

ELLE DECOR



MEDIA KIT 2024

MISSION STATEMENT



“

ELLE DECOR leads the design conversation in interiors, fashion, art, culture, and travel. Our viewpoint is fresh, our vision is global, and our philosophy is simple: to inspire audiences to make their world more beautiful, one room at a time.

—Asad Syrkett
Editor in Chief, ELLE DECOR

ONLY IN ELLE DECOR

STYLE

SHORTLIST

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.

CULTURE

SO COURANT

Your dispatch from the world of design

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.

ELLE DECOR TRAVELS

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

BOOKS

Excerpts and reviews of the hottest books being released.

DESIGN

SHOWCASE

Our favorite new collections and pieces from the world of fashion and design.

TALENT

Stylish and creative people in today's world of design.

BUILDER

Smart products for stylish home improvement.

TRUTH IN DECORATING

Designer perspectives on eclectic sculptures and pieces created for the home in relation to their client needs.

ZODIAC TABLESCAPE

Chic inspiration for tablescape decor and entertaining at home.

MY KIND OF ROOM

Our last page spotlighting an exclusive, one-of-a-kind room from the perspective of an interior designer.



THE NEW METROPOLIS
URBAN DESIGN WILL CHANGE IN OUR POST-COVID WORLD—WITH SKYHIGHT POTENTIAL FOR PROGRESS.
BY JIAN WONG

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SHORTLIST

- 1**
Monkey 47 Gin
I've been making cocktails at home. I'm a father of three—I think I deserve a great margarita gin and tonic from time to time.
—*monkeyspirit.com*
- 2**
Odyssée by A. Lange & Söhne
I'm a watch collector and I love the craftsmanship of these watches. They are a great addition to my collection.
—*alange.com*
- 3**
Stilness is the Key
I'm a design enthusiast and I love the philosophy in this book. It's a great read for anyone interested in design.
—*stilness.com*
- 4**
Wave Hill
This public garden in the Bronx, overlooking the Palisades and the Hudson River, is a perfect escape from the city.
—*wavehill.org*
- 5**
Bilik Zanghera
Her work is very powerful, she uses oil and other materials to make these beautiful sculptures.
—*bilikzanghera.com*
- 6**
Le Labo Laulani 18
I've been using this perfume since I launched in 2016. It's still my favorite.
—*lelabo.com*
- 7**
Cafetero Hayama
I've been using this perfume since I launched in 2016. It's still my favorite.
—*cafetero.com*
- 8**
Drake's Scarf
I've been using this scarf since I launched in 2016. It's still my favorite.
—*drakes.com*

Dexter Wimberly

THE CURATOR BEHIND A NEW ARTIST RESIDENCY IN JAPAN SHARES THE EIGHT THINGS HE CAN'T LIVE WITHOUT
BY VANESSA LAWRENCE

This past March, art curator Dexter Wimberly traveled to Himeji, Japan, with his family to visit his in-laws, an annual pilgrimage they have made since 2012. Little did Wimberly know, his 30-hour round-trip journey was a short-term mission that would lead to a new chapter in his life. He was invited to curate a new artist residency in Himeji, a town of 100,000 people, where he will be working with local artists and curators. "It's a great opportunity to work with local artists and curators," Wimberly says. "I'm excited to see what happens." Wimberly is a curator and art collector who has worked with the Museum of Contemporary Art Chicago and the Museum of Modern Art. He is also a co-founder of the World Conference on Contemporary Art.



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PRINT 2024

MARCH

ART & ARCHITECTURE

SPECIAL PAPER ORDER: 11/15/23

AD/MATERIAL CLOSE*: 1/3/24

ON SALE: 2/20/24

APRIL

DESIGNERS AT HOME

*SPOTLIGHT:

SPRING TRADE PACKAGE

SPECIAL PAPER ORDER: 1/04/24

AD/MATERIAL CLOSE*: 2/8/24

ON SALE: 3/26/24

MAY

THE DEBUTS ISSUE

*SPOTLIGHT: ITALIAN DESIGN

SPECIAL PAPER ORDER: 02/2/24

AD/MATERIAL CLOSE*: 3/7/24

ON SALE: 4/23/24

SUMMER

THE A-LIST

*SPOTLIGHT: A-LIST AGENDA

SPECIAL PAPER ORDER: 3/14/24

AD/MATERIAL CLOSE*: 4/18/24

ON SALE: 6/4/24

SEPTEMBER

STYLE & FASHION

*SPOTLIGHT:

BEST NEW WATCHES

SPECIAL PAPER ORDER: 5/20/24

AD/MATERIAL CLOSE*: 6/27/24

ON SALE: 8/13/23

OCTOBER

CHANGE

35TH ANNIVERSARY ISSUE

*SPOTLIGHT: SUSTAINABILITY

SPECIAL PAPER ORDER: 6/25/24

MATERIAL CLOSE*: 8/1/24

ON SALE: 9/17/24

NOVEMBER

CITIES

*SPOTLIGHT: RENOVATION

SPECIAL PAPER ORDER: 8/01/24

AD/MATERIAL CLOSE*: 9/5/24

ON SALE: 10/22/24

DECEMBER/WINTER 2025

ESCAPES

*SPOTLIGHT: GIFT GUIDE
& JEWELRY

SPECIAL PAPER ORDER: 9/11/24

AD/MATERIAL CLOSE*: 10/17/24

ON SALE: 12/3/24



ELLEDECOR.COM

JANUARY

TRADE: MAISON ET OBJET (TEXTILES FAIR) TREND REPORT
TRAVEL: BEST COLD-WEATHER TRAVEL DESTINATIONS

FEBRUARY

TRADE: HOTTEST KITCHEN AND BATH TRENDS FROM KBIS
CULTURE: BLACK HISTORY MONTH PACKAGE
HOLIDAY: VALENTINE'S DAY DECORATION, GIFTING, AND ENTERTAINING IDEAS

MARCH

ART & ARCHITECTURE

DESIGN: LIVING WITH ART (BEST ONLINE ART STORES, GALLERY WALL IDEAS, AND MORE)
SERVICE: SPRING CLEANING GUIDE
SERVICE: SPRING DECORATING PACKAGE
SHOPPING: SPRING DESIGN BOOK ROUND-UP
CULTURE: ELLE DECOR AT THE OSCARS
SERVICE: THE GREAT OUTDOORS—BACKYARD SERVICE PACKAGE
HOLIDAY: EASTER DECOR PACKAGE

APRIL

INSIDER TIPS/DESIGNERS' HOMES

DESIGN: BEST DESIGNER HOMES FROM THE ARCHIVE
TRADE: HIGH POINT'S TOP LAUNCHES
TRADE: SALONE DEL MOBILE TREND REPORT
HOLIDAY: DESIGNING FOR PETS (INTERNATIONAL PET DAY)
ENTERTAINING: SPRING WEDDING SPECIAL (TABLETOP INSPIRATION, SPRING WEDDING COLORS, AND MORE)
SERVICE: BATHROOM RENO GUIDE (PAINT COLORS, DESIGN IDEAS, 2024 BATHROOM TRENDS, AND MORE)
JEWELRY: HIGHLIGHTS FROM WATCHES & WONDERS 2024

MAY

THE BEST OF NEW DESIGN

DESIGN: SPOTLIGHT ON ITALIAN DESIGN
CULTURE: AAPI HERITAGE MONTH PACKAGE
CULTURE: FRIEZE NY HIGHLIGHTS
HOLIDAY: MOTHER'S DAY PACKAGE (GIFTS, DESIGN IDEAS, ENTERTAINING)
TRAVEL: SUMMER DESTINATIONS SPECIAL—BEST NEW HOTELS
SHOPPING: BEST MEMORIAL DAY DEALS

JUNE

CELEBRATING SUMMER

SPOTLIGHT: *The ELLE DECOR A-List*
DIGITAL-ONLY A-LIST PACKAGE (A-LIST FAVORITES + PROFILES)
PACKAGE: KITCHEN CONFIDENTIAL (TRENDS, HOW-TO'S, AND DESIGN INSPIRATION)
SHOPPING: FATHER'S DAY SHOPPING GUIDE

JULY

SHOPPING: AMAZON PRIME DAY (PLUS EDITORS PICKS PACKAGE)
ARCHIVE: ELLE DECOR'S BEST SUMMER ESCAPES
DESIGN: THE BEST DESIGN HOTELS (INTERNATIONAL AND U.S. EDITIONS)

AUGUST

PACKAGE: DECORATING FOR KIDS; BACK TO SCHOOL
SERVICE: GARDEN SPOTLIGHT (INDOOR PLANTS; GARDEN ADVICE; BEST GARDENS IN THE ELLE DECOR ARCHIVE, AND MORE)

SEPTEMBER

STYLE & FASHION

SHOPPING: BEST LABOR DAY DEALS
SHOPPING: SPOTLIGHT ON BEST NEW WATCHES
TREND: COLOR OF THE YEAR/COLOR TRENDS PACKAGE
SHOPPING: THE BEST FALL DESIGN BOOKS
CULTURE: FALL TELEVISION SET DESIGN (THE CROWN, BRIDGERTON, AND MORE)
TREND: THE BEST NEW WALLCOVERINGS OF 2024

OCTOBER

35th Anniversary Print Issue

RENOVATION & SUSTAINABILITY

DESIGN: SUSTAINABILITY SPOTLIGHT (BEST SUSTAINABLE HOMES, SUSTAINABLE SHOPPING GUIDE, AND MORE)
HOLIDAY: SPOOKY-YET-CHIC HALLOWEEN DECOR IDEAS

NOVEMBER

ENTERTAINING

DESIGN/SHOPPING: WINDOWS, WINDOW TREATMENTS
SERVICE: THANKSGIVING TABLETOP SPECIAL
SHOPPING: HOLIDAY GIFTING PACKAGE (SMALL LUXURIES GIFT GUIDE 2024; LUXURY GIFTS FOR WOMEN; LUXURY GIFTS FOR MEN)
SHOPPING: BEST OF BLACK FRIDAY SHOPPING

DECEMBER

TRAVEL/ESCAPES

SHOPPING: HOLIDAY GIFT GUIDE (THE SMALL LUXURIES GUIDE) & JEWELRY
DESIGN: HOLIDAY DECORATING PACKAGE (CHRISTMAS TREES, MANTELS, OUTDOOR, AND MORE)
TRADE: ART BASEL MIAMI & DESIGN MIAMI HIGHLIGHTS
TRENDS: 2024 TREND PACKAGE (COLOR, KITCHENS, OUTDATED TRENDS, AND MORE)



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



IPSOS READER PROFILE

| | |
|----------------------|-----------|
| WOMEN | 44% |
| MEN | 56% |
| TOTAL AUDIENCE | 1,380,000 |

AGE

| | |
|------------------|-----|
| AGE 18-34 | 29% |
| AGE 35+ | 71% |
| MEDIAN AGE | 41 |

MARITAL STATUS/CHILDREN

| | |
|-------------------------|-----|
| MARRIED/PARTNERED | 90% |
| CHILDREN IN HH | 73% |

EDUCATION

| | |
|--------------------------|-----|
| ATTENDED COLLEGE | 96% |
| GRADUATED COLLEGE+ | 88% |

EMPLOYMENT

| | |
|-------------------------------|-----|
| EMPLOYED | 90% |
| PROFESSIONAL/MANAGERIAL | 87% |

HOUSEHOLD INCOME

| | |
|------------------|-----------|
| \$150,000+ | 76% |
| \$200,000+ | 43% |
| MEDIAN HHI | \$189,218 |

HOME OWNERSHIP/VALUE

| | |
|---|-------------|
| OWN HOME | 92% |
| MEDIAN VALUE OF LIQUID ASSETS + REAL ESTATE | \$2,666,426 |



MRI READER PROFILE

| | AUD. (000) | COMP % |
|------------------------|------------|--------|
| ADULTS..... | 2,321 | |
| WOMEN | 1,709 | 74% |
| MEN..... | 612 | 26% |
| READERS PER COPY | 4.4 | |

AGE

| | | |
|------------------|-------|-----|
| AGE 25-54 | 1,179 | 51% |
| AGE 35+ | 1,654 | 71% |
| MEDIAN AGE | 45.9 | |

EDUCATION

| | | |
|--------------------------|-------|-----|
| ATTENDED COLLEGE | 1,391 | 60% |
| GRADUATED COLLEGE+ | 667 | 29% |

EMPLOYMENT

| | | |
|----------------|-------|-----|
| EMPLOYED | 1,313 | 57% |
|----------------|-------|-----|

HOUSEHOLD INCOME

| | | |
|---------------------------|-----------|-----|
| \$75,000+ | 1,061 | 46% |
| \$100,000+ | 807 | 35% |
| MEDIAN HHI | \$68,337 | |
| MEDIAN HH NET WORTH | \$192,967 | |

HOME OWNERSHIP

| | | |
|------------------|-------|-------|
| OWNS HOME | 1,281 | 55.2% |
| A/B COUNTY | 1,831 | 79% |

ELLE DECOR



13.3 MILLION
TOTAL BRAND IMPRESSIONS

ELLEDECOR.COM

UNIQUE VISITORS: 1,871,000

PAGE VIEWS: 2 MILLION

AVERAGE TIME SPENT PER VISITOR: 1.6 MINUTES

TOP TRAFFIC SECTIONS: DESIGN & DECORATE, LIFE & CULTURE, SHOPPING

AFFILIATE REVENUE YTD: \$1.3 MILLION+

SOCIAL MEDIA

9 MILLION+ FOLLOWERS

—INSTAGRAM: 4.4 Million+

—FACEBOOK: 3.4 Million+

—TWITTER: 505,000+

—PINTEREST: 740,000+

PRINT

TOTAL AUDIENCE: 1.3+ Million

TOTAL CIRCULATION: 450,000+

CROSS PLATFORM

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

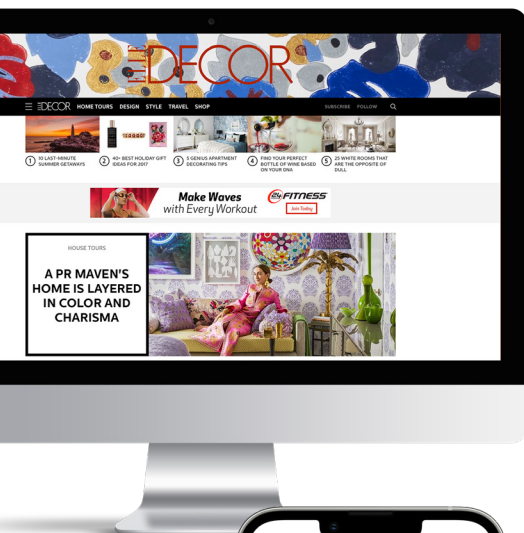
...Parker Bowie Larson, Style Director

...Sean Santiago, Deputy Editor

...Camille Okhio, Senior Design Writer

...Charles Curkin, Articles Editor

ALL contribute regularly to on-site and social content!



SOURCE: *AUGUST COMSCORE 2023, MRI SPRING DOUBLEBASE 2023, SOCIAL COMP REPORT SEPTEMBER 2023), JAN-SEP AVG. + SOCIAL COMP REPORT AUG 2023, COMSCORE SEP 2023, MULTI-PLATFORM FUSION, FA19, MONTHLY SEO REPORT SEP 2023, MONTHLY CONTENT VELOCITY REPORT SEP 2023



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.

Gutter safety for TYPE—.125"-.1875" from each side of spread center.

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.



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 22 |
| APRIL | FEBRUARY 26 |
| MAY | MARCH 25 |
| SUMMER..... | MAY 6 |
| SEPTEMBER..... | JULY 15 |
| OCTOBER | AUGUST 19 |
| NOVEMBER..... | SEPTEMBER 23 |
| DECEMBER | NOVEMBER 4 |

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

TERMS & CONDITIONS 2024: PRINT

1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Magazine Media, Inc. ("Publisher") during 2024. 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 2024: 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.



2024 GENERAL RATES

RATE BASE 450,000

4-COLOR GROSS

| | |
|-----------------|-----------|
| FULL PAGE | \$113,350 |
| 1/3 PAGE | \$54,740 |
| COVER 2 | \$155,870 |
| COVER 3 | \$141,650 |
| COVER 4 | \$161,550 |

BLACK & WHITE GROSS

| | |
|-----------------|----------|
| FULL PAGE | \$86,500 |
| 1/3 PAGE | \$40,970 |



MAJOR MARKETS

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

CIRCULATION186,654

FULL PAGE NET RATES

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

PLEASE NOTE

- Circulation figures are estimates based on the June 2023 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



NORTHEAST

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

CIRCULATION 94,527

FULL PAGE NET RATES

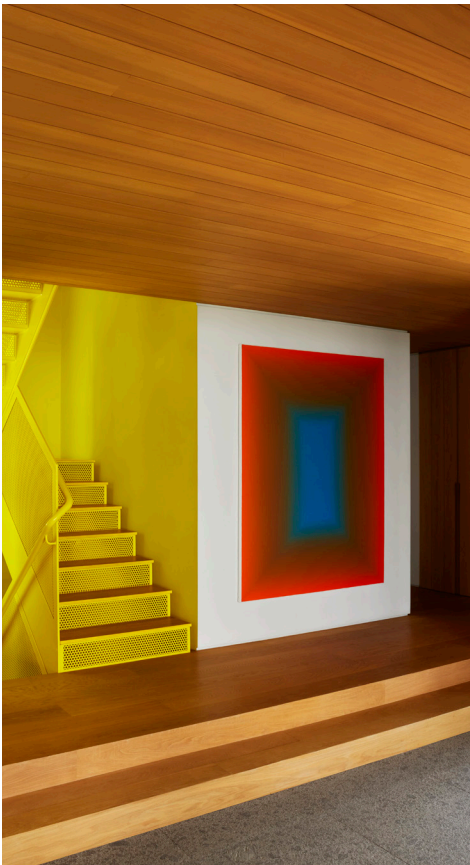
1X \$7,815
3X \$7,290
6X+ \$6,865

AD CLOSE DEADLINES

MARCH..... 1/3/24
MAY 3/7/24
SEPTEMBER..... 6/27/24
NOVEMBER..... 9/5/24

PLEASE NOTE

- Only available in: March, May, Sept, and November issues
- Circulation figures are estimates based on the June 2023 AAM Statement and include subscription and newsstand copies
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NEW YORK METRO

NEW YORK, NEW JERSEY, CONNECTICUT

CIRCULATION 51,727

FULL PAGE NET RATES

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

AD CLOSE DEADLINES

APRIL 2/1/24
 SUMMER 4/18/24
 OCTOBER 8/1/24
 DECEMBER 10/17/24

PLEASE NOTE

- Only available in: April, Summer, October, and December issues
- Circulation figures are estimates based on the June 2023 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
- Color matching in ads is not guaranteed due to short run