WE KNOW WHAT YOU’RE SEARCHING FOR.

In a world of unlimited recipe choices, Allrecipes magazine sifts through and serves up the best from Allrecipes.com, the world's largest online community of cooks. Combining our digital insights and editorial expertise, we share recipes from the people, for your people—with ratings, reviews and motivation to make it your own. It’s guaranteed that when you cook what they cook, you’ll get your own 5-star reviews.
2015 EDITORIAL CALENDAR

APRIL/MAY
SPRING INTO ENTERTAINING
Delicious recipes and entertaining ideas for Easter, Cinco De Mayo, Mother's Day, Bride-to-Be brunches and more. Plus, 5-ingredient meals and what it takes to really “eat clean.”

FEBRUARY/MARCH
ALL YOU CAN EAT
Feast on a big buffet of delicious dishes suitable for the Big Game, Valentine’s Day, the Chinese New Year, Saint Patrick’s Day or just your typical Tuesday night.

SEPTEMBER/OCTOBER
FLAVORFUL OCTOBER FALL
Back-to-school is a breeze with our easy weekday meal solutions, brain-food breakfasts, and boo-tiful Halloween desserts—ideal for the kids’ bake sale or a spooky soiree. Plus, six Italian dishes the entire famiglia will love.

JUNE/JULY/AUGUST
SUMMER LOVIN’
Fire up the grill! Your best backyard BBQ will sizzle this summer. Packed with super salads and sides, sandwiches, ice cream treats, and goods from the garden, this is one hot issue.

NOVEMBER
THE THANKSGIVING ISSUE
Trimmings, treats, and turkey-day advice for the feast you look forward to 364 days a year. Expect all the classics, plus some new twists on traditional recipes.

DECEMBER/JANUARY
SEASON’S EATINGS
Deciding what to serve and bake for Christmas, New Year’s, and the winter weekdays in between just got a lot easier. Rely on our top-rated recipes for a mouthwatering and memorable holiday.

What You Crave
The season’s most searched terms on Allrecipes.com

Kitchen Sink
News, products, trends, tips, and more

Healthy You Can Handle
A real-life focus on healthy eating and cooking

Save Time, Save $ Ways to make meals affordable and easy

Hand-Me-Downs Recipes passed from one generation to the next

Living The Dream Individuals who have turned their passion for cooking into their profession

World’s Fare International dishes demystified

Can’t Live Without Kitchen gear, tools, and essential ingredients

Allrecipes Superstars Spotlight on a top-rated and reviewed recipe

Cooking School Tips and techniques

Classics Updated variations of timeless recipes

What’s in your Recipe Box The most-saved recipes of the season on Allrecipes.com

IN EVERY ISSUE

For more information, contact Publisher Steven Grune at 212-455-1120 or steven.grune@meredith.com

Edit subject to change.
Cheryl Brown, Editor in Chief

Cheryl Brown has a long history in the food-and-lifestyle category, in both print and digital. She was at Gourmet magazine for a decade, starting as an editorial assistant and working her way up to senior editor. She then joined the team that launched Wondertime magazine—a parenting/family title owned by Disney—coming on board as managing editor. Cheryl switched over to digital after Disney: she became a digital/editorial director at AOL, overseeing the company’s two food sites, KitchenDaily.com and Slashfood.com. She came to Meredith in 2011 to oversee Recipe.com.

Linda Fears, Editorial Director

Linda Fears is the VP/Editor-in-Chief of Family Circle and the Editorial Director of Food Content for Meredith Corporation's Food Content Center of Excellence. She is responsible for both the editorial strategy of Family Circle as well as for shaping the food content for Every Day with Rachael Ray and EatingWell. In addition, Fears was a driving force in the development of the editorial vision for Allrecipes magazine, which launched fall 2013.

Under her guidance, Family Circle magazine was nominated for a 2009 ASME (American Society of Magazine Editors) award in the Personal Service category, was included in Advertising Age’s 2009 A-List, and was also selected as one of Adweek’s top ten magazines in 2010 for the third consecutive year. Prior to joining Meredith, Fears, a 27-year magazine industry veteran, served as Editor in Chief, New Business Development for G+J USA, where she was responsible for overseeing the development of new products and magazine concepts for the women’s marketplace.

A graduate of Cornell University, Fears resides in Chappaqua, NY, with her husband and three children.

For more information, contact Publisher Steven Grune at 212-455-1120 or steven.grune@meredith.com
RATE BASE PROJECTION

SOURCE: Audience based on GfK MRI Spring 2014 Prototype, 6 RPC.

For more information, contact Publisher Steven Grune at 212-455-1120 or steven.grune@meredith.com
Allrecipes magazine’s MRI prototype is based on total US adults who have looked for a recipe online in the past 30 days, and those who agree with 2 of 4 psychographic lifestyle/cooking statements, with an additional weight applied to age.

### Demo Profile

- **Gender**
  - Male: 25%
  - Female: 75%

- **Mean Household Income**: $78,287

- **Median Age**: 47 years old

- **Attended/Graduated College**: 74%

- **Employed**: 65%

- **Married**: 61%

- **Any Kids in Household**: 42%

For more information, contact Publisher Steven Grune at 212-455-1120 or steven.grune@meredith.com

# Rate Card

**Rate Base**

<table>
<thead>
<tr>
<th></th>
<th>1,100,000</th>
<th>1,250,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Feb/March 15</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>April/May 15</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>June/July/Aug 15</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sept/Oct 15</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>November 15</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dec/Jan 16</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## 4-Color

<table>
<thead>
<tr>
<th>Format</th>
<th>Gross Rate</th>
<th>Gross Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$84,900</td>
<td>$96,400</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$67,900</td>
<td>$77,100</td>
</tr>
<tr>
<td>1/2 Page Digest</td>
<td>$63,700</td>
<td>$72,300</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$59,400</td>
<td>$67,500</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$38,200</td>
<td>$43,400</td>
</tr>
</tbody>
</table>

## Covers—Non-Cancelable

<table>
<thead>
<tr>
<th>Format</th>
<th>Gross Rate</th>
<th>Gross Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Cover</td>
<td>$106,100</td>
<td>$120,500</td>
</tr>
<tr>
<td>3rd Cover</td>
<td>$97,600</td>
<td>$110,900</td>
</tr>
<tr>
<td>4th Cover</td>
<td>$106,100</td>
<td>$120,500</td>
</tr>
</tbody>
</table>

## Black/White—One Color

<table>
<thead>
<tr>
<th>Format</th>
<th>Gross Rate</th>
<th>Gross Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$59,400</td>
<td>$67,500</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$47,500</td>
<td>$54,000</td>
</tr>
<tr>
<td>1/2 Page Digest</td>
<td>$44,600</td>
<td>$50,600</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$41,600</td>
<td>$47,300</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$26,700</td>
<td>$30,400</td>
</tr>
</tbody>
</table>
2015 PUBLISHING SCHEDULE

<table>
<thead>
<tr>
<th>Period</th>
<th>Ad Close</th>
<th>On-Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>February/March</td>
<td>11/25/14</td>
<td>1/20/15</td>
</tr>
<tr>
<td>April/May</td>
<td>1/20/15</td>
<td>3/17/15</td>
</tr>
<tr>
<td>June/July/August</td>
<td>3/24/15</td>
<td>5/19/15</td>
</tr>
<tr>
<td>September/October</td>
<td>6/23/15</td>
<td>8/18/15</td>
</tr>
<tr>
<td>November</td>
<td>8/18/15</td>
<td>10/13/15</td>
</tr>
<tr>
<td>December/January</td>
<td>9/22/15</td>
<td>11/17/15</td>
</tr>
</tbody>
</table>

For more information, contact Publisher Steven Grune at 212-455-1120 or steven.grune@meredith.com
## 2015/2016 Closing Schedule

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB/MAR '15</td>
<td>11/25/14</td>
<td>1/20/15</td>
</tr>
<tr>
<td>APR/MAY '15</td>
<td>1/20/15</td>
<td>3/17/15</td>
</tr>
<tr>
<td>JUN/JUL/AUG '15</td>
<td>3/24/15</td>
<td>5/19/15</td>
</tr>
<tr>
<td>SEPT/OCT '15</td>
<td>6/23/15</td>
<td>8/18/15</td>
</tr>
<tr>
<td>NOVEMBER '15</td>
<td>8/18/15</td>
<td>10/13/15</td>
</tr>
<tr>
<td>DEC/JAN '16</td>
<td>9/22/15</td>
<td>11/17/15</td>
</tr>
</tbody>
</table>

## Unit Size

<table>
<thead>
<tr>
<th>Unit Size</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>BLEED Live Area</th>
<th>TRIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>16” x 10-3/8”</td>
<td>16-3/4” x 11-1/8”</td>
<td>16” x 10-3/8”</td>
<td>16-1/2” x 10-7/8”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4” x 10-3/8”</td>
<td>8-1/2” x 11-1/8”</td>
<td>7-3/4” x 10-3/8”</td>
<td>8-1/4” x 10-7/8”</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5” x 10-3/8”</td>
<td>5-1/2” x 11-1/8”</td>
<td>4-3/4” x 10-3/8”</td>
<td>5-1/4” x 10-7/8”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-3/4” x 10-3/8”</td>
<td>4-1/4” x 11-1/8”</td>
<td>3-1/2” x 10-3/8”</td>
<td>4” x 10-7/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7-3/4” x 5”</td>
<td>8-1/2” x 5-5/8”</td>
<td>7-3/4” x 4-7/8”</td>
<td>8-1/4” x 5-3/8”</td>
</tr>
<tr>
<td>1/2 Horizontal Spread (2 pages)</td>
<td>16” x 5”</td>
<td>16-3/4” x 5-5/8”</td>
<td>16” x 4-7/8”</td>
<td>16-1/2” x 5-3/8”</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2-3/8” x 10-3/8”</td>
<td>3” x 11-1/8”</td>
<td>2-1/4” x 10-3/8”</td>
<td>2-3/4” x 10-7/8”</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>5” x 5”</td>
<td>5-1/2” x 5-5/8”</td>
<td>4-3/4” x 4-7/8”</td>
<td>5-1/4” x 5-3/8”</td>
</tr>
</tbody>
</table>

## File Formats:
- Preferred format: PDF/X-1A
- Acceptable format: PDF

## File Resolution Requirements:
- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

## Retention of Materials:
Materials for all processes will be held for one year then destroyed, unless otherwise notified.

## Material Delivery

**Meredith Ad Express:**
To join go to: [https://meredith.sendmyad.com](https://meredith.sendmyad.com)

**NOTE:** When establishing an account please observe the Minimum Requirements to avoid processing errors.

- Create an account if you have not already done so.
- Choose: “Send My Ad”
- Choose Publication: Allrecipes
- Choose Issue: e.g. March
- Send Color Proofs to Julee Evans at the address below.

For Materials Extensions or Production Questions, contact:

**Julee Evans**
Meredith Content Center
1716 Locust Street, LS227
Des Moines, IA 50309
515-284-3531
julee.evans@meredith.com

For more information, contact **Publisher Steven Grune** at 212-455-1120 or steven.grune@meredith.com

*Specifications are subject to change.*
**LIVE MATTER REQUIREMENTS**

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the “live” image area or “bleed” area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter in a minimum of 1/4” inside trim dimensions.
- Partial page ads should be build to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter a minimum of 1/4” inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads—Keep live matter a minimum of 3/8” inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4” away from either side of center or 1/2” total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letters is critical.

**Note:** New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc. A corresponding color contract proof is required to show these changes.

**FILE SPECIFICATIONS/GENERAL GUIDELINES**

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted. (example: &=./-,%,(,) #,$ etc., or anything after the extension).
- Limit file name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four-color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs.

**ROTOGRAVURE TITLES**

Better Homes & Gardens and More magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%.

**PROOF REQUIREMENTS**

Advertiser understands that if they do not supply a SWOP certified color proof with color bars, or if they supply a color laser proof, that Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file.

- Supply a minimum of TWO composite SWOP certified proofs for color (American Baby requires THREE).
- Proofs must be made from supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP certified.
- For an up-to-date list of SWOP approved color proofs, please visit: [www.swop.org](http://www.swop.org).
- Color bars are required on all analog or digital halftone proofs.
- Color bars should be include:
  - SWOP color bars at 100% size as found on SWOP website (above).
  - A solid and 25%, 50% and 75% tints of each process color.
  - Solid overprint.
  - At least one gray balance patch- cyan-50%, magenta and yellow 39%.
  - Two-color overprints at 25%, 50% and 75% as also recommended.
  - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer’s Application Data.
- Ad should be proofed on Publication grade stock except for More, Traditional Home, Special Interest Magazine Bookazines and commercial work which should be proofed on Commercial grade stock.
- Proofing systems requiring line screens:
  - Publication Grade Stock - use 133 line
  - Commercial Grade Stock - use 150 line

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

Meredith Corporation is a member of DDAP Association and subscribes to and supports all digital exchange standards developed by CGATS/SC6, the accredited graphic arts standards committee.
The following are certain terms and conditions governing advertising published by Meredith Corporation (“Publisher”) in the U.S. print edition of Allrecipes magazine (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to www.armagazine.com. For Publisher’s Digital Editions Advertising Terms and Conditions, go to http://meredithtabletmedia.com/sfp/terms-conditions.php. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

**AGENCY COMMISSION AND PAYMENT**

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.

2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.

3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.

4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.

5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within ten (10) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.

6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.

7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

**CANCELLATION AND CHANGES**

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.

2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher’s discretion.

3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

**PUBLISHER’S LIABILITY**

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher’s control.

2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

For more information, contact Publisher Steven Grune at 212-455-1120 or steven.grune@meredith.com

Specifications are subject to change.
MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys’ fees) (collectively, “Losses”) arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, “Claims”, or (b) the failure of such advertisement 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.

2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

3. Publisher’s acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine’s name or logo without Publisher’s prior written permission for each such use.

4. The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resembles editorial matter.

5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher’s prior written consent.

6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.

2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.

3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.

4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.

5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser’s earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate advertiser if advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.