

ELLE DECOR



MEDIA KIT 2021



MISSION STATEMENT

ELLE DECOR is about the best design in the world. Design always has been, and will forever be, in every pocket of a stylish life. From interiors, fashion, and art to food and travel – design is a reflection of who we are at any given moment.

TO ADVERTISE

Contact your ELLE DECOR Sales Representative or Associate Publisher
William C. Pittel at 212.649.3235 or Bill.Pittel@hearst.com.

ELLE DECOR



“

I'm excited to build on the inimitable
ELLE DECOR legacy:
a renegade spirit and a sharp eye for all things
design, interiors, beauty and style.

—Asad Syrkett
Editor in Chief, ELLE DECOR

ELLE DECOR



JANUARY/FEBRUARY

ARCHITECTURE: BUILDING THE FUTURE

SPECIAL PAPER ORDER: 10/4/20

AD CLOSE*: 11/13/20

ON SALE: 12/31/20

MARCH

ART: THE ART OF FINE LIVING

*SPOTLIGHT: KITCHEN/BATH

SPECIAL PAPER ORDER: 11/20/20

AD CLOSE*: 1/8/21

ON SALE: 2/23/21

APRIL

DESIGNERS AT HOME: HOW CREATIVES LIVE

*SPOTLIGHT: SUSTAINABILITY

SPECIAL PAPER ORDER: 1/7/21

AD CLOSE*: 2/11/21

ON SALE: 3/30/21

MAY

ITALY: ALL THINGS ITALIA

SPECIAL PAPER ORDER: 2/5/21

AD CLOSE*: 3/11/21

ON SALE: 4/27/21

SUMMER

A-LIST SPECIAL ISSUE

SPECIAL PAPER ORDER: 3/19/21

AD CLOSE*: 4/23/21

ON SALE: 6/8/21

SEPTEMBER

ENTERTAINING & STYLE

SPECIAL PAPER ORDER: 6/4/21

AD CLOSE*: 7/9/21

ON SALE: 8/24/21

OCTOBER

CHANGE: BRING ON THE NEW *SPOTLIGHT: SUSTAINABILITY AND RENOVATION

SPECIAL PAPER ORDER: 7/9/21

AD CLOSE*: 8/13/21

ON SALE: 9/28/21

NOVEMBER

CITIES: AN ODE TO THE PLACES WE LOVE

SPECIAL PAPER ORDER: 8/6/21

AD CLOSE*: 9/10/21

ON SALE: 10/26/21

DECEMBER/HOLIDAY

ESCAPES: LUXURY RETREATS *SPOTLIGHT: GIFT GUIDE

SPECIAL PAPER ORDER: 9/23/21

AD CLOSE*: 10/29/21

ON SALE: 12/14/21

Note: All content subject to change. *Materials due at ad close. Signed IO for covers is 8 weeks prior to listed close date.

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10/20/2020

ELLE DECOR



ELLE DECORATION NETWORK THE WORLD'S LARGEST DESIGN MAGAZINE NETWORK: 10M READERS WORLDWIDE

26 EDITIONS

ELLE DECORATION China
ELLE DECORATION Croatia
ELLE DECORATION Denmark
ELLE DECORATION France
ELLE DECORATION Germany
ELLE DECORATION Greece
ELLE DECOR India
ELLE DECORATION Indonesia
ELLE DECOR Italy
ELLE DECOR Japan
ELLE DECOR Korea
ELLE DECORATION Mexico
ELLE DECORATION Middle East
(Lebanon + Arab World)
ELLE DECORATION Netherlands
ELLE DECORATION Phillipines
ELLE DECORATION Poland
ELLE DECORATION Russia
ELLE DECORATION South Africa
ELLE DECOR Spain
ELLE DECORATION Sweden
ELLE DECORATION Taiwan
ELLE DECORATION Thailand
ELLE DECORATION Turkey
ELLE DECORATION UK
ELLE DECOR USA
ELLE DECORATION Vietnam

7 OTHER TERRITORIES

ELLE DECORATION Argentina
ELLE DECORATION Czech Republic
ELLE DECORATION Hong-Kong
ELLE DECORATION Norway
ELLE DECORATION Romania
ELLE DECORATION Serbia
ELLE DECORATION Slovenia

FOR MORE INFORMATION

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10/20/2020

IPSOS READER PROFILE

WOMEN	63%
MEN	37%
TOTAL AUDIENCE	548,000

AGE

AGE 25-54	65%
AGE 35+	78%
MEDIAN AGE	46

MARITAL STATUS/CHILDREN

MARRIED	88%
CHILDREN IN HH	53%

EDUCATION

ATTENDED COLLEGE	95%
GRADUATED COLLEGE+	85%

EMPLOYMENT

EMPLOYED	82%
PROFESSIONAL/MANAGERIAL	76%

HOUSEHOLD INCOME

\$150,000+	76%
\$200,000+	45%
MEDIAN HHI	\$191,874

HOME OWNERSHIP/VALUE

OWN HOME	91%
MEDIAN VALUE OF LIQUID ASSETS + REAL ESTATE	\$1,892,403

SOURCE: Ipsos Affluent Survey USA Double-base 2020 Adults 18 or older, HHI \$125,000+

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01/14/2021



MRI READER PROFILE



AUD. (000) COMP %

ADULTS	1,870	
WOMEN	1,626	86%
MEN	244	14%
READERS PER COPY	3.20	

AGE

AGE 25-54	1,092	53%
AGE 35+	1,721	84%
MEDIAN AGE	50.2	

MARITAL STATUS/CHILDREN

MARRIED	1,068	52%
CHILDREN IN HH	775	38%

EDUCATION

ATTENDED COLLEGE	1,448	71%
GRADUATED COLLEGE+	649	32%

EMPLOYMENT

EMPLOYED	1,144	56%
PROFESSIONAL/MANAGERIAL	544	27%

HOUSEHOLD INCOME

\$75,000+	1,099	54%
\$100,000+	848	41%

MEDIAN HHI	\$82,236
MEDIAN HH NET WORTH	\$292,010

HOME OWNERSHIP

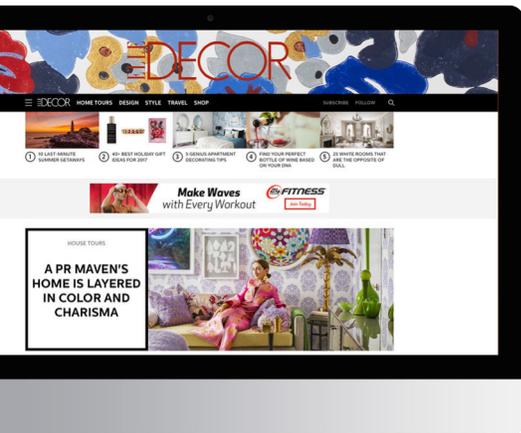
OWNS HOME	1,327	65%
A/B COUNTY	1,690	82%

SOURCE: GFK/MRI Doublebase 2020: Print/Digital readers

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ELLE DECOR



14.3 MILLION

TOTAL BRAND IMPRESSIONS (+8% YOY)

ELLEDECOR.COM

UNIQUE VISITORS: 3.5 MILLION+

PAGE VIEWS: 10 MILLION

AVERAGE TIME SPENT PER VISITOR: 2.3 Minutes

TOP TRAFFIC SECTIONS: Design & Decorate, Life & Culture, Shopping

SEARCH TRAFFIC: 44% of traffic driven from search (+36% YOY)

ORIGINAL CONTENT: 60% MOM

AFFILIATE REVENUE YTD: \$2.2 MILLION+ (+106% YOY)

SOCIAL MEDIA

8.4 MILLION+ FOLLOWERS (+8% YOY)

—INSTAGRAM: 3.9 Million+

—FACEBOOK: 3.5 Million+

—TWITTER: 485,000+

—PINTEREST: 572,000+

PRINT

TOTAL AUDIENCE: 1.5+ Million

TOTAL CIRCULATION: 500,000+

CROSS PLATFORM

MULTI-PLATFORM UNDUPLICATED AUDIENCE: 3.9 Million adults

Delivering desirable content wherever—and everywhere—our fashionable and design-first audience is, through regular on-site and social content.

...Asad Syrkett, Editor in Chief

...Stellene Volandes, Editorial Director

...Ingrid Ambramovitch, Executive Editor

...Charles Curkin, Articles Editor

...Parker Bowie Larson, Style Director

...Vanessa Lawrence, Senior Editor

ALL contribute regularly to on-site and social content!

TO ADVERTISE

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SOURCE: *MPA TOTAL BRAND IMPRESSIONS, JAN-SEP AVG. + SOCIAL COMP REPORT AUGUST 2020, COMSCORE JULY 2020, MULTI-PLATFORM FUSION 5/20, FA19, MONTHLY SEO REPORT JULY 2020, MONTHLY CONTENT VELOCITY REPORT JULY 2020

10/20/2020

AD SPECIFICATIONS



SIZES	BLEED	TRIM	LIVE AREA
Spread.....	16.75 x 11.125"	16.5 x 10.875"	16 x 10.375"
Full Page.....	8.5 x 11.125"	8.25 x 10.875"	7.75 x 10.375"
1/3 Vertical.....	2.75 x 11.125"	2.5 x 10.875"	2 x 10.375"

SUBMISSIONS: Submit creative to Hearst Ad Gateway at www.adshuttle.com/hearst
All files submitted must be PDF X1A print ready.

PROOF SPECIFICATIONS: Hearst utilizes Virtual Proofing technology at all monthly publication print facilities. Hard copy guidance is no longer required. If you opt to use a proof for internal color approval, please render at 100% size, to the SWOP 2006 #3 data set: SWOP 2006_Coated3.

INK SPECIFICATIONS: 4/C process. Match colors available.

DENSITY: Total density should not exceed 300%.

MARKS: All marks (trim, bleed) should be included in all colors and must be located 1/4" (6.35 mm) from trim and not to invade the live or bleed areas.

BINDING SPECIFICATIONS: Perfect bound; jog to foot.

PRINTING METHOD: Web offset.

GENERAL RULES: Allow minimum 0.125" (3.175mm) on all sides for bleed ads; Reverse type or 4/C Black text smaller than 10 pt and any solid type smaller than 6 pt cannot be guaranteed for perfect registration or readability; white color objects cannot be set to overprint.

Live matter SAFETY—leave .25" from all TRIM edges.

SHIP INSERTS TO:

Quad/Graphics, N 11896 Hwy 175, Lomira, WI 53048
Attn: Susan Weinberger 414-208-2755 or sweinberger@quad.com

INSERT MATERIAL EXTENSIONS OR QUESTIONS:

Operations Account Manager:
David Brickey 305-859-0159 or david.brickey@pubworx.com.

MATERIAL EXTENSIONS OR QUESTIONS:

Judy Braunstein 212.649.7296 or JBraunstein@hearst.com



FURNISHED INSERT SPECS

INSERT SPECIFICATIONS

DELIVERY SIZE.....	8 1/2 X 11 1/8"
TRIM SIZE.....	8 1/4 X 10 7/8"
LIVE MATTER SIZE.....	7 3/4 X 10 3/8"
BINDING.....	PERFECT
JOGS TO.....	FOOT
FOOT TRIM.....	1/8"
HEAD TRIM.....	1/8"
OUTSIDE TRIM.....	1/8"
GRIND OFF.....	1/8"
ACROSS GUTTER.....	1/4" EACH SIDE

INSERT ISSUE

DUE DATE

MARCH.....	JANUARY 27
APRIL.....	MARCH 3
MAY.....	MARCH 31
SUMMER.....	MAY 12
SEPTEMBER.....	JULY 28
OCTOBER.....	SEPTEMBER 1
NOVEMBER.....	SEPTEMBER 29
DECEMBER.....	NOVEMBER 17

REQUIREMENTS

- Insert sample/bluelines must be submitted to determine bindability
- Extensions granted by the advertising production department
- All inserts should be identified with the following information:
Quad/Graphics, N. 11896 Hwy 175, Lomira, WI 53048,
Attention: Susan Weinberger 414-208-2755 or sweinberger@quad.com
- ELLE DECOR/issue date
- Quantity/description of materials

PRINT ORDER/DUE DATES

Judy Braunstein 212.649.7296 or JBraunstein@hearst.com

10/20/2020

TERMS & CONDITIONS 2021: PRINT

1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Magazine Media, Inc. ("Publisher") during 2020. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.
2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Hearst Magazines without the prior written permission of the Publisher.
3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.
4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion.
5. The Advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.
6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.
7. All agencies or direct Advertisers must supply Publisher with a legal street address and not just a post office box.
8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.
9. Advertisements in other than standard sizes are subject to Publisher's approval.
10. Publisher is a member of the Alliance for Audited Media (AAM). Publisher reports its total circulation on an issue-by-issue basis which is audited by AAM. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported to AAM are used only as a basis for determining rates. Publisher is entitled to a 5% shortfall on estimates for ads placed on a regional basis.
11. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.
12. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.
13. Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.
14. Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.
15. No rebate will be allowed for insertion of wrong key numbers.
16. The Advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.
17. The Advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims").
18. In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the Advertiser including, without limitation, those arising from any Claims.
19. The Advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication 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.
20. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Hearst Magazines.
21. All Advertisements must be clearly identified by the trademark or signature of the advertiser.
22. Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter.
23. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.
24. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.
25. The Advertiser agrees to reimburse Publisher for all fees and expenses, including its attorney's fees, incurred by Hearst in collecting or attempting to collect charges owed for advertising placed pursuant to this Agreement.
26. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.
27. Should Hearst Publisher acquire any new magazines beyond the current list of publications, the Advertiser will not be entitled to any discount with respect to such newly acquired titles during the term of this Agreement.
28. Claims for circulation base shortfalls must be made within 6 months after publication of final AAM statements (the white sheets).
29. The Advertiser is responsible for any and all rate base increases that occur throughout the contract period. Rate base adjustments are NON-NEGOTIABLE.
30. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by Advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts.

TERMS & CONDITIONS 2021: DIGITAL

Terms governed by IAB Terms & Conditions 3.0 (https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf) with the exception of the following (which govern in the event of any discrepancy with the IAB Terms & Conditions):

By placing an Insertion Order for advertising on a Web site or in an email of Hearst Digital Media, a unit of Hearst Magazines Division, Hearst Magazine Media, Inc. ("Hearst Digital Media"), Advertiser agrees to the following terms and conditions with respect to such advertising (collectively, "Terms"). All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.

1. Insertion Order; Optimization; Ad Servers. Hearst Digital Media agrees to deliver, and Advertiser each agree to pay for the services on the applicable Insertion Order which Insertion Order is incorporated herein by this reference (collectively, "Services"), according to rates specified on the Insertion Order and subject to these Terms. Subject to available inventory and appropriate rate adjustment, positions on the Insertion Order may be adjusted (each, an "Optimization"); provided that the total financial obligation of the Advertiser under the Insertion Order is not reduced. Optimizations are subject to Hearst Digital Media's prior approval, with applicable terms documented via email, and the confirmation of acceptance by Advertiser via reply email, and such terms shall be binding on Advertiser and made part of the Insertion Order as though fully set forth therein.

2. Ad Servers and Counting. Hearst Digital Media shall only recognize its third party ad servers and other nationally recognized third party ad servers as may be agreed upon in writing by Hearst Digital Media and the Advertiser in advance. Any of Advertiser's and/or its agency's third party ad server reporting that is not pre-approved by Hearst Digital Media in writing is not accepted. (a) Shortfall in Campaign. If actual impressions delivered with respect to a particular advertisement placement falls below guaranteed levels on the Insertion Order according to the agreed-upon ad server counts by more than 10%, and/or if there is an omission of any advertisement (placement or creative unit), Hearst Digital Media will continue the campaign until such time as the level of impressions equals the guarantee on the Insertion Order. Makeups of shortfalls are not available (a) when under-delivery or omission of an advertisement is attributable to Advertiser's and/or agency's (i) delayed, incorrect or incompatible Ad Materials or (ii) failure to follow applicable Policies (as defined in Section 4 below), (b) for failure to deliver impressions according to any specific daily or weekly distribution, (c) for impressions marked on the Insertion Order as "estimated" or "not guaranteed", (d) for sponsorship, exclusive or similar placements, or (e) for preemptive placements and/or impressions. This section sets forth the sole and exclusive remedy for any failure of Hearst Digital Media to fulfill its obligations under the Insertion Order.

(b) Bonus Impressions. Placements for a specified term shall run for the specified time regardless of over-delivery, unless the Insertion Order establishes an impression cap for third party ad served activity, and Advertiser shall not be charged by Hearst Digital Media for any additional advertisements above any level guaranteed in the Insertion Order. If a previously approved third party ad server is being used and Advertiser notifies Hearst Digital Media that the guaranteed level stated in the Insertion Order has been reached, Hearst Digital Media will use commercially reasonable efforts to suspend delivery promptly. If the over-delivery exceeds the guaranteed level in the Insertion Order by an amount in excess of 10% and Advertiser is using a third party ad server, then Hearst will reimburse or credit Advertiser for fees, if any, charged by the third party ad server for trafficking ads in excess of 10% above the guarantee.

3. Cancellation. (a) Cancellation of custom programs will result in billing for costs incurred. (b) Sponsorship dates cannot be moved after booked.

Cancellation and alteration notification must be sent via email to your account executive or hdm_account_management@hearst.com to be followed by revised paperwork.

4. Ad Materials; Late Creative. Artwork, copy, other content, active URL s and other components of the advertisement (collectively, "Ad Materials") must comply with Hearst Digital Media's criteria and specifications for its applicable Web site(s) (collectively, the "Policies"), as updated from time-to-time in Hearst Digital Media's discretion. Ad Materials must be received at least five (5) business days prior to the scheduled start date or within the timeframe in the Policies for the applicable ad type if such timeframe is greater. If Ad Materials are not received within such timeframe, or if provided incorrectly or inconsistent with the Policies, then guaranteed impressions and Hearst Digital Media's obligations will be reduced pro-rata for the period of time that reserved space was not filled; however, Advertiser will remain liable for the full fee set forth in the Insertion Order for all impressions ordered and inventory reserved. All Ad Materials are subject to Hearst Digital Media's approval, which may be denied for any reason in Hearst Digital Media's sole discretion. Hearst Digital Media reserves the right, at any time and for any reason in its discretion, to cancel or cease publication of any Ad Materials, space reservation, or position commitment, without any liability, and in such event, Advertiser will be liable to pay only for those impressions actually served.

5. Payment Terms; Taxes. If Hearst Digital Media approves credit, Advertiser will be invoiced promptly at the end of each month for amounts set forth on the Insertion Order and payment shall be made to Hearst Digital Media within thirty (30) days from the

date of invoice ("Due Date"). If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by Hearst Digital Media in collecting such amounts. Hearst Digital Media reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees on the Insertion Orders are exclusive of all taxes. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on Hearst Digital Media's net income. If agency is the signing party placing an Insertion Order for the benefit of its client, then agency is responsible for all payments hereunder regardless of whether it has received payment from its client. However, Hearst Digital Media reserves the right to hold agency and Advertiser jointly and severally liable for all payments. No fees payable hereunder may be reduced as a result of any claim, rebate, makegood or other claim of set-off that Advertiser may have or claim to have as a result of an insertion of print advertising in any magazines published by Hearst Communications, Inc. or its affiliates.

6. Warranties; Indemnity. Advertiser hereby represents and warrants to Hearst Digital Media that Advertiser has the right to publish the Ad Materials in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. This representation and warranty also applies to Ad Materials created by Hearst Digital Media. Advertiser agrees, at its own expense, to indemnify, defend and hold harmless Hearst Digital Media, its parent companies, employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including reasonable attorneys' fees and costs) arising out of or related to (a) the publication of any advertisement hereunder, (b) the Ad Materials or any matter or thing contained in any advertisement, and/or (c) any material of Advertiser to which users can link through any advertisement (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy or data protection violation, false, deceptive or misleading advertising or sales practices). HEARST DIGITAL MEDIA MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS WEB SITES OR SERVICES TO BE DELIVERED HEREUNDER AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED,

INCLUDING WITHOUT LIMITATION, ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ALL SERVICES ARE PROVIDED ON AN AS IS BASIS WITHOUT GUARANTEE.

7. Limitation of Liability. HEARST DIGITAL MEDIA SHALL NOT BE LIABLE TO THE ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY

THEORY OF LAW OR EQUITY, AND WHETHER OR NOT HEARST DIGITAL MEDIA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL HEARST DIGITAL MEDIA'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO HEARST DIGITAL MEDIA FOR THE ADVERTISEMENT GIVING RISE TO SUCH LIABILITY.

8. Miscellaneous. Hearst Digital Media shall not be liable to Advertiser for delay or default in the performance of or completion of Services under the Insertion Order or these Terms, if caused by conditions beyond its control, including but not limited to, any act of God, governmental authority, or war, terrorist act, riot, labor stoppage or slowdown, fire, flood, severe weather, earthquake, accident, telecommunications or network failures, failure of the Internet, or electrical outages. These Terms, together with the Insertion Order, shall be governed and construed in accordance with the laws of the state of New York, without regard to its conflicts of law principles. Any action brought by Advertiser against Hearst Digital Media relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts. These Terms (together with the IAB terms) and the Insertion Order are the complete and exclusive agreement between the parties with respect to the subject matter and supersede any prior or contemporaneous agreements, negotiations and communications, whether written or oral, between the parties regarding such subject matter. The Terms and Insertion Order (except in the case of Optimizations) may only be modified, or any rights under it waived, by a written document executed by both parties. Hearst Digital Media will not be bound by any terms or conditions, printed or otherwise, appearing on any purchase order, copy instructions, contract or other documents submitted by Advertiser or its Agency, or expressed orally. To the extent of any conflict, these Terms shall prevail over the Insertion Order. These Terms and the Insertion Order are specifically between and for the benefit of Hearst Digital Media and Advertiser, and no other person or entity whatsoever (including without limitation, Advertiser's agency) shall have any rights, interests or claims hereunder or be entitled to any benefits under or on account of these Terms or the Insertion Order as a third party beneficiary or otherwise. All obligations and liabilities which by their nature are intended to survive shall survive termination or expiration of these Terms and the Insertion Order for any reason. If the Insertion Order is signed by an Agency, the Agency represents and warrants that it has full authority to bind Advertiser and to enter this Agreement on its behalf.

2021 GENERAL RATES

RATE BASE 500,000

4-COLOR GROSS

FULL PAGE	\$111,980
1/3 PAGE	\$54,070
COVER 2.....	\$153,975
COVER 3.....	\$139,930
COVER 4.....	\$159,590

BLACK & WHITE GROSS

FULL PAGE	\$85,455
1/3 PAGE	\$40,475



TO ADVERTISE

Contact your ELLE DECOR Sales Representative or Associate Publisher
William C. Pittel at 212.649.3235 or Bill.Pittel@hearst.com.

10/20/2020



MAJOR MARKETS

**CALIFORNIA, GEORGIA, FLORIDA, ILLINOIS,
MASSACHUSETTS, NEW YORK, TEXAS**

CIRCULATION 215,614

FULL PAGE NET RATES

1X	\$14,090 NET
3X	\$13,605 NET
6X+	\$13,115 NET

PLEASE NOTE

- Circulation figures are estimates based on the June 2020 AAM Statement and include subscription and newsstand copies
- Regional advertisements do not appear in complimentary copies of the magazine; these copies are not included in the circulation numbers
- We do not guarantee precise newsstand distribution
- New subscribers may receive an edition outside of their region for their first issue(s) due to subscription processing time
- Color matching in ads is not guaranteed due to short run

SOURCE: June 2020 AAM Statement

TO ADVERTISE

Contact your ELLE DECOR Sales Representative or Associate Publisher
William C. Pittel at 212.649.3235 or Bill.Pittel@hearst.com.

10/20/2020



NORTHEAST

**CONNECTICUT, MARYLAND, MASSACHUSETTS,
NEW HAMPSHIRE, NEW JERSEY, NEW YORK,
PENNSYLVANIA, VIRGINIA, WASHINGTON D.C.**

CIRCULATION 106,095

FULL PAGE NET RATES

1X \$7,815 NET
3X \$7,290 NET
6X+ \$6,865 NET

AD CLOSE DEADLINES

MARCH 12/19/20
MAY 3/10/21
JUNE 4/13/21
SEPTEMBER 6/29/21
NOVEMBER 9/8/21

PLEASE NOTE

- Only available in: March, May, June, Sept, and November issues
- Circulation figures are estimates based on the June 2020 AAM Statement and include subscription and newsstand copies
- Regional advertisements do not appear in complimentary copies of the magazine; these copies are not included in the circulation numbers
- We do not guarantee precise newsstand distribution
- New subscribers may receive an edition outside of their region for their first issue(s) due to subscription processing time
- Color matching in ads is not guaranteed due to short run

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NEW YORK METRO NEW YORK, NEW JERSEY, CONNECTICUT

CIRCULATION 53,230

FULL PAGE NET RATES

1X \$4,680 NET
3X \$4,480 NET
6X+ \$4,275 NET

AD CLOSE DEADLINES

APRIL 1/30/21
JULY/AUGUST 5/18/21
OCTOBER 8/3/21
DECEMBER 10/13/21

PLEASE NOTE

- Only available in: April, July/August, October, and December issues
- Circulation figures are estimates based on the June 2020 AAM Statement and include subscription and newsstand copies
- Regional advertisements do not appear in complimentary copies of the magazine; company and office copies do not continue to go on circulation
- Precise newsstand distribution not guaranteed
- New subscribers may receive an edition outside of their region for their first issue(s) due to subscription processing time
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