

2020 MEDIA KIT

People

2020 Rate Card



RATES AND DISCOUNTS: NATIONAL EDITION

	PEOPLE	FEATURE ISSUES*
Rate Base	3,400,000	3,500,000
4-Color Rates:		
Full page	\$420,000	\$432,300
² / ₃ page	\$358,500	\$368,900
¹ / ₂ page	\$283,600	\$291,900
¹ / ₃ page	\$193,300	\$198,900
¹ / ₅ page†	\$117,700	\$121,100
Cover 2	\$525,100	\$540,400
Cover 3	\$462,000	\$475,600
Cover 4	\$567,100	\$583,700
Black & White Rates:		
Full Page	\$294,100	\$302,700
² / ₃ Page	\$251,000	\$258,400
¹ / ₂ Page	\$198,000	\$204,400
¹ / ₃ Page	\$135,400	\$139,400

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: The Beautiful Issue, Sexiest Man Alive, People of the Year. On newsstand for two weeks.

†Must run opposite full-page ad

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.

MRI Spring 2019



PRINT AUDIENCE PROFILE

Adult Reader	% of comp.
Age 18-24	11
Age 18-34	28
Age 18-49	52
Age 25-54	50
Age 35-44	15
Age 45-54	18
Age 55+	39
Attended/Graduated College+	62
Dual-Income Households	27
Adults with Children in Household	40
\$60,000+ Household Income	59
Live in A or B Counties	77
Own Home	65
Working Women (of women readers)	59
Total Adults	35,443,000
Total Women	25,582,000
Percentage	72%
Total Men	9,862,000
Percentage	28%
Median Age (Adult)	49
Median Household Income	\$74,630

Source: MRI Spring 2019

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

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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 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	1,700,000	1,750,000
4-Color	\$273,000	\$281,000
Black & White	\$191,100	\$196,700

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)	\$TK	\$TK

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.

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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.

The Beautiful Issue **Rate Base: 3.5 million** **Audience: 36.5 million**

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.

Issue Date: May 4 On Sale: April 24

Sexiest Man Alive **Rate Base: 3.5 million** **Audience: 36.5 million**

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

Issue Date: November 23 On Sale: November 13

People of the Year **Rate Base: 3.5 million** **Audience: 36.5 million**

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

Issue Date: December 14 On Sale: December 4

SPECIAL EDITORIAL FEATURES

Position your brand within these engaging special features in 2020.

Half Their Size Issue date: 1/13

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

Golden Globes Issue date: 1/20

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

Screen Actors Guild Awards Issue date: 2/3

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: 2/10

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

Oscar® Issue date: 2/24

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

Family Issue Issue date: 8/24

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

The Style Issue Issue date: 9/21

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: 10/5

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

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_D2D.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.

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:

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.

NOTES:

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@meredith.com

	Trim Size	Non Bleed	Bleed Size	Bleed Safety
Full Page	7 ⁷ / ₈ " x 10 ¹ / ₂ "	7 ¹ / ₈ " x 10"	8 ¹ / ₈ " x 10 ³ / ₄ "	7 ¹ / ₈ " x 10"
Spread	15 ³ / ₄ " x 10 ¹ / ₂ "	15" x 10"	16" x 10 ³ / ₄ "	15" x 10"
1/2 Vertical	3 ⁷ / ₈ " x 10 ¹ / ₂ "	3 ¹ / ₈ " x 10"	4 ¹ / ₈ " x 10 ³ / ₄ "	3 ¹ / ₈ " x 10"
1/3 Vertical	2 ³ / ₄ " x 10 ¹ / ₂ "	2" x 10"	3" x 10 ³ / ₄ "	2" x 10"
2/3 Vertical	5" x 10 ¹ / ₂ "	4 ¹ / ₄ " x 10"	5 ¹ / ₄ " x 10 ³ / ₄ "	4 ¹ / ₄ " x 10"
1/3 Horizontal	7 ⁷ / ₈ " x 3 ⁵ / ₈ "	7 ¹ / ₈ " x 3 ¹ / ₈ "	8 ¹ / ₈ " x 3 ⁷ / ₈ "	7 ¹ / ₈ " x 3 ¹ / ₈ "
1/2 Horizontal	7 ⁷ / ₈ " x 5"	7 ¹ / ₈ " x 4 ¹ / ₂ "	8 ¹ / ₈ " x 5 ¹ / ₄ "	7 ¹ / ₈ " x 4 ¹ / ₂ "
1/2 Spread Horizontal	15 ³ / ₄ " x 5"	15" x 4 ¹ / ₂ "	16" x 5 ¹ / ₄ "	15" x 4 ¹ / ₂ "
1/3 Spread Horizontal	15 ³ / ₄ " x 3 ⁵ / ₈ "	15" x 3 ¹ / ₈ "	16" x 3 ⁷ / ₈ "	15" x 3 ¹ / ₈ "
1/4 Spread Horizontal	15 ³ / ₄ " x 2 ⁵ / ₈ "	15" x 2 ¹ / ₈ "	16" x 2 ⁷ / ₈ "	15" x 2 ¹ / ₈ "
1/5 Horizontal	7 ⁷ / ₈ " x 2"	7 ¹ / ₈ " x 1 ¹ / ₂ "	8 ¹ / ₈ " x 2 ¹ / ₄ "	7 ¹ / ₈ " x 1 ¹ / ₂ "
1/3 Square	5" x 5"	4 ¹ / ₄ " x 4 ¹ / ₂ "	5 ¹ / ₄ " x 5 ¹ / ₄ "	4 ¹ / ₄ " x 4 ¹ / ₂ "
1/6 Vertical	NA	2 ¹ / ₄ " x 4 ⁵ / ₈ "	NA	NA

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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 (4 weeks)	Friday On-Sale	Issue Cycles Available		Monday Issue	Ad Close (4 weeks)	Friday On-Sale	Issue Cycles Available
January	06	12/02/19	12/27/19	SEL, MNI	July	06	06/01	06/26	SEL, MNI
	13	12/02/19	1/03	REG, A/B		13	06/08	07/03	REG
	20	12/16/19	01/10	A/B		20	06/15	07/10	A/B
	27	12/23/19	01/17	REG		27	06/22	07/17	REG, A/B
February	03	12/30/19	01/24	SEL, MNI	August	03	06/29	07/24	REG, A/B, MNI
	10	1/06	01/31	REG, A/B		10	07/06	07/31	SEL
	17	01/13	02/07	A/B		17	07/13	08/07	NAT
March	24	01/13	02/14	REG	September	24	07/13	08/14	REG, A/B
	02	01/27	02/21	SEL, MNI		31	07/27	08/21	REG
	09	02/03	02/28	REG, A/B		07	08/03	08/28	REG, A/B
	16	02/10	03/06	A/B		14	08/03	09/04	SEL, MNI
April	23	02/17	03/13	NAT	October	21	08/17	09/11	NAT
	30	02/24	03/20	REG, A/B		28	08/24	09/18	REG, A/B
	06	03/02	03/27	REG, A/B		05	08/31	09/25	REG, A/B
	13	03/09	04/03	NAT		12	09/07	10/02	SEL, MNI
May	20	03/16	04/10	REG, MNI	November	19	09/14	10/09	NAT
	27	03/23	04/17	A/B, SEL		26	09/21	10/16	REG
	04	03/23	04/24	REG, A/B		02	19/28	10/23	SEL, MNI
	11	04/06	05/01	SEL, MNI		09	10/05	10/30	NAT
June	18	04/13	05/08	A/B	December	16	10/12	11/06	A/B
	25	04/20	05/15	REG		23	10/12	11/13	REG, A/B
	01	04/27	05/22	REG, A/B, MNI		30	10/26	11/20	REG, A/B
	08	05/04	05/29	REG		07	11/02	11/27	REG, A/B, MNI
	15	05/11	06/05	A/B		14	11/02	12/4	REG, A/B
	22	05/18	06/12	NAT		21	11/16	12/11	NAT
	29	05/25	06/19	REG, A/B	28	11/23	12/18	A/B	

FEATURE ISSUE DATES IN BOLD

Rate Base for All Feature Issues: 3.5 million

The Beautiful Issue: May 4

Sexiest Man Alive: November 23

People of the Year: December 14

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.

Terms & Conditions



2020 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 www.meredithtabletmedia.com. For Publisher's Digital Editions Advertising Terms and Conditions, go to www.meredithtabletmedia.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 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 print circulation for the Magazine averaged over each six month AAM period, during 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 six (6)-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 6-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.

Terms & Conditions



2020 MEREDITH CORPORATION PRINT ADVERTISING TERMS AND CONDITIONS (CONT.)

MISCELLANEOUS (cont.)

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 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 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.

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ADVERTISING SALES CONTACTS

CECE RYAN , SVP/Publisher	Cece.Ryan@meredith.com	212.522.7130	New York
REBECCA HANLEY , Associate Publisher	Rebecca.Hanley@meredith.com	212.522.2954	New York
MEREDITH WALTMAN , Executive Ad Director	Meredith.Waltman@meredith.com	212.522.1243	New York
MARIA JAKUBEK , Executive Ad Director	Maria.Jakubek@meredith.com	212.499.1513	New York
JULIE TROTTER , VP/Midwest Director	Julie.Trotter@meredith.com	312.321.7896	Chicago
NATALIE SIVE , West Coast Ad Director	Natalie.Sive@meredith.com	310.268.7346	Los Angeles