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West Coast Director
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Kuuipo.Cashman@meredith.com
OUR PHILOSOPHY

WHERE GOOD TASTE Meets Good Health

For more than twenty years, EatingWell has been at the forefront of what Americans now embrace: the rewards of eating better.

Our experts offer delicious recipes, balanced nutritional advice, thought-provoking stories and new ways to make healthy choices more exciting.

Whether you’re making changes big or small, EatingWell is a way of life, a place where everything is good.
2014 EDITORIAL CALENDAR

JAN/FEB: The New Year, New You
Jump-start the New Year with EatingWell’s award-winning nutrition advice, health tips and vitamin-rich recipes—from cold-weather comfort food to crisp winter salads, we’ve got all you need to be happy and wholesome in 2014.

PRINT CLOSE: November 1
PRINT ON SALE: December 24

EATINGWELL.COM
JAN
• Weight Loss Meal Plan
• Super Bowl Snacks
• New Year Diet Resolutions
FEB
• Slow Cooker Suppers
• Valentine’s Day Recipes
• Healthier Heart Meals

MARCH/APRIL: The Feel-Good Issue
From gorgeous greens to baked beauties, we’re serving up our favorite recipes, produce and flavors that will keep you healthy all season long and feeling better than ever.

PRINT CLOSE: January 3
PRINT ON SALE: February 25

EATINGWELL.COM
MARCH
• Easter & Passover Brunch
• Eating Clean with Cabbage
• Healthy Dinner Recipes
APRIL
• Spring Slim-Down Recipes
• Organic & Sustainable Eating
• Green Up Your Diet

MAY/JUNE: Spring Celebrations
Spring ahead in EatingWell-style with farm-fresh favorites, cakes to celebrate and Southern-inspired seafood from the region’s finest food experts.

PRINT CLOSE: March 3
PRINT ON SALE: April 23

EATINGWELL.COM
MAY
• Memorial & Mother’s Day Meals
• Spring Entertaining
• Slow-Cooker Sides
JUNE
• Father’s Day Recipes
• Picnic & Potluck Menus
• Outdoor Grilling Guide
• Pickles & Preserves

JULY/AUGUST: The Grilling Issue
The heat is on with these sizzling menus—great for a backyard party of two or twenty—that will keep you enjoying the best of outdoor entertaining and summer’s peak produce all season.

PRINT CLOSE: May 2
PRINT ON SALE: June 24

EATINGWELL.COM
JUL
• Sizzling July 4th Menus
• Backyard Barbecues
• Summer Classics Made Healthier
AUG
• Best of Berries
• Better-for-You Meals
• Back-to-School

SEPT/OCT: The Mediterranean Way
Eat healthy the Mediterranean way and delight in the savory, simple and fresh flavors of Italy and beyond, from perfect pastas to herb-infused olive oils.

PRINT CLOSE: July 3
PRINT ON SALE: August 26

EATINGWELL.COM
SEP
• Quick, Healthy Dinners
• Labor Day Recipes
• Modern Mediterranean Meal Plan
OCT
• Kid-Friendly Halloween Recipes
• Show-Stopper Soups
• Fall Favorites

NOV/DEC: Harvest & Holidays
Deck the halls with EatingWell-inspired celebrations, starring hearty holiday menus, smarter sweets and festive entertaining ideas.

PRINT CLOSE: September 5
PRINT ON SALE: October 28

EATINGWELL.COM
NOV
• Thanksgiving Menus
• Do-Ahead Holiday Dinners
• The De-Stress Diet
DEC
• Christmas Cookies
• New Year’s Eve Party Planner
• A Bunch for Brunch

Editorial subject to change.
JESSIE PRICE, Editor-in-Chief
Editor-in-Chief of EatingWell since 2013, Jessie Price grew up in a family full of great cooks and food fanatics. After graduating from Williams College, she cooked in restaurants in California and Colorado, including the Relais and Chateaux Home Ranch near Steamboat Springs. Ms. Price started out testing and developing recipes for EatingWell and joined the editorial team full time in 2004.

Ms. Price is the author of seven EatingWell cookbooks, including the James Beard Award-winning The Simple Art of EatingWell and, most recently, EatingWell One-Pot Meals. She lives in Charlotte, Vermont, where she stays busy growing her own vegetables and tracking down great food products.

BRIERLEY WRIGHT, M.S., R.D., Nutrition Editor
Brierley Wright, M.S., R.D. has been Nutrition Editor for EatingWell since 2009 and oversees all nutrition content across the brands print and digital platforms. Ms. Wright writes “Ask Brierley”—a regular column in EatingWell magazine that answers health questions submitted by readers—and is a regular blogger for EatingWell.com, Yahoo! and The Huffington Post.

In 2011, Ms. Brierley was named Vermont’s Emerging Dietitian of the Year and is the President-Elect of the Vermont Academy of Nutrition and Dietetics. Ms. Brierley received undergraduate degrees in Dietetics and Nutrition and Food Sciences from the University of Vermont.

STACY FRASER, Test Kitchen Manager
With a background in ecological agriculture and many past growing seasons under her belt, Stacy began her study of food in the field—literally. She is a graduate of Evergreen State College in Olympia, WA, with a B.A. in Ecological Agriculture, and farmed professionally for a brief time.

Before joining EatingWell in 2004, she managed the kitchen of hot spot Penny Cluse in downtown Burlington, Vermont, where she mastered the art of making simple, delicious food from fresh ingredients.
EatingWell delivers the highest level of service journalism with life-changing features on health, nutrition and wellness. Since its highly acclaimed relaunch in 2002, EatingWell’s articles and books have been recognized as winners and/or finalists for 25+ James Beard Awards—the industry’s highest accolade. EatingWell is also a six-time winner of the coveted Bert Greene Award, the highest award in magazine journalism given by the International Association of Culinary Professionals, and was recently selected to the Advertising Age “A-List.”

**2013**

**ADVERTISING AGE “A-LIST”**
WINNER: Ad Age’s Annual A-List (Oct 2013)

**JAMES BEARD FOUNDATION JOURNALISM AWARDS**
WINNER: Rachael Moeller Gorman, “Solving the Sugar Puzzle” (Sept/Oct 2012)

**BERT GREENE AWARD**
WINNER: Barry Estabrook, “Sweet Summer Corn” (Jul/Aug 2012)
NOMINATED: Rowan Jacobsen, “Swimming Upstream” (March/April 2012)

**2012**

**JAMES BEARD FOUNDATION JOURNALISM AWARDS**
WINNER: Anna Thomas, “The Soup for Life” (Sept/Oct 2011)
NOMINATED: Melinda Wenner Moyer, “Going Clean” (Sept/Oct 2011)

**BERT GREENE AWARD**
WINNER: John McDaid, “Is This the Food of the Future?” (March/April 2011)
NOMINATED: Anna Thomas, “The Soup for Life” (Sept/Oct 2011)

**2011**

**JAMES BEARD FOUNDATION BOOK AWARDS**
WINNER: The Simple Art of Eating Well by Jessie Price and the Editors of Eating Well (Healthy Focus Cookbook)

**JAMES BEARD FOUNDATION JOURNALISM AWARDS**
WINNER: Carl Safina, “Sea Change” (March/April 2010)
WINNER: Rachael Moeller Gorman, “Captain of the Happier Meal” (May/June 2010)

**BERT GREENE AWARD**

**2010**

**JAMES BEARD FOUNDATION JOURNALISM AWARDS**
WINNER: Rowan Jacobsen, “...or Not to Bee” (March/April 2009)

**JAMES BEARD FOUNDATION BOOK AWARDS**
NOMINATED: Comfort Foods Made Healthy by Jessie Price and the Editors of Eating Well (Healthy Focus Cookbook)

**BERT GREENE AWARD**
WINNER: Rowan Jacobsen, “...or Not to Bee” (March/April 2009)
NOMINATED: Dan O’Brien and Bruce Aidells, “Buffalo Are Back” (March/April 2009)

**EDDIE AWARDS**, presented by Folio: magazine
WINNER: Silver Award (Consumer: Epicurean, Website)
EatingWell resonates with consumers—driving enviable rate base increases and demand at newsstands.
## Magazine Audience

### Adults: 5,176,000

<table>
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<tr>
<th>Median Age</th>
<th>EatingWell</th>
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<tr>
<td>25–54</td>
<td>Aud(000)</td>
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<tr>
<td></td>
<td>Comp(%)</td>
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<tr>
<td>35–54</td>
<td>Aud(000)</td>
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</tr>
<tr>
<td>35+</td>
<td>Aud(000)</td>
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<tr>
<td></td>
<td>Comp(%)</td>
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### Median HHI

| $50,000+  | Aud(000)   | 2,997     |
|           | Comp(%)    | 58        |
| $75,000+  | Aud(000)   | 2,186     |
|           | Comp(%)    | 42        |
| $100,000+ | Aud(000)   | 1,459     |
|           | Comp(%)    | 28        |

### Education

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<tr>
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<td>Aud(000)</td>
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<td>Comp(%)</td>
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<td>Comp(%)</td>
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### Employed

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<td>Comp(%)</td>
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### Children

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### Home Ownership

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<td>Comp(%)</td>
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Source: GfK MRI Fall 2013
# Magazine Rates

**Effective:** January/February 2014  
**Guaranteed Rate Base:** 750,000

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**Bleed:** No charge.  
**Inserts:** Limited availability. Please inquire.  
**Commission and Payment Terms:** Agency commission: 15% to recognized advertising agencies. Payment due: Net 10 days. 1.5% monthly charged on overdue accounts.  
**Contract and Copy Regulations:** Please refer to Publisher's Terms and Conditions.
DEMOGRAPHICS

Median Age 40.4
Median HHI $83,624
Attended College 81%
Employed 72%
Women 69%

ACTIVE SHOPPERS

67% are primary grocery shoppers
56% often use recipes when preparing a meal
31% used online coupons in last 6 months

SITE TRAFFIC

3.1 MILLION UNIQUE VISITORS per month

Source: comScore Multiplatform, July–September 2013

Sources: comScore MediaMetrix, April–June 2013, MRI comScore Fusion April–June 2013

Sources: *comScore PlanMetrix, Sept 2013, MRI comScore Fusion April–June 2013
EATINGWELL.COM OFFERS A VARIETY OF OPPORTUNITIES, INCLUDING:

- Editorial Sponsorships including monthly franchises
- Home Page Takeover
- Slideshows
- Contests and Sweepstakes
- Targeted Media

TARGETED MEDIA PLACEMENTS:
- Recipes and Menus
- Diet, Health and Nutrition
- Healthy Cooking and News
- Food News and Origins

EMAIL NEWSLETTER SPONSORSHIP:
- EatingWell This Week (weekly)
- EatingWell Diet (bi-weekly)
- EatingWell for Health (bi-weekly)

To take advantage of these opportunities, please contact Deirdre A. Finnegan, Publisher, at deirdre.finnegan@meredith.com, or your EatingWell sales representative.
EATINGWELL.COM

ADVERTISING OPPORTUNITIES

PREMIUM BANNERS
300x250
Max file size: 40K/100K Exp Exp: 600x250
(left) Animation and looping restrictions: Yes, three times, 15 seconds
Acceptable file types/formats: JPG, GIF, SWF* (Macromedia Flash versions up to 9) *All SWF files must be accompanied by a backup image (JPG or GIF) and URL and be formatted to include at least one “click tag” command.

728x90
Max file size: 40K/100K Exp Exp: 728x180
(down) Animation and looping restrictions: Yes, three times, 15 seconds
Acceptable file types/formats: JPG, GIF, SWF* (Macromedia Flash versions up to 9) *All SWF files must be accompanied by a backup image (JPG or GIF) and URL and be formatted to include at least one “click tag” command.

EATINGWELL E-NEWSLETTERS
728x90 and 300x250
Max file size: 20k Formats accepted: GIF, Animated GIF, JPEG

DEDICATED CUSTOM SOLO EMAIL
650x900 pixels
Materials Needed: HTML File, Text Version, Subject Line, Test E-Mail Addresses

CONTENT SPONSORSHIPS
Logo Tile: 120x60 pixels
Max file size: (GIF/JPEG) 5K
MAGAZINE AD SPECS

TRIM SIZE: 8-1/4” x 10-7/8”

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MATERIAL/PROOF REQUIREMENTS: See next page

SUBMIT FILES VIA MEREDITH AD EXPRESS POWERED BY SENDMYAD.
To Join go to: https://meredith.sendmyad.com

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.
- Create an account if you have not already done so.
- Choose: “Send My Ad”
- Choose Publication: EatingWell
- Choose Issue: i.e., October
- Send Color Proofs to Stephanie Spitz at the address below.

FOR MATERIAL EXTENSIONS OR PRODUCTION QUESTIONS CONTACT:

STEPHANIE SPITZ
Meredith Content Center | 1716 Locust Street, LS227 | Des Moines, IA 50309
PHONE: 515-284-2912 | FAX: 515-284-2709 | EMAIL: stephanie.spitz@meredith.com
MECHANICAL REQUIREMENTS

FILE FORMATS:
- Preferred format: PDF/X-1A
- Acceptable format: PDF

For instructions on how to create a PDF go to:
https://meredith.sendmyad.com
under HOME - select DASHBOARD – select VIEW FAQs.

FILE RESOLUTION REQUIREMENTS:
- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

RETENTION OF MATERIALS:
Materials for all processes will be held for one year then destroyed, unless otherwise notified.

LIVE MATTER REQUIREMENTS:
- Set the offset setting to .167” when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the “live” image area or “bleed” area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter in a minimum of ¼” inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter a minimum of ½” inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8” inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter ¼” away from either side of center or ½” total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

NOTE: New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc. A corresponding color contract proof is required to show these changes.

FILE SPECIFICATIONS/GENERAL GUIDELINES:
- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted.

(FILE: &/;/-, %, @, #, $ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single-color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs.

FILE SUBMISSION SITE:
Submit FILES via Meredith Ad Express
To join go to: https://meredith.sendmyad.com
Foxfire browser is recommended.
When establishing an account please observe the Minimum Requirements to avoid processing errors.
1. Create an account, if not already established.
2. Choose: “Send My Ad”
3. Choose the publication: i.e. EatingWell Magazine
4. Choose the issue: i.e. October or Fall

PROOF REQUIREMENTS:
Advertiser understands that if they do not supply a SWOP certified color proof with color bars or if they supply a color laser proof that Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file.
- Supply a minimum of TWO composite SWOP certified proofs for color – American Baby requires THREE.
- Proofs must be from supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP certified.
- For an up-to-date list of SWOP approved color proofs, please visit: www.swop.org.
- Color bars are required on all analog or digital halftone proofs.
- Color bars should include:
  - SWOP color bars at 100% size as found on SWOP website (above).
  - A solid and 25%, 50% and 75% tints of each process color.
  - Solid overprint.
  - At least one gray balance patch (cyan-50%, magenta and yellow 39%).
  - Two-color overprints at 25%, 50% and 75% as also recommended.
  - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer’s Application Data.
- Ad should be proofed on Publication grade stock except for More, Traditional Home, Special Interest Magazine Bookazines and commercial work which should be proofed on Commercial grade stock.
- Proofing systems requiring line screens:
  - Publication Grade Stock – use 133 line
  - Commercial Grade Stock – use 150 line

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

Meredith Corporation is a member of DDAP Association and subscribers to and supports all digital exchange standards developed by CGATS/SC6, the accredited graphic arts standards committee.
The following are certain terms and conditions governing advertising published by Meredith Corporation (“Publisher”) in the U.S. print edition of EatingWell magazine (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to www.eatingwell.com. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.

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 within ten (10) 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 Audit Bureau of Circulation (ABC). The following rate base guarantee is based on the ABC’s reported print circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees print circulation to national advertisers by brand of advertised product or service. In the event the audited twelve (12)-month average print 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 ABC statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the ABC audited 12-month average. Publisher does not guarantee print circulation to regional advertisers, and regional print circulation reported by the ABC 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, strike, 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 or omission 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.
MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. 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 and related expenses (including attorneys’ fees) (collectively, “Losses”) arising from publication of such advertisements in all 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 (collectively, “Claims”, or (b) the failure of such advertisement 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.

2. 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 Claims.

3. 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.

4. The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resembles editorial matter.

5. All 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.

6. 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. Each advertiser and its agency 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.

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 linage 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 SHORTRATES

Publisher shall rebate advertiser if advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.