The Western lifestyle: where casual luxury meets scenic splendor.

It’s where CULTURAL DIVERSITY influences TRENDS and INNOVATION takes place daily.

It’s being ENERGY and PASSIONATE about the future, reimagining the POSSIBILITIES of change.

It’s about locally-grown foods and the great outdoors – HEALTHY LIVING and FITNESS for the entire family.

It’s embracing MOMENTS ENRICHED by the PEOPLE and the PLACE.

FRESH IDEAS.
ICONIC SETTINGS.
Life in the West embodies the spirit of unlimited possibility.
**Showcasing the West**

**Home**

Westerners have the most valuable homes, **96% above average** for owning a home valued at $500k+

---

**Travel**

Sunset’s audience is **111% above average** for taking 2+ domestic vacations **AND** 2+ foreign vacations recently

---

**Consumer Demographics**

- Median HHI: $97,090
- Male/Female: 31/69
- Age 35-64: 63%

---

**Food & Wine**

Sunset **inspires 94%** of readers to try new recipes

---

**Garden**

Sunset’s $394,991 median home value is the **HIGHEST** of all magazines

---

*Print + digital editions*

Sources: 2015 Doublebase GfK MRI; Adobe Cloud/Omniture, Sep 2015; comScore avg Jan - Sep 2015; Sunset 2013 Food Study
To provide Western consumers with editorial relevant to their lifestyles, Sunset Magazine is published in five zoned monthly editions, with region-specific garden and travel information.

**PACIFIC NORTHWEST**
Includes Alaska, Idaho, Oregon, and Washington.

**NORTHERN CALIFORNIA**
Extends from the Oregon border south to the counties of Fresno, Inyo, Kings, Mono, Monterey, and Tulare. Includes all of Nevada except Clark County. This edition is also distributed to U.S. subscribers residing outside the West, as well as subscribers in the balance of Canada and other international locales.

**SOUTHERN CALIFORNIA**
Includes the counties of Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, and Ventura, as well as Hawaii.

**ROCKY MOUNTAIN/SOUTHWEST**
Rocky Mountain includes Colorado, Montana, Utah, and Wyoming. Southwest includes Arizona, New Mexico, Texas, and Clark County, Nevada.

Subject to change.
## January
CLOSE DATE: 10/30/15 / ON-SALE DATE: 12/18/15
Fresh starts for winter; getaways to the desert or to the snow; good eating with whole grains; great kitchen updates
**PLUS**: Wine lover’s New Year’s resolutions; ingenious small-garden design; Yosemite in winter

## February
CLOSE DATE: 11/27/15 / ON-SALE DATE: 1/15/16
Best places to live in 2016; what to cook for hearty, healthy meals; 10 great reasons to take a cruise now; chefs’ twists on classic dishes for Valentine’s Day
**PLUS**: Best of Silicon Valley; fashion designer’s high-style home; sweet strawberries in containers

## March
CLOSE DATE: 1/4/16 / ON-SALE DATE: 2/19/16
The Color Issue: Bold new palettes for your home; Mexico City renaissance; Maui’s lush and wild Haleakala National Park; landscaping with herbs; Easter brunch
**PLUS**: Arizona’s burgeoning winemaking region; cooking with carrots

## April
CLOSE DATE: 1/29/16 / ON-SALE DATE: 3/18/16
The Smart Issue: How new tech is improving our homes and lives; “life hacks”—simple ways to do everything better; Oakland’s innovators and urban pioneers; best new devices and apps for the home
**PLUS**: Insider tips from Sedona, AZ; high-style yet wired cabins; grilled artichokes

## May
CLOSE DATE: 2/26/16 / ON-SALE DATE: 4/15/16
Plan your best summer ever; Sunset’s annual guide to the West’s best camping; build your own raised beds; garden-to-table dining; Hawaii and Sonoma getaways
**PLUS**: Gardening paradise in Northern California Wine Country; great outdoor cooking

## June
CLOSE DATE: 6/3/16 / ON-SALE DATE: 7/22/16
Sunset’s 2016 Travel Awards—best destinations and experiences; chasing salmon on the Oregon coast; fast and easy summer pasta dishes
**PLUS**: Sleeping in a Montana fire tower; decorating with a Mediterranean flair; insider tips to the best of Boulder, CO

## July
CLOSE DATE: 4/29/16 / ON-SALE DATE: 6/17/16
Guide to last-minute summer fun; weekend getaways; chefs’ tips on grilling and smoking; creative remodeling ideas for kitchens, baths, and storage
**PLUS**: Tiered gardening; Alaska’s peonies; the best of Berkley, CA

## August
CLOSE DATE: 8/19/16 / ON-SALE DATE: 10/21/16
Sunset’s 2016 Idea House; uncrowded fall destinations; an easy-going Western Thanksgiving feast
**PLUS**: Agritourism; lessons in microwave cooking; where to stay, eat, and sip in Paso Robles, CA

## September
CLOSE DATE: 7/1/16 / ON-SALE DATE: 8/19/16
The Makeover Issue: Home and garden secrets to curb appeal; how to modernize a traditional home; succulent gardens; Celebration Weekend project revealed; West’s best craft beers
**PLUS**: Ghost towns; classic fall garden colors; midcentury Palm Springs remodel

## October
CLOSE DATE: 7/29/16 / ON-SALE DATE: 9/16/16
The Wine Issue: Back roads getaways among the vines; new tasting rooms and wine-country destinations; 2016 Wine Awards; wine-lovers’ buying guide; harvest feast in the Willamette Valley
**PLUS**: Insider tips from Willamette Valley, OR; gardening in the Northwest style; savoring wild salmon

## November
CLOSE DATE: 9/2/16 / ON-SALE DATE: 10/21/16
Sunset’s 2016 Idea House; uncrowded fall destinations; an easy-going Western Thanksgiving feast
**PLUS**: Honolulu, off the beaten path; the best of Golden Gate Park; pomegranates three ways

## December
CLOSE DATE: 9/30/16 / ON-SALE DATE: 11/18/16
Alaska’s unforgettable Northern Lights; holidays in the national parks; snowy escapes for beginners; easy entertaining; made-in-the-West gifts
**PLUS**: Best of Maui; fresh and modern holiday style; holiday wine picks
### DEMOGRAPHIC PROFILE

#### MAGAZINE

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL AUDIENCE</td>
<td>4,536,000</td>
</tr>
<tr>
<td>READERS PER COPY</td>
<td>3.61</td>
</tr>
<tr>
<td>FEMALE</td>
<td>69%</td>
</tr>
<tr>
<td>MALE</td>
<td>31%</td>
</tr>
<tr>
<td>COLLEGE EDUCATED</td>
<td>84%</td>
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<tr>
<td>MARRIED</td>
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<tr>
<td>MEDIAN AGE</td>
<td>55.7</td>
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<tr>
<td>MEDIAN NET WORTH</td>
<td>$566,200</td>
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<tr>
<td>MEDIAN HHI</td>
<td>$97,090</td>
</tr>
<tr>
<td>OWN HOME</td>
<td>79%</td>
</tr>
<tr>
<td>MEDIAN HOME VALUE</td>
<td>$394,991</td>
</tr>
</tbody>
</table>

- **1,250K** guaranteed rate base
- **4.6 MILLION** readers (print + tablet)
- published **12X** year

#### DIGITAL

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>PREMIUM AUDIENCE</td>
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<tr>
<td>MONTHLY UNIQUE VISITORS (AVG YTD 2015)</td>
<td>1,608,906</td>
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<tr>
<td>FEMALE</td>
<td>77%</td>
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<tr>
<td>MALE</td>
<td>23%</td>
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<tr>
<td>COLLEGE EDUCATED</td>
<td>75%</td>
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<tr>
<td>MARRIED</td>
<td>63%</td>
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<tr>
<td>MEDIAN AGE</td>
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<td>MEDIAN HH NET WORTH</td>
<td>$345,583</td>
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<tr>
<td>MEDIAN HHI</td>
<td>$102,708</td>
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<tr>
<td>OWN HOME</td>
<td>79%</td>
</tr>
<tr>
<td>MEDIAN HOME VALUE</td>
<td>$242,602</td>
</tr>
</tbody>
</table>

**SOCIAL MEDIA—AUDIENCE OF 1.9M AND GROWING**

- FACEBOOK: 162K+ LIKES
  - ↑ 17% YOY
- GOOGLE+: 1,503K FOLLOWERS
  - ↑ 196% YOY
- INSTAGRAM: 61K+ FOLLOWERS
  - ↑ 25% YOY
- PINTEREST: 85K+ FOLLOWERS
  - ↑ 32% YOY
- TWITTER: 65K+ FOLLOWERS
  - ↑ 8% YOY
The Sunset consumer is the quintessential Westerner. The West’s scenic beauty, temperate climate, diversity, trendsetting ways, and immense prosperity, foster a very active, enjoy-life-to-the-fullest lifestyle.

**THE WEST IS WELL ABOVE AVERAGE FOR OVERALL ECONOMIC VITALITY VERSUS THE REST OF THE COUNTRY**

<table>
<thead>
<tr>
<th></th>
<th>WEST</th>
<th>REST OF U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>HHI $100K+ better off financially now than one year ago</td>
<td>115</td>
<td>96</td>
</tr>
<tr>
<td>Household net worth $1 million or more</td>
<td>139</td>
<td>88</td>
</tr>
<tr>
<td>HHI $100K+ Buyers of the Best</td>
<td>117</td>
<td>95</td>
</tr>
<tr>
<td>Spent $40,000 or more on a new vehicle</td>
<td>124</td>
<td>93</td>
</tr>
</tbody>
</table>

**SUNSET DELIVERS ONE IN EVERY FIVE (21%) AFFLUENT WESTERNER**

Household income $100,000 or more, home value $500,000 or more, college degree

**SUNSET’S CIRCULATION IN THE WEST (1,050,063) IS GREATER THAN THE WESTERN CIRCULATION FOR:**

- Four travel magazines combined: *Afar, Condé Nast Traveler, Islands, National Geographic Traveler* (463,404)
- Four epicurean magazines combined: *Bon Appétit, Eating Well, Food Network, Saveur* (1,038,375)
- Six shelter magazines combined: *Architectural Digest, Elle Décor, HGTV Magazine, House Beautiful, Traditional Home, Veranda* (962,511)

**THE WEST IS THE FASTEST GROWING & MOST UNIQUE REGION**

<table>
<thead>
<tr>
<th></th>
<th>WEST</th>
<th>REST OF U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projected population growth (2000-2030)</td>
<td>45.8%</td>
<td>24.4%</td>
</tr>
<tr>
<td>Number of national parks</td>
<td>38</td>
<td>17</td>
</tr>
<tr>
<td>Number of top 10 sunniest cities</td>
<td>9</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>WEST</th>
<th>REST OF U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Innovator</td>
<td>+26%</td>
<td>-8%</td>
</tr>
<tr>
<td>Outdoor Adventurer</td>
<td>+17%</td>
<td>-12%</td>
</tr>
<tr>
<td>Spend heavy number of hours exercising</td>
<td>+19%</td>
<td>-6%</td>
</tr>
<tr>
<td>Green Advocate</td>
<td>+31%</td>
<td>-9%</td>
</tr>
</tbody>
</table>
CONNECTING MONTHLY WITH 6.2 MILLION* HIGH-END CONSUMERS

**MAGAZINE**

4.6MM readers

**MOBILE + TABLET**

61% growth YOY

**WEB**

1.6MM unique visitors

**SOCIAL**

1.9MM fans/followers

**NEWSLETTERS**

564K subscribers

**BOOKS/SIPS + LICENSED PRODUCTS**

New release for 2016: Camp Sunset

**FRANCHISES**

Sunset

**PROGRAMS/EVENTS**

42K+ attendees annually

---

* Gross audience, MPA 360 YTD 2015; 1 Print + digital editions

Sources: MPA 360 Jan - Sep 2015 avg; comScore Sep 2015 vs. Sep 2014 mobile uniques; Abode Cloud/Omniture, Sep 2015; Cheetahmail, Jan - Sep 2015 avg; Sunset Publisher 2015 Doublebase GfK MRI to sources: MPA 360 Jan – Sep 2015 avg; 2015 Doublebase GfK MRI; comScore Sep 2015
BEST IN THE WEST

2015 LOWELL THOMAS AWARDS
Gold Medal, Best Consumer Service, for “Procrastinator’s Guide to Summer,” June 2014 issue

2015 HENRY R. LUCE AWARDS
Best Video—How-To Videos: Pie Crusts, Love Story, Omelet

2015 HENRY R. LUCE AWARDS SPECIAL MENTION
Best Video—“Ultimate Guide to the Southwest”

2015 IACP COOKBOOK COMPILATION WINNER
The Great Outdoors Cookbook: Adventures in Cooking Under the Open Sky

2015 IACP NARRATIVE CULINARY WRITING WINNER
Margo True “The Blacksmith Cooks”, Sunset Magazine

2014 NATIONAL MAGAZINE AWARD
Sunset Magazine, General Excellence, Service and Lifestyle

2014 LOWELL THOMAS AWARDS
Gold Medal, Environmental Tourism category. Gold Medal, Short Work on Travel category. Bronze Medal, U.S./Canada Travel category

2014 FOLIO: AND MIN FAME AWARDS
Best Overall Single Event—Celebration Weekend

2013 TOP 5 CALIFORNIA FESTIVALS BY HUFFINGTON POST
Sunset Savor the Central Coast

2013 CONTENT MARKETING SILVER AWARD
Best Tourism Publication for Sunset Custom Media’s 2012 California Official State Visitor’s Guide

2012 FAME AWARD FINALIST
Best Epicurean Event—Sunset Savor the Central Coast

2012 FAME AWARD FINALIST
Silver Medal Ozzie in Best Feature Design category (consumer 250K+ circ) for Sunset’s June 2011 “Mild/Wild” feature article

2012 TRAVEL WEEKLY MAGELLAN AWARDS
2 Gold Medals for the Travel Destinations “Mobile App” (iPad App) section and “Advertising/Marketing Campaign” (Rob Lowe video) section for Visit California

2012 TELLY AWARD
Online Video Silver Award in How To/Instructional category for “The Fastest Way to Peel a Peach” video

2011 MIN INTEGRATED MARKETING AWARDS HONORABLE MENTION
Lead Gen Initiative for Naughty Volvo’s at Sunset Savor the Central Coast

2011 NOMINATED FOR NATIONAL MAGAZINE AWARD
Sunset’s One-Block Diet blog

2011 FOLIO AWARD
Best Feature—Sunset Savor the Central Coast

2011 FOLIO AWARD
Best Tourism Publication for Sunset Custom Media’s 2012 California Official State Visitor’s Guide

2011 MIN INTEGRATED MARKETING AWARDS HONORABLE MENTION
New Event Program—“Sunset Savor the Central Coast”

2011 MIN INTEGRATED MARKETING AWARDS HONORABLE MENTION
Special Advertising Section—Sunset Savor the Central Coast Visa Signature
### 2016 Integrated Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Close Date</th>
<th>On-Sale Date</th>
<th>Events</th>
</tr>
</thead>
</table>
| **JANUARY** | 10/30/15 | 1/15/16 | Fresh starts for winter  
**DIGITAL** Healthy eats; Cooking with Superfoods; Local’s Guide to Palm Springs; Skiing in the West; National Parks Photo Contest  
**EVENT** Travel & Adventure Shows (San Diego Jan. 16-17) |
| **FEBRUARY** | 11/27/15 | 1/15/16 | Best places to live in 2016  
**DIGITAL** Modern Home Design Guide; Best Places to Live at any Age; Small-Space Gardening  
**SPECIAL ISSUE** Small Yards/Big Ideas (SE; On Sale 2/12/16)  
**EVENT** Travel & Adventure Shows (San Diego Jan. 16-17) |
| **MARCH** | 1/29/16 | 3/18/16 | The Color Issue  
**DIGITAL** Mexico Travel Guide; 150+ DIY Projects; Raised Bed Gardening  
**SPECIAL ISSUE** Edible Gardening (SE; On Sale: 3/11/16)  
**EVENT** Travel & Adventure Shows (Long Beach Feb. 27-28) |
| **APRIL** | 3/29/16 | 5/20/16 | The Smart Issue  
**DIGITAL** Ultimate Guide to Succulents; Our Best Spring Recipes; Local’s Guide to Oakland  
**SPECIAL ISSUE** Indoor/Outdoor Living (SE; On Sale: 4/8/16)  
**EVENT** Sunset International Wine Competition Judging (April 24-26) |
| **MAY** | 4/26/16 | 6/20/16 | The Best Summer Ever & Camping Issue  
**DIGITAL** Camp Sunset; Edible Gardening Guide; Backyard Design Guide; Favorite Mexican Recipes  
**BOOKS** Camp Sunset  
**SPECIAL ISSUE** Summer Trips (SIP; On Sale: 5/6/16)  
**EVENT** Sunset Celebration Weekend (May 14-15) |
| **JUNE** | 5/30/16 | 8/10/16 | Ultimate National Parks Road Trip  
**DIGITAL** Your Complete Grilling Cookbook; The Ultimate Guide to the National Parks; Your Guide to Outdoor Entertaining; DIY Wedding Guide  
**SPECIAL ISSUE** Mountain Escapes (SE; On Sale: 6/10/16) |
| **JULY** | 6/17/16 | 9/16/16 | Summer fun, summer food  
**SPECIAL ISSUE** The Great Outdoors Cookbook (SE; On Sale: 7/15/16)  
**EVENT** Sunset Wine Cruise (July 20-28); Pedalfest (July 23) |
| **AUGUST** | 7/22/16 | 10/16/16 | Sunset’s 2016 Travel Awards  
**DIGITAL** Sunset Travel Awards; Paint & Color Design Guide; The West’s Best Seafood  
**SPECIAL ISSUE** Weekend Trips (SIP; On Sale: 8/5/16)  
**EVENT** Berkeley Idea House Opening Party (August 4); Eat Drink SF (Aug 18-21) |
| **SEPTEMBER** | 8/19/16 | 11/16/16 | The Makeover Issue  
**DIGITAL** Savor the Central Coast; Small-Space Style; Fall Planting Guide  
**SPECIAL ISSUE** Water Wise Gardening (SE; On Sale: 9/9/16)  
**EVENT** Eat Real (Sept 16-18)  
Sunset Savor the Central Coast (September 22-25) |
| **OCTOBER** | 9/16/16 | 12/16/16 | The Wine Issue  
**DIGITAL** Halloween Decorating & Party Guide; Wine & Beer Pairings Guide; Fall Decorating Ideas; Fall Travel Destinations  
**EVENT** Half Moon Bay Pumpkin Festival (October 15-16) |
| **NOVEMBER** | 10/16/16 | 1/16/17 | Sunset’s 2016 Idea House  
**DIGITAL** Entertain the Western Way; 2016 Idea House; Our Favorite Books about the West; Local’s Guide to Honolulu  
**EVENT** Napa Valley Film Festival (November 9-13) |
| **DECEMBER** | 11/16/16 | 2/16/17 | Holidays in the West  
**DIGITAL** Holiday Gift Guide; Entertain the Western Way; Local’s Guide to Maui |
These rates and all advertising transactions are subject to the 2016 Advertising Terms and Conditions of Sunset Publishing Corporation.
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.
*Not audited.
### PRINT: MAGAZINE

**TRIM SIZE:** 8¾” x 10½”

**BINDING:** Perfect, jogs to foot

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLEED</th>
<th>LIVE / SAFETY</th>
<th>TRIM</th>
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<tbody>
<tr>
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<td>7½” x 10”</td>
<td>8¾” x 10½”</td>
</tr>
<tr>
<td>Spread</td>
<td>17” x 10¾”</td>
<td>16¼” x 10”</td>
<td>16¾” x 10½”</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>4¼” x 10¾”</td>
<td>3½” x 10”</td>
<td>4” x 10½”</td>
</tr>
<tr>
<td>½ Page Vertical (One Column)</td>
<td>3” x 10¾”</td>
<td>2¼” x 10”</td>
<td>2¾” x 10½”</td>
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<td>5 ½” x 10½”</td>
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<td>8¾” x 5½”</td>
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<tr>
<td>½ Spread Horizontal</td>
<td>17” x 5½”</td>
<td>16¼” x 4¾”</td>
<td>16¾” x 5½”</td>
</tr>
<tr>
<td>½ Square</td>
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<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

**SAFETY MARGINS**
Keep essential matter ⅜” from bleed size. Live material on facing units should not be closer than ¼” to center fold on either side of gutter—total of ¼” for both pages. Please have crop marks ⅛” away from the bleed.

**SCREEN**
133-line screen, 290% maximum density
All black and grey type should overprint

**PRINTING PROCESS**
SWOP 2006 Coated 5 Version 2

**REQUIRED MATERIAL**
PDF/X-1A (Version 1.3 required). No color proofs are required.

**CARD INSERTS**
Digital files are the preferred format for insert materials. Contact your Sunset representative for detailed specifications.

**DELIVERY OF MATERIALS**

**QUESTIONS**
Contact **Imran Hussain** at (212) 522-6691 or Imran.Hussain@timeinc.com with any questions regarding materials extensions or uploading files.
COASTAL LIVING

It’s not a destination...it’s a lifestyle

Sunset

The best of the west

NET AUDIENCE DUPLICATION OF ONLY 5%

CONTACT US for incentives to advertise across both Coastal Living & Sunset
Brendan Smyth, Associate Publisher  (East Coast) 212-522-5386
Amy Olmsted, Associate Publisher (West Coast) 714-345-9293

LUXURY at SCALE

Print consumer: 8.4MM
M/F: 29/71
Median age: 54.8
College educated: 81%
Median HHI: $95,084
Homeowners: 81%
Median net worth: $474,363

#1 for number of readers with...
HHI $100,000+
Home value $500,000+
HH net worth $1 million+
2016 TERMS AND CONDITIONS

ADVERTISING

SUNSET MAGAZINE 2016 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 Sunset Magazine (the “Magazine”) published by Sunset Publishing Corp. (the “Publisher”).

1. Rates are based on average total audited circulation, effective with the issue dated January 2016. 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 (the “AAM”). Total audited circulation is reported on an issue-by-issue basis in publisher’s statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.

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 an 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). Certain advertisements that are not standard and/or full-page run-of-book advertisements may not qualify to run in the digital version, including but not limited to, scented units and business reply cards. Please consult the Publisher for details. If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

With respect to digital editions of certain magazines, depending on the device and/or platform on which they are viewed, such magazines may be viewed in one of two formats: (i) a straight from print magazine format, which is an exact reproduction of the design and content of the print version of the magazine (the “Straight From Print Magazine Version”) or (ii) a designed for tablet/enhanced for tablet magazine format, in which the design of the magazine has been optimized for a device on which it is displayed (the “Designed For Tablet Magazine Version”). Please consult the magazine publishers for details.

Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may be viewed in one of three formats: (i) straight from print advertising format or “SFP” where the page on screen looks exactly like the advertisement appearing in the print edition; (ii) designed for tablet advertising format or “DFT” where the same creative has been re-arranged and designed for optimal reading on the device and/or platform and is meant to be displayed at 100%; or (iii) enhanced for tablet advertising format or “EFT” where an advertisement has added enhancements and bonus content to transform the print advertisement into a fully digital medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).

Qualifying advertisements running in the digital edition of the Magazine will automatically run in a straight from print advertising format. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than straight from print (i.e., designed for tablet advertising format or enhanced for tablet advertising format), it must so indicate prominently on the insertion order by the ad close date. Designed for tablet advertising format or enhanced for tablet advertising format may not be available on all platforms or devices. Please consult the Publisher for details.

With respect to qualifying advertisements in a straight from print advertising format, if a URL exists in the print creative, such URL shall be automatically activated unless advertiser notifies the Publisher otherwise in writing; if the print creative has multiple URLs, the Publisher shall activate the brand’s main URL unless notified otherwise in writing. With respect to qualifying advertisements in a “designed for tablet” advertising format, if such advertising creative contains one URL, the Publisher shall automatically activate that URL. If the advertisement contains more than one URL, the Publisher shall activate the brand’s main URL.

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 the Magazine’s editorial material in appearance or style 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 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 sweepstake 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 warrant 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.

1. 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.

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 2016 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 for those magazines who count analyzed non-paid in their rate base as set forth in such magazine’s Advertising Terms and Conditions). Total audited circulation for magazines audited by BPA is comprised of qualified paid and/or qualified non-paid as set forth in such magazine’s 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 x (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 2016 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 or 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 the 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), stand-by 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.

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