

2018 MEDIA KIT

# People

# 2018 Rate Card



## RATES AND DISCOUNTS: NATIONAL EDITION

	PEOPLE	FEATURE ISSUES*
<b>Rate Base</b>	3,400,000	3,500,000
<b>4-Color Rates:</b>		
Full page	\$386,400	\$397,700
2/3 page	\$329,800	\$339,400
1/2 page	\$260,900	\$268,500
1/3 page	\$177,800	\$183,000
1/5 page	\$108,200	\$111,400
Cover 2	\$483,000	\$497,200
Cover 3	\$425,100	\$437,500
Cover 4	\$521,700	\$536,900
<b>Black &amp; White Rates:</b>		
Full Page	\$270,500	\$278,400
2/3 Page	\$230,900	\$237,600
1/2 Page	\$182,600	\$188,000
1/3 Page	\$124,500	\$128,100
<b>BRC Insert Cards:</b>		
Reg – Supplied	\$309,200	\$318,200
Reg – We-Print	\$386,400	\$397,700
Oversize – Supplied	\$347,800	\$358,000
Oversize – We-Print	\$444,400	\$457,400

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.

\*Feature Issues: World's Most Beautiful, Sexiest Man Alive, Best Of Issue. On newsstand for two weeks.

## 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 \$5,000 non-commissionable production premium. If PMS Metallic or Day Glo inks are used, \$6,800 non-commissionable production charge will be incurred.

# MRI Spring 2018



## PRINT AUDIENCE PROFILE

<b>Adult Reader</b>	<b>% of comp.</b>
Age 18-24	11
Age 18-34	27
Age 18-49	52
Age 25-54	51
Age 35-44	16
Age 45-54	20
Age 55+	38
Millennials (18-34)	32
GenXers (35-49)	22
Boomers (50-64)	34
Attended/Graduated College+	62
Dual-Income Households	26
Adults with Children in Household	39
\$60,000+ Household Income	57
Live in A or B Counties	76
Own Home	65
Working Women (of women readers)	58

  

<b>Total Adults</b>	<b>40,493,000</b>
Total Women	28,666,000
Percentage	71%
Total Men	11,827,000
Percentage	29%
Median Age (Adult)	49
Median Household Income	\$71,059

Source: MRI Spring 2017

Note: Above audience profile does not reflect special feature issues that deliver increased rate base.

# 2018 Rate Card



## SPLIT EDITIONS, TOP 10 & TOP 20, AND METRO EDITIONS

### SPLIT PEOPLE (PERFECT 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 20 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    FEATURE ISSUES\*

Rate Base	1,665,000	1,715,000
4-Color	\$246,100	\$253,100
Black & White	\$172,300	\$177,500

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

### SPLIT-RUN EDITIONS

An advertiser buying the national circulation may split copy along State or Metro market lines for full-size run-of-book pages only. For rate base and pricing please contact your PEOPLE sales representative.

Premium:	Single Page & Fractional Page Units	Spreads
2-Way Split (2 versions)	\$3,000	\$6,000

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.

### TOP 10 & TOP 20 METRO MARKETS

Advertisers looking to target select areas can take advantage of PEOPLE's Top 10 and Top 20 Metro Markets. These media options target key areas to maximize consumer awareness during critical launch periods.

These editions are available in full-page units only, and all discounts apply. Contact your sales representative for information.

#### PEOPLE TOP 10

	NATIONAL ISSUES	FEATURE ISSUES*
<b>Rate Base</b>	<b>1,411,800</b>	<b>1,477,500</b>
4-Color	\$216,700	\$226,700
Black & White	\$151,700	\$158,700

Markets: New York, Los Angeles, Chicago, Tampa/Orlando/Jacksonville/Daytona, Philadelphia, Boston, Washington DC, San Francisco, Atlanta, Detroit, Northeast Newsstand, West Coast Newsstand, Midwest Newsstand

#### PEOPLE TOP 20

	NATIONAL ISSUES	FEATURE ISSUES*
<b>Rate Base</b>	<b>1,872,000</b>	<b>1,937,000</b>
4-Color	\$266,000	\$275,300
Black & White	\$186,200	\$192,700

Markets: Houston/Austin, Dallas/Ft. Worth, Arizona (Phoenix), Minneapolis/St. Paul, Denver, Seattle/Tacoma, Richmond/Raleigh, Indianapolis/Bloomington

# 2018 Rate Card



## SPECIAL OPPORTUNITIES

### FEATURE ISSUES

**PEOPLE's special feature issues are the media powerplays of the year, delivering the biggest audiences anywhere, driving huge impact for your brand.**

**World's Most Beautiful**      **Rate Base: 3.5 million**      **Audience: 42.6 million**

PEOPLE celebrates a world of beauties, inside and out, in our most gorgeous package, filled with stunning photography plus the stars' beauty secrets, personal perspectives and more.

Issue Date: April 30      On Sale: April 20

**Sexiest Man Alive**      **Rate Base: 3.5 million**      **Audience: 42.6 million**

The cultural phenomenon that defines hot. Make a date with the most debated and anticipated franchise of the year and reach an audience in a passionate mood.

Issue Date: November 26      On Sale: November 16

**Best of 2018**      **Rate Base: 3.5 million**      **Audience: 42.6 million**

Be part of the last word on a memorable year, PEOPLE's final celebration of unforgettable moments and newsmakers, plus special features including year-end celebrity quizzes and more.

Issue Date: December 17      On Sale: December 7

### SPECIAL EDITORIAL FEATURES

**Position your brand within these engaging special features in 2018.**

**Half Their Size** Issue date: 1/15

Put your brand on 40 million consumers' resolution lists in an environment focused on health and fitness.

**Golden Globes** Issue date: 1/22

Kick off red-carpet season as part of PEOPLE's inside coverage of the 75th annual Golden Globes.

**Screen Actors Guild Awards** Issue date: 2/5

The excitement of the season continues with full coverage of the SAG Awards and the post-awards gala—co-hosted by PEOPLE.

**GRAMMY® Awards** Issue date: 2/12

All-access coverage of the 60th anniversary of Music's Biggest Night from the exclusive magazine partner of the GRAMMY®s and The Recording Academy®.

**Oscar®** Issue date: 3/19

PEOPLE takes consumers on the red carpet and behind the scenes of the Academy Awards like no other media brand can.

**Kids & Babies** Issue date: 8/27

Hollywood's newest additions and back-to-school content so kids can make a healthy and stylish start to the new school year.

**The Style Issue** Issue date: 9/17

Immerse your brand in the center of our most style-packed issue featuring head-to-toe coverage of Hollywood's hottest looks.

**Emmy Awards** Issue date: TBD

The official entertainment magazine of the Emmy Awards and the Television Academy brings readers inside the excitement of television's biggest night.

**Heroes Among Us** Year round

Be a part of the heart of PEOPLE in our ongoing coverage celebrating real-life heroes and their inspiring stories.

**Gift Guides** Year round

PEOPLE editors' picks for everyone on readers' lists, perfectly timed for the year's biggest gift-giving seasons.

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## PRINT PRODUCTION SPECIFICATIONS

**1) All Web Offset.** PEOPLE subscribes to the SWOP (Specifications for Web Offset Publications) standards. For complete mechanical requirements, visit our Web site at [direct2time.com](http://direct2time.com).

**2) File Submission.** All files must be submitted via the Ad Portal. For instructions on how to register and download the client application, please visit our website at [direct2time.com](http://direct2time.com). Preferred digital file format is PDF/X1a. No application files such as QuarkXPress documents will be accepted. All digital files must conform to SWOP specifications.

- Maximum single files size, including all marks, identification and agency information (image size) is 11" wide by 17" high.
- Maximum spread file size, including all marks, identification and agency information (image size) is 22" wide by 17" high.
- Right-reading, portrait mode, 100% size, no rotations.
- Standard trim, bleed and center marks in all separations must be located 1/2" outside trim size.

### Desktop File Format

Desktop applications (InDesign and others) must be saved as PostScript (Print to File) and converted to PDF/X1a. The DDAP PPD and DDAP Distiller settings must be used when creating PostScript and PDF files. These may be downloaded from our Web site at [direct2time.com](http://direct2time.com). We accept PDF/X1a files as well.

Only one ad per file. All of the high-resolution images and fonts must be included when the PostScript file is saved. Use only Type 1 fonts—No True Type fonts or font substitutions are allowed. Do not apply style attributes to fonts. Images must be SWOP (CMYK or Grayscale, no RGB colors and no spot colors accepted) TIFF or EPS format (no JPEG or JPEG filter) between 200 and 400 dpi. Do not embed ICC Profiles within files. Total area density should not exceed SWOP standard 300% TAC. Do not nest EPS files within other EPS files. All required image trapping must be included in the file. The file must be right-reading, portrait mode, 100% size, no rotations.

In addition, please call or send test files when updating software.

**3) Proofing.** PEOPLE Magazine is 100% Virtual Proofing at all of our printing plants.

If you own a Virtual Proofing System: Virtual proofing, also known as monitor based softproof, is a process that does not require the use of hard proofs. The virtual proofing system must be a SWOP certified system and recently calibrated to the manufacturer's Application Data Sheet (ADS). We require the use of TR005 as the output profile. In addition, the type of system and profile used must be communicated in the file as part of the information slug (please refer to [direct2time.com](http://direct2time.com) for instructions on downloading a sample slug).

For a complete list of SWOP certified virtual proofing systems, please visit [www.swop.org](http://www.swop.org).

If you DO NOT own a Virtual Proofing System: If you opt to use a hard proofing system, please calibrate your hard proofing device to TR005. The use of hard proofs is for internal approvals only. We no longer require hard proofs.

### Type Reproduction

Fine lettering (thin lines, serifs) should be restricted to one (1) color. Reverse lettering: Dominant color should be used for shape of letters with subordinate colors spread slightly to reduce register problems. Surprinting: When type is to be surprinted, the background should be no heavier than 30% in any color, and no more than 90% in all four colors.

**4) Trim Size is 7 7/8" x 10 1/2".**

### 5) Unit Sizes Available

	Bleed	Live/Safety	Trim
Page	8 3/8" x 10 3/4"	7" x 10"	7 7/8" x 10 1/2"
Spread	16" x 10 3/4"	15" x 10"	15 3/4" x 10 1/2"
1/2 Page Vertical	4 1/8" x 10 3/4"	3 3/8" x 10"	7 7/8" x 10 1/2"
1/6 Page Vertical (Half Column)	8 3/8" x 10 3/4"	N/A	N/A
1/5 Page Vertical (One Column)	3" x 10 3/4"	2 1/8" x 10"	2 3/4" x 10 1/2"
2/5 Page Vertical (Two Columns)	5 1/4" x 10 3/4"	4 1/4" x 10"	5" x 10 1/2"
1/5 Page Horizontal	8 3/8" x 3 3/4"	7" x 3 3/8"	7 7/8" x 3 3/8"
1/6 Page Horizontal	8 3/8" x 5 1/4"	7" x 4 1/2"	7 7/8" x 5"
1/2 Spread Horizontal	16" x 5 1/4"	15" x 4 1/2"	15 3/4" x 5"
1/5 Spread Horizontal	16" x 3 3/4"	15" x 3 3/8"	15 3/4" x 3 3/8"
1/5 Square	5 7/8" x 5 1/4"	4 5/8" x 4 5/8"	5" x 5"

6) Live matter intended to print must be positioned in accordance with the live/safety spec of the ad, for both full and partial page ads. Live area is 1/4" from top and bottom and 3/8" on either side (based on trim size).

**Spreads and half horizontal units:** Type crossing the gutter should be positioned 1/16" from center fold on each page to provide 1/8" total separation. Safety for live area is 1/4" from top and bottom. Safety for face sides is 3/8". Safety dimensions are noted above. Engraver must keep all crop and register marks 1/2" outside the trim of the magazine for full-page and spread ads.

**7) General Information.** PEOPLE assumes no responsibility for advertising materials submitted other than as expressly agreed in writing and, in the absence of disposition instructions, such materials will be discarded four months after issue date.

Queries concerning printed reproduction should be submitted within three weeks of issue date.

Please call PEOPLE Production for all questions and material extensions.

### Technical questions on file format, specs and ad portal, contact:

Shaik Aashiq  
[shaik.aashiq@timeinc.com](mailto:shaik.aashiq@timeinc.com)  
212-522-7103

Arnold Brendon  
[arnold.brendon@timeinc.com](mailto:arnold.brendon@timeinc.com)  
212-522-6650

Abhinandan Jayaraju  
[abhinandan.jayaraju@timeinc.com](mailto:abhinandan.jayaraju@timeinc.com)  
212-522-6689

### Supplied Unit Specifications, contact:

Christi Modin  
[christi.modin@timeinc.com](mailto:christi.modin@timeinc.com)  
212-522-6979

Abby Feeny  
[abigail\\_feeny@timeinc.com](mailto:abigail_feeny@timeinc.com)  
212-522-6285

Please visit [direct2time.com](http://direct2time.com) for all production specifications, close dates and issue cycles.

### DESIGN FOR TABLET SPECIFICATIONS

Please refer to <http://www.direct2time.com/tablet/index.html>

# 2018 Rate Card



## 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 five 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.

For Enhanced for Tablet material due dates, please refer to materials closing schedule on [direct2.time.com](http://direct2.time.com)

	Monday Issue	Ad Close (5 weeks)	Friday On-Sale	Issue Cycles Available		Monday Issue	Ad Close (5 weeks)	Friday On-Sale	Issue Cycles Available
January	01	11/27/17	12/22/17	SEL	July	02	05/28	06/22	SEL
	08	12/04/17	12/29/17	REG, A/B		09	06/04	06/29	REG, A/B, MNI
	15	12/11/17	01/05/18	REG, A/B, MNI		16	06/11	07/06	NAT
	22	12/18/17	01/12	NAT		23	06/18	07/13	REG
	29	12/25/17	01/19	A/B		30	06/25	07/20	A/B
February	05	01/01/18	01/26	SEL	August	06	07/02	07/27	SEL
	12	01/08	02/02	REG, A/B, MNI		13	07/09	08/03	REG, A/B, MNI
	19	01/15	02/09	A/B		20	07/16	08/10	A/B
	22*	01/05*	02/26	NAT		27	07/23	08/17	REG
	26	01/22	02/16	REG		September	03	07/30	08/24
March	05	01/29	02/23	SEL	10		08/06	08/31	REG, MNI
	12	02/05	03/02	REG, MNI	17		08/13	09/07	REG, A/B
	19	02/12	03/09	REG, A/B	24	08/20	09/14	A/B	
April	26	02/19	03/16	A/B	October	01	08/27	09/21	SEL
	02	02/26	03/23	SEL		08	09/03	09/28	REG, A/B, MNI
	09	03/05	03/30	REG, A/B, MNI		15	09/10	10/05	NAT
	16	03/12	04/06	NAT		22	09/17	10/12	REG
	23	03/19	04/13	A/B		29	09/24	10/29	A/B
May	<b>30</b>	<b>03/26</b>	<b>04/20</b>	<b>REG, A/B</b>	November	05	10/01	10/26	SEL
	07	04/02	04/27	SEL		12	10/08	11/02	REG, MNI
	14	04/09	05/04	REG, MNI		19	10/15	11/09	A/B
	21	04/16	05/11	A/B	<b>26</b>	<b>10/22</b>	<b>11/16</b>	<b>REG, A/B</b>	
	28	04/23	05/18	REG, A/B	December	03	10/29	11/23	SEL
June	04	04/30	05/25	SEL		10	11/05	11/30	REG, MNI
	11	05/07	06/01	REG, A/B, MNI		<b>17</b>	<b>11/12</b>	<b>12/07</b>	<b>REG, A/B</b>
	18	05/14	06/08	A/B		24	11/19	12/14	NAT
	25	05/21	06/15	REG		31	11/26	12/21	A/B

### FEATURE ISSUE DATES IN BOLD

Rate Base for All Feature Issues: 3.5 million

**World's Most Beautiful:** April 30

**Sexiest Man Alive:** November 26

**Best of 2017:** December 17

### KEY:

**NAT:** National

**REG:** Regional

**A/B:** A/B Split

**MNI:** Supplied MNI

**SEL:** Selective - all inkjet and selective binding insertions require issue flexibility.

\*Red Carpet Subscriber Special

Feature issues on sale for two weeks. Cover feature not guaranteed due to breaking news.

# Terms & Conditions



## 2018 MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of PEOPLE Magazine (the “Magazine”) published by Time Inc. (the “Publisher”).

1. Rates are based on average total audited circulation, effective with the issue dated January 1, 2018. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine’s advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.

2. The Magazine is a member of the Alliance for Audited Media (“AAM”). Total audited circulation is reported on an issue-by-issue basis in Publisher’s Statements audited by AAM. Total audited circulation for the Magazine is comprised of paid plus verified plus analyzed non-paid.

3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, **unless the advertiser explicitly, in writing, opts-out of running in the digital edition, either on the insertion order or via email**, by no later than the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser’s ad placement will no longer be deemed a “full-run” buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

The digital edition of the magazines may be viewed in one of two formats depending on the storefront (i.e. App Store, Google Play, Amazon, Texture, etc.): (i) a digital replica of the print version, which is an exact reproduction of the design and content of the print version of the magazine; or (ii) a digital replica of the print version combined with a touch-activated “reader view,” which allows the user to scroll the article text. Please consult a magazine representative for details of format availability.

Certain advertisements that are not standard run-of-book advertisements may not qualify to run in the digital edition. These include, but are not limited to, special units such as pop-ups, scent strips, die-cuts, special effects and business reply cards. Please consult a magazine representative for details.

Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may appear in one of two formats: (i) print replica, where the page on screen looks exactly like the advertisement appearing in the print edition; or (ii) custom design, where the same creative has been reformatted and resupplied for optimal reading on a digital device and/or platform.

Qualifying advertisements running in the digital edition of the magazine will automatically run in a print replica format. If an advertiser wishes to include its qualifying advertisement for the digital edition in a format other than print replica, it must indicate so prominently on the insertion order by the ad close date. Custom designs may not be available on all platforms or devices. Please consult a magazine representative for details.

URLs featured in advertisement print creative are not currently activated in the digital edition. Please consult a magazine representative for further details on URL activation.

4. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

5. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

6. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine’s editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

7. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney’s fees) (collectively, “Losses”) arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively “Claims”). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

8. In consideration of the Publisher’s reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

9. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine’s Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

10. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher’s inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.



# Terms & Conditions



## 2018 MAGAZINE ADVERTISING TERMS AND CONDITIONS

11. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

13. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

14. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.

15. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

16. Neither creative fees nor special advertising print production premiums earn any discounts or agency commissions.

17. The Magazine is subject to Time Inc.'s standard 2018 issue-by-issue tally (IBIT) pricing system.

18. Publisher reserves the right to modify these terms and conditions.

These Advertising Terms and Conditions were issued November 30, 2017.

# Terms & Conditions



## TIME INC. 2018 ISSUE-BY-ISSUE TALLY (IBIT) PRICING SYSTEM

1. Magazine circulation delivery of the U.S. and North American editions of magazines published by Time Inc. and its affiliates (collectively, referred to herein as the "Publisher") is measured on an issue-by-issue tally (IBIT) pricing system for full-run circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of a magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue's total audited circulation as reported in the magazine's Publisher's Statement issued by the Alliance for Audited Media ("AAM") or the Brand Report issued by BPA Worldwide ("BPA") for the first or second half of the 2018 calendar year and the published total circulation rate base as set forth in the applicable magazine's rate card.
2. In order to permit advertisers to apply earned IBIT credit in a timely manner, AAM Publisher's Statements and BPA Brand Reports are used to calculate IBIT credit. The calculation may only be made following the issuance of the Publisher's Statements or Brand Reports for second half of the 2018 calendar year (July – December) and will be based on final billed earned advertising rates.
3. Total audited circulation for magazines audited by AAM is comprised of paid plus verified plus analyzed non-paid. Total audited circulation for magazines audited by BPA is comprised of qualified paid and/or qualified non-paid as set forth in such magazines Advertising Terms and Conditions.
4. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.
5. If the total audited circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base, the advertiser's IBIT credit will be calculated by multiplying the net cost after agency commissions (excluding production premiums) ("Net Cost") of the advertiser's insertion in that issue by the difference between two percent and the actual percentage by which the total audited circulation is less than its published circulation rate base. By way of example, if the "Net Cost" of the advertiser's insertion is \$100,000 and the total audited circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows:  $\$100,000 \times (3\% - 2\%) = \$1,000$ .
6. IBIT credit must be used against future insertions, must be applied at the magazine at which it was earned and must be used within 12 months after the issuance of the Publisher's Statements or Brand Reports for the second half (July – December) AAM/BPA reporting period and calculation of the 2018 IBIT credit. An advertiser may apply IBIT credit to any brand, product or division within the same advertiser parent company.
7. IBIT credit will be issued net of agency commissions and must be applied to invoices net of agency commissions. No agency commissions will be paid by the magazine on IBIT credit.
8. IBIT credit may be applied to production charges.
9. The magazine will not refund IBIT credit as cash.
10. Only full-run circulation advertising in regular issues as reported in the Publisher's Statements issued by AAM and the Brand Reports issued by BPA are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of a magazine, whether or not reported in AAM Publisher's Statements and BPA Brand Reports, and (b) any issues specifically excluded from being eligible for IBIT per the applicable magazine's rate card. Notwithstanding the foregoing, if the advertiser opts-out of running its advertisement in the digital edition of the magazine because of legal or regulatory considerations such advertisement shall remain eligible for IBIT credit.
11. No barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.
12. IBIT credit will only be issued against eligible insertions that have been paid in full at the final earned and billed (pre-IBIT) rate.
13. Publisher reserves the right to modify these terms.

Issued: November 30, 2017

# 2018 Rate Card



## ADVERTISING SALES CONTACTS

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