



CONTENT — THAT DRIVES — COMMERCE

Meredith onserts carry our partners' brand messaging into the homes of up to 28 million targeted, ready-to-buy consumers each month. Polybagged with Meredith's trusted magazine brands, onserts literally fall into the laps of an audience ready to click, call, try and buy as subscribers tear into their magazines.

The results? New customer acquisition. With scale, turnkey customization and ROI, Meredith Onsert Media delivers content that drives commerce.



**PROGRAMS
NEARLY TRIPLED**
in 5 years

125 → **346**
in 2012 in 2017

PROVE IT.

Meredith Onsert Media delivers solutions for acquisition and results-driven marketers. **75% of our partners renew or scale up their commitment.**

Year after year.

SCALE

BIGGER IS BETTER.

Meredith Onsert Media offers the industry's largest program, reaching up to **28 million** consumers each month. Distribution may be targeted to align with content channels and/or consumer passion points. Best of all, high-impact onserts are welcomed by engaged subscribers as bonus content *with the implied endorsement* of their favorite magazine brands — and generate high view, open and action rates.

FOOD

allrecipes
MAGAZINE

CookingLight

EatingWell

rachael ray
every day

Better Homes
& Gardens

FamilyCircle

REAL SIMPLE

Living
MARTHA STEWART

Southern Living

FOOD&WINE

HOME + LIFESTYLE

Better Homes
& Gardens

REAL SIMPLE

Living
MARTHA STEWART

Southern Living

COASTAL
LIVING

TRADITIONAL
HOME

PARENTING

Parents

FamilyFun

TRAVEL + LUXURY

TRAVEL+
LEISURE

FOOD&WINE

MidwestLiving

HEALTH + WELLNESS

SHAPE

EatingWell

Health

TURNKEY CUSTOMIZATION

ROI

AS YOU LIKE IT.

Onserts offer virtually unlimited creative flexibility with unique formats and custom creative opportunities. Meredith Onsert Media works with partners to create a customized, turnkey experience reaching the right prospects with the right messaging at the right time.

- > **DISTRIBUTION:** targeted along content channels and/or consumer passion points
- > **CREATIVE:** flexibility to create custom units and sizes
- > **TESTING:** different creative, messaging and offers
- > **PRINTING:** as needed

ONSERT SPECS



GENERAL

- > With limited inventory (5/issue), onserts often sell out prior to issue close
- > Insertion order required a week prior to national close date



ONSERT SPECIFICATIONS

- > Maximum size: 7-7/8" x 10-1/2" > Minimum size: 4" x 6"



PLACEMENT

- > Onserts are placed between the back cover and the address vehicle



QUANTITIES

- > Minimum: 500K; Maximum: 28M > Circulation varies by magazine



PROGRAM PRICING

- > All onsert rates are custom quoted based on unit size and weight



CREATIVE

- > Subject to creative & postal approval
- > Creative must exclude the following:
 - Mailing indicia
 - Space for a mailing address
 - The word "catalog" or similar word in the copy referencing the piece
 - ISSN or ISBN Number



Meredith reserves the right to reject any onsert that would result in unanticipated postal penalties for the host publication. Meredith must approve the final creative blue lines prior to the printing of the onsert.

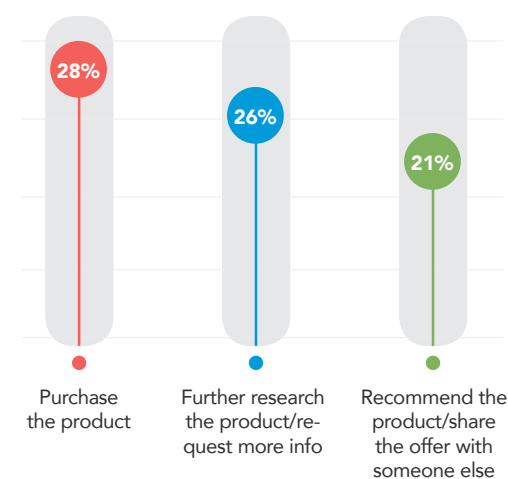
RETURN. ON. INVESTMENT.

We are committed to driving acquisition, engagement and sales for our partners. Offering scale, an engaged audience, turnkey customization and competitive pricing, Meredith Onsert Media delivers ROI with content that drives commerce.

HOW THEY FEEL ABOUT ONSERTS



ONSERTS DRIVE ACTION



CONTENT THAT RESONATES

I'm most interested in...



Source: Meredith's "Real Women Talking" Online Community Survey, June 2017. Category percentages represent those who said they were interested in receiving materials in that category.

OUR PARTNERS

Tapping Into The Power Of
Meredith Onsert Media*



FOR MORE INFORMATION CONTACT:

Patti Follo, Vice President
212.499.6700 or patti.follo@meredith.com

www.meredithdirectmedia.com



*Partial list

06/06/18