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.
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
WHAT'S THE BEST DESIGN DISCOVERIES
BY VANESSA LAWRENCE

This Blue Papier-Mâché lamp, a piece by Todd Hayman for Ligne Roset, is inspired by Iroquois baskets and has a structural beauty. bark and slip are natural materials used for the lampshade and the base material, respectively. The frame is made of bamboo, and the lamp is covered with paper. The lighting design, which is dimmable, provides a warm glow that is perfect for a living room or bedroom. The lamp is sustainable and ethical, with the materials being responsibly sourced and the production process being environmentally friendly.

Buckminster Fuller's Dome over Manhattan concept as interpreted by Charles Curkin. The dome is a symbol of innovation and progress, and it has been used in various contexts, including as a public garden in the Bronx, overlooking the Palisades. The dome is a structure that is both functional and aesthetic, and it has been used as a symbol of hope and progress in various cultures.

Drake's Scarf. You only live once: a scarf. It's not for everyone, but it's a guiltiest pleasure. If wearing a fancy Gucci scarf is your way to treat yourself, then Drake's is a must-have. The scarf is made of silk and other materials, and it's perfect for the fall season. The scarf is a statement piece that will add a touch of elegance to any outfit.

I've been making cocktails at home since the beginning of the pandemic. It's a great way to spend time with friends and family. I've been using a recipe from a book called "The New Metropolis" by Rebecca Korpalia. The book is a guide to contemporary African Diasporan Arts in Brooklyn. The author is a senior critic with the New York Academy of Art and Wimberly is starting an artist residency in Hayama, Japan.

EIGHT THINGS

Charles Curkin, who stands out in the art world, has recently turned his focus to the social impact of art. While Houellebecq’s pessimism shouldn’t be taken as gospel, he’s certainly onto something. The art world is facing a crisis of its own, and Curkin is at the forefront of a movement to change it. He’s a senior critic with the New York Academy of Art and has been working with Art World Conference, a platform for industry insiders to share their takes on the latest in design trends and movements.

The most stylish and influential people in the world tell us the essentials they can’t live without.

WHAT’S HOT!

Chic new products from the world of design.

POV

Industry insiders share their takes on the latest in design trends and movements.

JEWELRY BOX

An incredible collection of unique and stunning jewelry.

CLOSET CONFIDENTELLE

An inside look at the personal closets of industry insiders and trade professionals.

ART SHOW

Profiles of up-and-coming artists and photographers who are exciting collectors today.

CONTRIBUTORS

Stories and profiles of the people behind the issue.

DANIEL’S KITCHEN

World-renowned chef Daniel Boulud shares recipes for his favorite seasonal dishes and suggests complementary wines for sophisticated entertaining.

ELLE DECOR TRAVELS

A travel guide for the design enthusiast. Find out where to shop, eat, and stay in premier cities around the world.

ELLE DECOR DESIGN HOTELS

A monthly spotlight on a destination and/or hotel that is known for its exquisite design.

BOOKS

Excerpts and reviews of the hottest books being released.

TO ADVERTISE

Contact your ELLE DECOR Sales Representative or Associate Publisher William C. Pittel at 212.649.3235 or Bill.Pittel@hearst.com.
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
*SPECIAL PAPER ORDER: 10/4/20
AD CLOSE*: 11/20/20
ON SALE: 12/23/21

APRIL
DESIGNERS AT HOME: HOW CREATIVES LIVE
*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
*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
*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.

TO ADVERTISE
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10/20/2020
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 DECOR Indonesia
ELLE DECOR Italy
ELLE DECOR Japan
ELLE DECOR Korea
ELLE DECOR Mexico
ELLE DECOR Middle East
(Lebanon + Arab World)
ELLE DECOR Netherlands
ELLE DECOR Philippines
ELLE DECOR Poland
ELLE DECOR Russia
ELLE DECOR South Africa
ELLE DECOR Spain
ELLE DECOR Sweden
ELLE DECOR Taiwan
ELLE DECOR Thailand
ELLE DECOR Turkey
ELLE DECOR UK
ELLE DECOR USA
ELLE DECOR Vietnam

7 OTHER TERRITORIES
ELLE DECOR Argentina
ELLE DECOR Czech Republic
ELLE DECOR Hong Kong
ELLE DECOR Norway
ELLE DECOR Romania
ELLE DECOR Serbia
ELLE DECOR Slovenia

FOR MORE INFORMATION
Contact your ELLE DECOR Sales Representative or Associate Publisher
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10/20/2020
IPSOS READER PROFILE

WOMEN ............................................................................................... 71%
MEN ........................................................................................................ 29%
TOTAL AUDIENCE ............................................................................. 467,000

AGE
AGE 25-54 ........................................................................................... 64%
AGE 35+ ............................................................................................... 78%
MEDIAN AGE ...................................................................................... 46.5

MARITAL STATUS/CHILDREN
MARRIED ........................................................................................... 88%
CHILDREN IN HH ................................................................................ 53%

EDUCATION
ATTENDED COLLEGE ........................................................................ 95%
GRADUATED COLLEGE+ ................................................................... 84%

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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10/20/2020
## MRI Reader Profile

<table>
<thead>
<tr>
<th></th>
<th>AUD. (000)</th>
<th>COMP %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>1,870</td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>1,626</td>
<td>86%</td>
</tr>
<tr>
<td>Men</td>
<td>244</td>
<td>14%</td>
</tr>
<tr>
<td>Readers per copy</td>
<td>3.20</td>
<td></td>
</tr>
</tbody>
</table>

### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>AUD. (000)</th>
<th>COMP %</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-54</td>
<td>1,092</td>
<td>53%</td>
</tr>
<tr>
<td>35+</td>
<td>1,721</td>
<td>84%</td>
</tr>
<tr>
<td>Median age</td>
<td>50.2</td>
<td></td>
</tr>
</tbody>
</table>

### Marital Status/Children

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>AUD. (000)</th>
<th>COMP %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>1,068</td>
<td>52%</td>
</tr>
<tr>
<td>Children in HH</td>
<td>775</td>
<td>38%</td>
</tr>
</tbody>
</table>

### Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>AUD. (000)</th>
<th>COMP %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended college</td>
<td>1,448</td>
<td>71%</td>
</tr>
<tr>
<td>Graduated college+</td>
<td>649</td>
<td>32%</td>
</tr>
</tbody>
</table>

### Employment

<table>
<thead>
<tr>
<th>Employment Level</th>
<th>AUD. (000)</th>
<th>COMP %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>1,144</td>
<td>56%</td>
</tr>
<tr>
<td>Professional/managerial</td>
<td>544</td>
<td>27%</td>
</tr>
</tbody>
</table>

### Household Income

<table>
<thead>
<tr>
<th>Income Level</th>
<th>AUD. (000)</th>
<th>COMP %</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75,000+</td>
<td>1,099</td>
<td>54%</td>
</tr>
<tr>
<td>$100,000+</td>
<td>848</td>
<td>41%</td>
</tr>
</tbody>
</table>

| Median HHI | $82,236 |
| Median HH Net Worth | $292,010 |

### Home Ownership

<table>
<thead>
<tr>
<th>Ownership Level</th>
<th>AUD. (000)</th>
<th>COMP %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owns home</td>
<td>1,327</td>
<td>65%</td>
</tr>
<tr>
<td>A/B County</td>
<td>1,690</td>
<td>82%</td>
</tr>
</tbody>
</table>

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

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**To Advertise**

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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 Syrket, 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!

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AD SPECIFICATIONS

SIZES

<table>
<thead>
<tr>
<th></th>
<th>BLEED</th>
<th>TRIM</th>
<th>LIVE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>16.75 x 11.125&quot;</td>
<td>16.5 x 10.875&quot;</td>
<td>16 x 10.375&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5 x 11.125&quot;</td>
<td>8.25 x 10.875&quot;</td>
<td>7.75 x 10.375&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.75 x 11.125&quot;</td>
<td>2.5 x 10.875&quot;</td>
<td>2 x 10.375&quot;</td>
</tr>
</tbody>
</table>

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

10/20/2020
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
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 sweepsstakes 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.

10/20/2020
Terms governed by IAB Terms & Conditions 3.0 (https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandsc-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, include Advertiser's agency, if there is one, and Advertiser and its agency shall be 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 with Hearst Digital Media and the Advertiser's agency. 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 the agreed upon advertisement, which may be 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 shortfall(s) will be under the agreed-upon ad server counts. An omission of an advertisement is attributable to Advertiser's and/or its 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 pre-production delays, or (e) for any other reason. 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 uploaded 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 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 there is any conflict, these Terms shall govern. If a dispute arises, the 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 and shall not be 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.

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 in 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 claims and/or perform 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 Advertiser is 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 violating any rights or obligations under any law, rule or regulation.

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. All terms and conditions on the Insertion Order are incorporated herein by this reference (collectively, "Services"). 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 with Hearst Digital Media and the Advertiser's agency. 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 the agreed upon advertisement, which may be 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 shortfall(s) will be under the agreed-upon ad server counts. An omission of an advertisement is attributable to Advertiser's and/or its 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 pre-production delays, or (e) for any other reason. 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.

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# 2021 GENERAL RATES

**RATE BASE** 500,000

## 4-COLOR GROSS

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$111,980</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$54,070</td>
</tr>
<tr>
<td>COVER 2</td>
<td>$153,975</td>
</tr>
<tr>
<td>COVER 3</td>
<td>$139,930</td>
</tr>
<tr>
<td>COVER 4</td>
<td>$159,590</td>
</tr>
</tbody>
</table>

## BLACK & WHITE GROSS

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$85,455</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$40,475</td>
</tr>
</tbody>
</table>

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**TO ADVERTISE**

Contact your ELLE DECOR Sales Representative or Associate Publisher William C. Pittel at 212.649.3235 or Bill.Pittel@hearst.com.
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
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SOURCE: June 2020 AAM Statement

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Contact your ELLE DECOR Sales Representative or Associate Publisher William C. Pittel at 212.649.3235 or Bill.Pittel@hearst.com.  10/20/2020
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
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10/20/2020