

Sunset

Insider Guide: Seattle

2012 RATE CARD



Sunset Inside Guide: Seattle— an advertising investment that works

- *Sunset* Insider Guide: Seattle allows advertisers to reach 469,069 readers in Western Washington four times a year
- Your ad will be surrounded by relevant editorial focused specifically on the Seattle metropolitan area
- *Sunset* has more than 100 years of relationship building with Seattle consumers. *Sunset* is a companion they know and trust

Sunset readers are involved and responsive

- 98% of subscribers read 3 or more of the past four issues
- 98% are inspired by *Sunset* to try new ideas
- 98% say *Sunset* fits their lifestyle
- 97% are inspired by *Sunset* to see local attractions
- 99% took action after reading an issue of *Sunset*

INSIDE SEATTLE AT A GLANCE

- Rate base: 119,000
- Cover price: \$4.99
- Frequency: 4 issues (April, June, September, December)
- Distribution: Western Washington

AUDIENCE PROFILE

- Female: 79%
- Male: 21%
- Average household income: \$85,711
- Homeowners: 83%
- College educated: 80%
- Median age: 53

EDITORIAL THEMES

- Dining
- Arts and culture
- Shopping and design
- City vacations

Seattle circulation

	CIRCULATION
Sunset Insider Guide: Seattle	128,162
Seattle Metropolitan	52,570
Seattle Magazine	54,000

Sources: *Sunset* Profiling Study; 2011 *Sunset* Readership Study; 2011 Doublebase GfK MRI; 2011 Spring GfK MRI; Circulation: 6/30/11 ABC Statement (*Sunset* Inside Seattle); 2011 Media Kits (*Seattle, Seattle Magazine*); 2011 Ipsos Mendelsohn Affluent Survey, HHI \$100k+

The *Sunset* audience

SUNSET READERS ARE PASSIONATE ABOUT FOOD AND WINE

- 78% above average for purchasing foods labeled “natural” or “organic”
- 97% above average for participating in gourmet cooking
- 125% more likely to be heavy drinkers of wine – domestic or imported
- 112% more likely to have a wine cellar or wine refrigerator in their home
- 61% more likely to have purchased wine by the case in the past year

SUNSET READERS ARE AVID TRAVELERS

- 98% more likely to have spent \$3,000 or more on domestic vacations in the past year
- 41% above average for taking a cruise of 7 or more days in the past 3 years
- 34% more likely to have taken a vacation by car in the past year

SUNSET READERS PAMPER THEMSELVES

- 77% more likely to have visited a spa in the past 6 months
- 71% more likely to indulge in fine dining while on vacation

SUNSET READERS INVEST IN THEIR HOMES

- 41% above average for spending \$150 or more on bedding and bath goods
- 98% above average for spending \$10,000 or more on home furniture in the past year
- 73% more likely to have spent \$10,000 or more on household appliances in the past year
- 74% more likely to have spent \$5,000 or more on windows and doors in the past year



Advertising specifications

MEDIA

Ad files are to be sent via the Time Inc. web ad portal at <http://direct2time.sendmyad.com>. No color proof is required. Publisher reserves the right to "pick-up" previously run ad materials, if available, when new material is not received by close date.

ACCEPTABLE FILE FORMATS

PDFX1a (version 1.3) required. If you cannot provide that format, call Rosana Chang at 212-522-7792 for specific instructions.

RESOLUTION

Sunset prints at 133-line screen, so images should be 266 dpi or higher.

PROOFING

No color proofs are required. The presses will run to industry-standard inking levels.

FOR MATERIALS QUESTIONS OR SUBMISSIONS, CONTACT:

Rosana Chang
212-522-7792
rosana_chang@timeinc.com

Mechanical requirements

TRIM SIZE: 8³/₈" x 10¹/₂"

BINDING: Perfect, jogs to foot

PRINTING: Body and covers, web offset

UNIT SIZES AVAILABLE

SIZE	NON-BLEED	BLEED	LIVE AREA	TRIM
Spread	16 ³ / ₄ " x 10"	17" x 11"	16 ³ / ₄ " x 10"	16 ³ / ₄ " x 10 ¹ / ₂ "
Page	7 ¹ / ₂ " x 10"	8 ⁵ / ₈ " x 11"	7 ¹ / ₂ " x 10"	8 ³ / ₈ " x 10 ¹ / ₂ "
² / ₃ page vert.	4 ⁵ / ₈ " x 10"	5 ³ / ₈ " x 11"	4 ⁵ / ₈ " x 10"	5 ¹ / ₈ " x 10 ¹ / ₂ "
¹ / ₂ page vert.	3 ¹ / ₂ " x 10"	4 ¹ / ₄ " x 11"	3 ¹ / ₂ " x 10"	4" x 10 ¹ / ₂ "
¹ / ₂ page horiz.	7 ¹ / ₂ " x 4 ⁷ / ₈ "	8 ⁵ / ₈ " x 5 ¹ / ₂ "	7 ¹ / ₂ " x 4 ¹³ / ₁₆ "	8 ³ / ₈ " x 5 ³ / ₁₆ "
¹ / ₂ pg. horiz. sprd.	16" x 4 ⁷ / ₈ "	17" x 5 ¹ / ₂ "	16 ³ / ₄ " x 4 ¹³ / ₁₆ "	16 ³ / ₄ " x 5 ³ / ₁₆ "
¹ / ₃ page vert.	2" x 10"	3" x 11"	2" x 10"	2 ³ / ₄ " x 10 ¹ / ₂ "
¹ / ₃ page square	4 ⁵ / ₈ " x 4 ⁷ / ₈ "	n/a	n/a	n/a

2012 Net advertising rates

	INSERTIONS PER 12-MONTH PERIOD			
	1	2	3	4
Full page	\$11,240	\$10,790	\$10,560	\$10,110
² / ₃ page*	\$8,490	\$8,140	\$7,970	\$7,630
¹ / ₂ page	\$6,780	\$6,520	\$6,380	\$6,120
¹ / ₃ page**	\$4,930	\$4,730	\$4,620	\$4,430

If agency places advertising, divide by 0.85 to generate gross rates.

Rates are **net** and net agency commissionable. All rates are shown **per ad**.

*No horizontal, only ²/₃ page vertical

**Column or square

2012 Publishing calendar

ISSUE	SPACE CLOSE, MATERIALS DUE	ON SALE
April	January 25	March 23
June	March 26	May 25
September	June 25	August 24
December	Sept 24	November 16



2012 Advertising terms and conditions

SUNSET MAGAZINE 2012 PRINT ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print edition of Sunset Magazine (the "Magazine") published by Sunset Publishing Corporation (the "Publisher").

1. Rates are based on average total audited print circulation, effective with the issue dated January 2012. 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 respective on-sale dates.
2. The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in publisher's statements audited by the ABC. Total audited circulation for the Magazine is comprised of paid plus verified.
3. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
4. 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.
5. 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 or that are not immediately identifiable as advertisements are not acceptable.
6. All advertisements, including without limitation those for which 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 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, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims 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.
7. 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.
8. 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.
9. 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's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
10. 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.
11. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.
12. 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 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.
13. All pricing information shall be the confidential information of Publisher and neither advertiser nor agency may disclose such information without obtaining Publisher's prior written consent.
14. 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.
15. Special advertising production premiums do not earn any discounts or agency commissions.
16. The Magazine is subject to Time Inc.'s standard 2012 issue-by-issue tally (IBIT) pricing system.

TIME INC. 2012 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 print 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 print only component of total audited circulation as reported in the magazine's publisher's statement (issued by the Audit Bureau of Circulations (ABC) or BPA Worldwide (BPA) for the first or second half of the 2012 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, ABC Publisher's Statements and BPA Circulation Statements are used to calculate IBIT credit. The calculation may only be made following the issuance of the Publisher's Statements or Circulation Statements for second half of the 2012 calendar year (July – December) and will be based on final billed earned advertising rates.
3. Total audited circulation for magazines audited by the ABC is comprised of paid plus verified (plus analyzed non-paid for those magazines who count analyzed non-paid in their rate base). Total audited circulation for magazines audited by BPA is comprised of qualified paid plus qualified non-paid.
4. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited print 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 print 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 print 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 print 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 Circulation Statements for the second half (July – December) ABC/BPA reporting period and calculation of the 2012 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 print circulation advertising in regular issues as reported in Paragraph 3 of the Publisher's Statements issued by ABC and Paragraph 2 of the Circulation Statements 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 (including those listed in Paragraphs 3 and 2 of the ABC Publisher's Statements and BPA Circulation Statements, respectively) and (b) any issues specifically excluded from being eligible for IBIT per the applicable magazine's rate card.
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.

Sunset is a registered trademark of Sunset Publishing Corporation.

Sunset

Sunset Publishing Corporation
80 Willow Road
Menlo Park, CA 94025
650/321-3600
650/324-5745 (fax)
www.sunset.com

Inside Publications Manager
Melinda Sheehan
650/324-5631
650/322-1043 (fax)
sheehanm@sunset.com