleed areas. See PDF Guide link above.

Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.

**Alert Designers:** For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

### FONTS:

4-color black type is not allowed.  
 To create rich black use 100% K and 60% C.  
 Free fonts or system fonts should not be used. If used, they must be outlined.  
 Do not apply styles to basic fonts, use the actual font.  
 4-color type should not exceed 300% density.  
 To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.  
 Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.  
 Color or reverse type and line art should not be less than .007" at the thinnest area. Single color type and line art should not be less than .004" at the thinnest area. General guideline is nothing thinner than the equivalent of a hairline rule.

### PROOFS:

Dotdash Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to [www.swop.org](http://www.swop.org) for additional information.

### NOTES:

Dotdash Meredith does not make any changes to ads or files. Retention of materials is 13 months.

**Material extensions, file specs and ad portal contact:**  
[PeopleADTeam@quad.com](mailto:PeopleADTeam@quad.com)

	Trim Size	Non Bleed	Bleed Size	Bleed Safety
Full Page	7 <sup>7</sup> / <sub>8</sub> " x 10 <sup>1</sup> / <sub>2</sub> "	7 <sup>1</sup> / <sub>8</sub> " x 10"	8 <sup>1</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>4</sub> "	7 <sup>1</sup> / <sub>8</sub> " x 10"
Spread	15 <sup>3</sup> / <sub>4</sub> " x 10 <sup>1</sup> / <sub>2</sub> "	15" x 10"	16" x 10 <sup>3</sup> / <sub>4</sub> "	15" x 10"
½ Vertical	3 <sup>7</sup> / <sub>8</sub> " x 10 <sup>1</sup> / <sub>2</sub> "	3 <sup>1</sup> / <sub>8</sub> " x 10"	4 <sup>1</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>4</sub> "	3 <sup>1</sup> / <sub>8</sub> " x 10"
⅓ Vertical	2 <sup>3</sup> / <sub>4</sub> " x 10 <sup>1</sup> / <sub>2</sub> "	2" x 10"	3" x 10 <sup>3</sup> / <sub>4</sub> "	2" x 10"
¾ Vertical	5" x 10 <sup>1</sup> / <sub>2</sub> "	4 <sup>1</sup> / <sub>4</sub> " x 10"	5 <sup>1</sup> / <sub>4</sub> " x 10 <sup>3</sup> / <sub>4</sub> "	4 <sup>1</sup> / <sub>4</sub> " x 10"
⅓ Horizontal	7 <sup>7</sup> / <sub>8</sub> " x 3 <sup>5</sup> / <sub>8</sub> "	7 <sup>1</sup> / <sub>8</sub> " x 3 <sup>1</sup> / <sub>8</sub> "	8 <sup>1</sup> / <sub>8</sub> " x 3 <sup>7</sup> / <sub>8</sub> "	7 <sup>1</sup> / <sub>8</sub> " x 3 <sup>1</sup> / <sub>8</sub> "
½ Horizontal	7 <sup>7</sup> / <sub>8</sub> " x 5"	7 <sup>1</sup> / <sub>8</sub> " x 4 <sup>1</sup> / <sub>2</sub> "	8 <sup>1</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>4</sub> "	7 <sup>1</sup> / <sub>8</sub> " x 4 <sup>1</sup> / <sub>2</sub> "
½ Spread Horizontal	15 <sup>3</sup> / <sub>4</sub> " x 5"	15" x 4 <sup>1</sup> / <sub>2</sub> "	16" x 5 <sup>1</sup> / <sub>4</sub> "	15" x 4 <sup>1</sup> / <sub>2</sub> "
⅓ Spread Horizontal	15 <sup>3</sup> / <sub>4</sub> " x 3 <sup>5</sup> / <sub>8</sub> "	15" x 3 <sup>1</sup> / <sub>8</sub> "	16" x 3 <sup>7</sup> / <sub>8</sub> "	15" x 3 <sup>1</sup> / <sub>8</sub> "
¼ Spread Horizontal	15 <sup>3</sup> / <sub>4</sub> " x 2 <sup>5</sup> / <sub>8</sub> "	15" x 2 <sup>1</sup> / <sub>8</sub> "	16" x 2 <sup>7</sup> / <sub>8</sub> "	15" x 2 <sup>1</sup> / <sub>8</sub> "
⅓ Horizontal	7 <sup>7</sup> / <sub>8</sub> " x 2"	7 <sup>1</sup> / <sub>8</sub> " x 1 <sup>1</sup> / <sub>2</sub> "	8 <sup>1</sup> / <sub>8</sub> " x 2 <sup>1</sup> / <sub>4</sub> "	7 <sup>1</sup> / <sub>8</sub> " x 1 <sup>1</sup> / <sub>2</sub> "
⅓ Square	5" x 5"	4 <sup>1</sup> / <sub>4</sub> " x 4 <sup>1</sup> / <sub>2</sub> "	5 <sup>1</sup> / <sub>4</sub> " x 5 <sup>1</sup> / <sub>4</sub> "	4 <sup>1</sup> / <sub>4</sub> " x 4 <sup>1</sup> / <sub>2</sub> "
⅓ Vertical	NA	2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>5</sup> / <sub>8</sub> "	NA	NA



## CLOSING DATES AND ISSUE CYCLES

PEOPLE is published weekly, except one issue at year end. It is dated Monday, on sale two Fridays preceding. Friday On-Sale: PEOPLE's pre-weekend delivery reaches consumers for peak weekend shopping. Closing Dates: All ad closings are four weeks before issue date. However, if the closing date falls on a national holiday, the closing date will be the working day immediately following the holiday. Printing material and insertion orders

are due to PEOPLE Production on the appropriate closing date.

All cover positions must be approved 8 weeks prior to ad close.

Materials received after the regular closing date, whether on extension or not, do not go through the pre-press inspection process, and reproduction quality is at the advertiser's risk.

	Monday Issue	Ad Close	Friday On-Sale	Issue Cycles		Monday Issue	Ad Close	Friday On-Sale	Issue Cycles
	Date	(4 weeks)	Date	Available		Date	(4 weeks)	Date	Available
January	08	12/04/23	12/29/23	A/B, REG	July	01	05/27	06/21	REG, A/B
	15	12/11/23	01/05/24	MNI		15	06/10	07/05	REG
	22	12/18/23	01/12	A/B		22	06/17	07/12	A/B
	29	12/25/23	01/19	NAT		29	06/24	07/19	MNI
February	05	01/01/24	01/26	A/B, REG	August	05	07/01	07/26	NAT
	12	01/08	02/02	NAT		12	07/08	08/02	REG
	19	01/15	02/09	MNI, A/B		19	07/15	08/09	MNI, A/B, REG
	26	01/22	02/16	A/B		26	07/22	08/16	REG
March	04	01/29	02/23	MNI	September	02	07/29	08/23	NAT
	11	02/05	03/01	REG		09	08/05	08/30	MNI
	18	02/12	03/08	MNI, A/B		16	08/12	09/06	A/B
	25	02/19	03/15	A/B, REG		23	08/19	09/13	A/B, REG
April	08	03/04	03/29	REG	October	30	08/26	09/20	NAT
	15	03/11	04/05	MNI		07	09/02	09/27	REG, A/B
	22	03/18	04/12	REG, A/B		21	09/16	10/11	MNI
	29	03/25	04/19	NAT		28	09/23	10/18	A/B, REG
May	06	04/01	04/26	REG	November	04	09/30	10/25	MNI
	<b>13</b>	<b>04/08</b>	<b>05/03</b>	<b>REG, A/B</b>		11	10/07	11/01	REG
	20	04/15	05/10	MNI, A/B		18	10/14	11/08	A/B, REG
	27	04/22	05/17	REG		<b>25</b>	<b>10/21</b>	<b>11/15</b>	<b>NAT</b>
June	03	04/29	05/24	NAT	December	02	10/28	11/22	A/B, REG
	10	05/06	05/31	REG		09	11/04	11/29	NAT
	17	05/13	06/07	A/B		<b>16</b>	<b>11/11</b>	<b>12/06</b>	<b>A/B, REG</b>
	24	05/20	06/14	MNI		23	11/18	12/13	MNI
						30	11/25	12/20	NAT

### TENTPOLES ISSUE DATES IN BOLD

**Beautiful:** May 13

**Sexiest Man Alive:** November 25

**People of the Year:** December 16

### KEY:

**NAT:** National

**REG:** Regional

**A/B:** A/B (50/50) split ad

**MNI:** Supplied regional pre-printed forms

Cover feature not guaranteed due to breaking news.





## 2024 DOTDASH MEREDITH/MEREDITH OPERATIONS CORPORATION PRINT ADVERTISING TERMS AND CONDITIONS

The following are certain terms and conditions governing advertising published by Dotdash Meredith through its subsidiary Meredith Operations Corporation ("Publisher") in the U.S. print edition of PEOPLE magazine (the "Magazine"). These terms and conditions may be revised by Publisher from time to time. For the latest version, go to [www.dotdashmeredith.com/brands/entertainment/people](http://www.dotdashmeredith.com/brands/entertainment/people). Submission of insertion order for placement of advertising in the Magazine, and/or delivery of advertising materials to Publisher for inclusion in the Magazine, constitutes acceptance of the following terms and conditions by both the advertiser ("Advertiser") and any agency or other representative acting for or on behalf of Advertiser ("Agency"). No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that are submitted or maintained by Agency or Advertiser will be binding on Publisher, unless expressly authorized in a writing signed by a senior executive of Publisher.

### AGENCY COMMISSION AND PAYMENT

1. Publisher has sole discretion over payment terms for advertising. Publisher may change the payment terms from time to time and without limiting generality of the foregoing may require Advertiser to make payment in advance of the on-sale date of the relevant Magazine issue.
2. Agency and Advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due in full, without deductions or set-offs, within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by Advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

### CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders

or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.

3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

### CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the Advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. In no event shall any rebate be payable in cash. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

### PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, pandemics, public health emergencies, failure of transportation, strike, acts of governments, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

**3. The liability of Publisher for any act, error, omission or other matter for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits. The foregoing limitations shall apply to the greatest extent permitted by law and regardless of the theory under which liability is asserted.**



## 2024 DOTDASH MEREDITH/MEREDITH OPERATIONS CORPORATION PRINT

### MISCELLANEOUS

1. Agency and Advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine, and all materials contained therein (collectively, the "Ad Materials") including, but not limited to, Ad Materials for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law, infringe any right of any party, and/or is libelous, defamatory, obscene, disparaging, racist, hateful or scandalous. As part of the consideration and to induce Publisher to publish such advertisement, Agency and Advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability, damages, fines, penalties, and related costs and expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such Ad Materials in any applicable editions, formats or derivations of the Magazine, including, but not limited to: (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher; or (b) the failure of such Ad Materials 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; or (c) any products, goods, services, programs, events, offers and promotions that are promoted by or referenced in the Ad Materials (and the fulfillment or non-fulfillment thereof).

2. Publisher may, in Publisher's sole and exclusive discretion and without penalty to Publisher, reject and refuse to run any Ad Materials that Publisher believes: (a) do or may violate Agency's and Advertiser's representations and warranties set forth above; (b) are reasonably likely to be considered objectionable by a reasonable person; and/or (c) are likely to expose Publisher, Agency and/or Advertiser to heightened legal or reputational liability or risk for any reason.

3. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, Agency and Advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of Agency or Advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, Agency and Advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any such claims.

4. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No Advertiser or Agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.

5. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.

6. All terms and conditions of this Rate Card and associated insertion orders, including but not limited to pricing information, shall be the confidential information of Publisher, and neither Agency nor Advertiser may disclose any such information without obtaining Publisher's prior written consent.

7. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Advertiser and Agency each hereby consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts. ALL PARTIES WAIVE ALL RIGHTS TO TRIAL BY JURY.

### ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.

2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.

3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.

4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.

5. If a third party either acquires or is acquired by Advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to Advertiser's earning discounts.

### REBATES AND SHORT-RATES

Publisher shall rebate Advertiser if Advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that Advertiser fails to achieve a spending level for which it has been billed, Advertiser will be **short-rated** and owe Publisher an additional sum based on the difference between the billed rates and higher rates.

# People

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