# 2019 Rate Card

## Rates and Discounts: National Edition

**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.

†Must run opposite full-page ad

<table>
<thead>
<tr>
<th></th>
<th>People</th>
<th>Feature Issues*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rate Base</strong></td>
<td>3,400,000</td>
<td>3,500,000</td>
</tr>
<tr>
<td><strong>4-Color Rates:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>$402,900</td>
<td>$414,700</td>
</tr>
<tr>
<td>¾ page</td>
<td>$343,900</td>
<td>$353,900</td>
</tr>
<tr>
<td>½ page</td>
<td>$272,000</td>
<td>$280,000</td>
</tr>
<tr>
<td>¼ page</td>
<td>$185,400</td>
<td>$190,800</td>
</tr>
<tr>
<td>⅛ page†</td>
<td>$112,900</td>
<td>$116,200</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$503,700</td>
<td>$518,400</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$443,200</td>
<td>$456,200</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$544,000</td>
<td>$559,900</td>
</tr>
<tr>
<td><strong>Black &amp; White Rates:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$282,100</td>
<td>$290,300</td>
</tr>
<tr>
<td>⅝ Page</td>
<td>$240,800</td>
<td>$247,800</td>
</tr>
<tr>
<td>⅔ Page</td>
<td>$190,500</td>
<td>$196,000</td>
</tr>
<tr>
<td>⅓ Page</td>
<td>$129,800</td>
<td>$133,600</td>
</tr>
<tr>
<td><strong>BRC Insert Cards:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reg – Supplied</td>
<td>$322,400</td>
<td>$331,800</td>
</tr>
<tr>
<td>Reg – We-Print</td>
<td>$402,900</td>
<td>$414,700</td>
</tr>
<tr>
<td>Oversize – Supplied</td>
<td>$362,700</td>
<td>$373,300</td>
</tr>
<tr>
<td>Oversize – We-Print</td>
<td>$463,400</td>
<td>$477,000</td>
</tr>
</tbody>
</table>

**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 41/4”. 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.
## PRINT AUDIENCE PROFILE

<table>
<thead>
<tr>
<th>Adult Reader</th>
<th>% of comp.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 18–24</td>
<td>11</td>
</tr>
<tr>
<td>Age 18–34</td>
<td>28</td>
</tr>
<tr>
<td>Age 18–49</td>
<td>53</td>
</tr>
<tr>
<td>Age 25–54</td>
<td>52</td>
</tr>
<tr>
<td>Age 35–44</td>
<td>16</td>
</tr>
<tr>
<td>Age 45–54</td>
<td>19</td>
</tr>
<tr>
<td>Age 55+</td>
<td>38</td>
</tr>
<tr>
<td>Attended/Graduated College+</td>
<td>61</td>
</tr>
<tr>
<td>Dual-Income Households</td>
<td>27</td>
</tr>
<tr>
<td>Adults with Children in Household</td>
<td>41</td>
</tr>
<tr>
<td>$60,000+ Household Income</td>
<td>59</td>
</tr>
<tr>
<td>Live in A or B Counties</td>
<td>74</td>
</tr>
<tr>
<td>Own Home</td>
<td>67</td>
</tr>
<tr>
<td>Working Women (of women readers)</td>
<td>60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Adults</th>
<th>36,859,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Women</td>
<td>26,136,000</td>
</tr>
<tr>
<td>Percentage</td>
<td>71%</td>
</tr>
<tr>
<td>Total Men</td>
<td>10,723,000</td>
</tr>
<tr>
<td>Percentage</td>
<td>29%</td>
</tr>
<tr>
<td>Median Age (Adult)</td>
<td>49</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$73,680</td>
</tr>
</tbody>
</table>

Source: MRI Spring 2018  
Note: Above audience profile does not reflect special feature issues that deliver increased rate base.
SPLIT EDITIONS, TOP 10 & TOP 20, AND 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 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.

<table>
<thead>
<tr>
<th></th>
<th>NATIONAL ISSUES</th>
<th>FEATURE ISSUES*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate Base</td>
<td>1,700,000</td>
<td>1,750,000</td>
</tr>
<tr>
<td>4-Color</td>
<td>$256,600</td>
<td>$263,900</td>
</tr>
<tr>
<td>Black &amp; White</td>
<td>$179,700</td>
<td>$185,100</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Premium:</th>
<th>Single Page &amp; Fractional Page Units</th>
<th>Spreads</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Way Split (2 versions)</td>
<td>$8,665</td>
<td>$17,330</td>
</tr>
</tbody>
</table>

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.
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.

<table>
<thead>
<tr>
<th>Issue Title</th>
<th>Rate Base: 3.5 million</th>
<th>Audience: 37.9 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Beautiful Issue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>People celebrates people who are beautiful inside and out in our most gorgeous package, filled with stunning photography plus the stars’ beauty secrets, personal perspectives and more.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issue Date: May 6</td>
<td>On Sale: April 26</td>
<td></td>
</tr>
<tr>
<td>Sexiest Man Alive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issue Date: November 25</td>
<td>On Sale: November 15</td>
<td></td>
</tr>
<tr>
<td>Best of 2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issue Date: December 16</td>
<td>On Sale: December 6</td>
<td></td>
</tr>
</tbody>
</table>

SPECIAL EDITORIAL FEATURES
Position your brand within these engaging special features in 2019.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Issue Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Their Size</td>
<td>1/14</td>
<td>Put your brand on 37 million consumers’ resolution lists in an environment focused on health and fitness.</td>
</tr>
<tr>
<td>Golden Globes</td>
<td>1/21</td>
<td>Kick off red-carpet season as part of PEOPLE’s inside coverage of the 75th annual Golden Globes.</td>
</tr>
<tr>
<td>Screen Actors Guild Awards</td>
<td>2/4</td>
<td>The excitement of the season continues with full coverage of the SAG Awards and the post-awards gala—co-hosted by PEOPLE.</td>
</tr>
<tr>
<td>GRAMMY® Awards</td>
<td>2/25</td>
<td>All-access coverage of Music’s Biggest Night from the exclusive magazine partner of the GRAMMY’s and The Recording Academy.</td>
</tr>
<tr>
<td>Oscar®</td>
<td>3/11</td>
<td>PEOPLE takes consumers on the red carpet and behind the scenes of the Academy Awards like no other media brand can.</td>
</tr>
<tr>
<td>Kids &amp; Babies</td>
<td>8/26</td>
<td>Hollywood’s newest additions and back-to-school content so kids can make a healthy and stylish start to the new school year.</td>
</tr>
<tr>
<td>The Style Issue</td>
<td>9/16</td>
<td>Immerse your brand in the center of our most style-packed issue featuring head-to-toe coverage of Hollywood’s hottest looks.</td>
</tr>
<tr>
<td>Emmy Awards</td>
<td>9/30</td>
<td>The official entertainment magazine of the Emmy Awards and the Television Academy brings readers inside the excitement of television’s biggest night.</td>
</tr>
<tr>
<td>Heroes Among Us</td>
<td>Year round</td>
<td>Be a part of the heart of PEOPLE in our ongoing coverage celebrating real-life heroes and their inspiring stories.</td>
</tr>
<tr>
<td>Gift Guides</td>
<td>Year round</td>
<td>PEOPLE editors’ picks for everyone on readers’ lists, perfectly timed for the year’s biggest gift-giving seasons.</td>
</tr>
</tbody>
</table>

Source: MRI Spring 2018
PRINT PRODUCTION SPECIFICATIONS

FILE TYPES AND DELIVERY:
Submit PDF-X1a FILES via Meredith Ad Express: meredith.sendmyad.com
For instructions on how to create a PDF-X1a go to: http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_02D.pdf
Prepare files to 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. Into CMYK.
RGB elements must be converted to CMYK.
5% minimum dot required to print highlight areas and square-up on the equivalent of a hairline rule.
Material extensions, file specs and ad portal contact: PeopleAdTeam@meredith.com

TABLE:

<table>
<thead>
<tr>
<th>Trim Size</th>
<th>Non Bleed</th>
<th>Bleed Size</th>
<th>Bleed Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7½&quot; x 10½”</td>
<td>7½&quot; x 10&quot;</td>
<td>8½&quot; x 10½”</td>
</tr>
<tr>
<td>Spread</td>
<td>15½&quot; x 10½”</td>
<td>15&quot; x 10&quot;</td>
<td>16½&quot; x 10½&quot;</td>
</tr>
<tr>
<td>½ Vertical</td>
<td>5½&quot; x 10½”</td>
<td>5½&quot; x 10&quot;</td>
<td>4½&quot; x 10½&quot;</td>
</tr>
<tr>
<td>½ Vertical</td>
<td>2½&quot; x 10½”</td>
<td>2&quot; x 10&quot;</td>
<td>3½&quot; x 10½&quot;</td>
</tr>
<tr>
<td>¼ Vertical</td>
<td>5&quot; x 10½&quot;</td>
<td>4½&quot; x 10&quot;</td>
<td>5½&quot; x 10½&quot;</td>
</tr>
<tr>
<td>¾ Horizontal</td>
<td>7½&quot; x 5½&quot;</td>
<td>7½&quot; x 3½&quot;</td>
<td>8½&quot; x 3½&quot;</td>
</tr>
<tr>
<td>½ Horizontal</td>
<td>7½&quot; x 5&quot;</td>
<td>7½&quot; x 4½&quot;</td>
<td>8½&quot; x 5½&quot;</td>
</tr>
<tr>
<td>½ Spread Horizontal</td>
<td>15½&quot; x 5&quot;</td>
<td>15½&quot; x 5½&quot;</td>
<td>16½&quot; x 5½&quot;</td>
</tr>
<tr>
<td>¼ Spread Horizontal</td>
<td>15½&quot; x 3½&quot;</td>
<td>15½&quot; x 3½&quot;</td>
<td>16½&quot; x 3½&quot;</td>
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<tr>
<td>¼ Spread Horizontal</td>
<td>15½&quot; x 2½&quot;</td>
<td>15½&quot; x 2½&quot;</td>
<td>16½&quot; x 2½&quot;</td>
</tr>
<tr>
<td>¼ Horizontal</td>
<td>7½&quot; x 2½&quot;</td>
<td>7½&quot; x 1½&quot;</td>
<td>8½&quot; x 2½&quot;</td>
</tr>
<tr>
<td>¼ Square</td>
<td>5 x 5&quot;</td>
<td>4½&quot; x 4½&quot;</td>
<td>5½&quot; x 5½&quot;</td>
</tr>
<tr>
<td>¼ Vertical</td>
<td>NA</td>
<td>2½&quot; x 4½&quot;</td>
<td>NA</td>
</tr>
</tbody>
</table>

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

PRINT PRODUCTION SPECIFICATIONS

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<tr>
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<td>4½&quot; x 10½”</td>
</tr>
<tr>
<td>½ Vertical</td>
<td>2½&quot; x 10½”</td>
<td>2&quot; x 10&quot;</td>
<td>3½&quot; x 10½&quot;</td>
</tr>
<tr>
<td>¼ Vertical</td>
<td>5&quot; x 10½&quot;</td>
<td>4½&quot; x 10&quot;</td>
<td>5½&quot; x 10½”</td>
</tr>
<tr>
<td>¾ Horizontal</td>
<td>7½&quot; x 5½&quot;</td>
<td>7½&quot; x 3½&quot;</td>
<td>8½&quot; x 3½&quot;</td>
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<tr>
<td>½ Horizontal</td>
<td>7½&quot; x 5&quot;</td>
<td>7½&quot; x 4½&quot;</td>
<td>8½&quot; x 5½&quot;</td>
</tr>
<tr>
<td>½ Spread Horizontal</td>
<td>15½&quot; x 5&quot;</td>
<td>15½&quot; x 5½&quot;</td>
<td>16½&quot; x 5½&quot;</td>
</tr>
<tr>
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<td>15½&quot; x 3½&quot;</td>
<td>15½&quot; x 3½&quot;</td>
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<td>15½&quot; x 2½&quot;</td>
<td>15½&quot; x 2½&quot;</td>
<td>16½&quot; x 2½&quot;</td>
</tr>
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<td>7½&quot; x 1½&quot;</td>
<td>8½&quot; x 2½&quot;</td>
</tr>
<tr>
<td>¼ Square</td>
<td>5 x 5&quot;</td>
<td>4½&quot; x 4½&quot;</td>
<td>5½&quot; x 5½&quot;</td>
</tr>
<tr>
<td>¼ Vertical</td>
<td>NA</td>
<td>2½&quot; x 4½&quot;</td>
<td>NA</td>
</tr>
</tbody>
</table>

NOTES:
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Retention of materials is 13 months.

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 for additional information.

2019 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 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.

### FEATURE ISSUE DATES IN BOLD

Rate Base for All Feature Issues: 3.5 million

**World's Most Beautiful:** May 6

**Sexiest Man Alive:** November 25

**Best of 2017:** December 16

### KEY:

- **NAT:** National
- **REG:** Regional
- **A/B:** A/B (50/50) split ad
- **MNI:** Supplied regional pre-printed forms
- **SEL:** Selective - all inkjet and selective binding insertions require issue flexibility

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

### Monday Ad Friday Issue

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Close (4 weeks)</th>
<th>On-Sale</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 01</td>
<td>07 12/03/18</td>
<td>12/28/18 SEL</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>07 12/03/18</td>
<td>1/04    REG, A/B, MNI</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>12/17/18</td>
<td>01/11   REG</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>12/24/18</td>
<td>01/18   A/B</td>
<td></td>
</tr>
<tr>
<td>February 04</td>
<td>04 12/31/18</td>
<td>01/25   SEL</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>01/07</td>
<td>02/01   REG, A/B, MNI</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>01/14</td>
<td>02/08   A/B</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>01/21</td>
<td>02/15   REG</td>
<td></td>
</tr>
<tr>
<td>March 04</td>
<td>04 01/28</td>
<td>02/22   SEL</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>01/28</td>
<td>03/01   REG, A/B</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>02/11</td>
<td>03/08   REG, MNI</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>02/18</td>
<td>03/15   A/B</td>
<td></td>
</tr>
<tr>
<td>April 04</td>
<td>01 02/25</td>
<td>03/22   SEL</td>
<td></td>
</tr>
<tr>
<td>08</td>
<td>03/04</td>
<td>03/29   REG, A/B, MNI</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>05/11</td>
<td>04/05   NAT</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>03/18</td>
<td>04/12   REG, A/B</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>05/25</td>
<td>04/19   A/B</td>
<td></td>
</tr>
<tr>
<td>May 06</td>
<td>06 03/25</td>
<td>04/26   SEL, A/B</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>04/08</td>
<td>05/03   REG, MNI</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>04/15</td>
<td>05/10   A/B</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>04/22</td>
<td>05/17   REG</td>
<td></td>
</tr>
<tr>
<td>June 03</td>
<td>03 04/29</td>
<td>05/24   SEL</td>
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</tr>
<tr>
<td>10</td>
<td>05/08</td>
<td>05/31   REG, A/B, MNI</td>
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2019 MEREDITH CORPORATION PRINT ADVERTISING
TERMS AND CONDITIONS

The following are certain terms and conditions governing advertising published by Meredith Corporation (“Publisher”) in the U.S. print edition of PEOPLE magazine (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to static.people.com/media-kit/index.html. For Publisher's Digital Editions Advertising Terms and Conditions, go to http://meredithtabletmedia.com/sfp/terms-conditions.php. 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 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.

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 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 AAM 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 AAM audited 12-month average. Publisher does not guarantee print circulation to regional advertisers, and regional print 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, 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.
# 2019 Rate Card

## Advertising Sales Contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Email</th>
<th>Phone</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>CECE RYAN</td>
<td>SVP/Publisher</td>
<td><a href="mailto:Cece.Ryan@meredith.com">Cece.Ryan@meredith.com</a></td>
<td>212.522.7130</td>
<td>New York</td>
</tr>
<tr>
<td>LANA LORUSSO</td>
<td>VP, Associate Publisher</td>
<td><a href="mailto:Lana.Lorusso@meredith.com">Lana.Lorusso@meredith.com</a></td>
<td>212.522.2954</td>
<td>New York</td>
</tr>
<tr>
<td>MEREDITH WALTMAN</td>
<td>Executive Ad Director</td>
<td><a href="mailto:Meredith.Waltman@meredith.com">Meredith.Waltman@meredith.com</a></td>
<td>212.522.1243</td>
<td>New York</td>
</tr>
<tr>
<td>BETHANY RITCHEY</td>
<td>Eastern Ad Director</td>
<td><a href="mailto:Bethany.Ritchey@meredith.com">Bethany.Ritchey@meredith.com</a></td>
<td>212.522.5696</td>
<td>New York</td>
</tr>
<tr>
<td>RASHANIA GREEN</td>
<td>Director, Digital Strategy</td>
<td><a href="mailto:Rashania.Green@meredith.com">Rashania.Green@meredith.com</a></td>
<td>212.522.6046</td>
<td>New York</td>
</tr>
<tr>
<td>JULIE TROTTER</td>
<td>VP/Midwest Director</td>
<td><a href="mailto:Julie.Trotter@meredith.com">Julie.Trotter@meredith.com</a></td>
<td>312.321.7896</td>
<td>Chicago</td>
</tr>
<tr>
<td>NATALIE SIVE</td>
<td>West Coast Ad Director</td>
<td><a href="mailto:Natalie.Sive@meredith.com">Natalie.Sive@meredith.com</a></td>
<td>310.268.7346</td>
<td>Los Angeles</td>
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