

2017 RATE CARD



2017 ISSUE DATES

ISSUE	AD CLOSE	ON SALE
JANUARY/FEBRUARY	11.8.16	1.3.17
MARCH/APRIL	1.10.17	3.7.17
MAY/JUNE	3.7.17	5.2.17
JULY/AUGUST	5.2.17	6.27.17
SEPTEMBER/OCTOBER	7.4.17	8.29.17
NOVEMBER/DECEMBER	9.5.17	10.31.17

NATIONAL DISPLAY ADVERTISING RATES

PAGE	FOUR COLOR	BLACK & WHITE
PAGE	\$172,500	\$120,900
2/3 PAGE	139,200	84,600
1/2 PAGE	120,800	72,500
1/3 PAGE	95,500	48,800

COVERS-NON CANCELABLE

2ND	\$198,400
3RD	198,400
4TH	217,400

DISPLAY VOLUME DISCOUNTS

Advertisers may earn discounts based on paging volume running the course of a contract year. Inserts contribute to, but do not earn national volume discounts. Inserts contribute on a national page equivalency based on revenue as applied to open rate. Short rates will be in effect for discounts not earned.

VOLUME DISCOUNTS

3 Pages	5%	9 Pages	15%
6 Pages	10%	12 Pages	20%

TRAVELER'S GUIDE RATES

	1 ISSUE	3 ISSUES	4 ISSUES	6 ISSUES
4 Inch 4/C	\$18,500	\$17,900	\$17,400	\$16,800
4 Inch B&W	15,800	15,300	14,900	14,400
2 Inch 4/C	11,000	10,700	10,300	10,000

Discounts are earned for the 12-month, 6-issue period beginning with the issue of first insertion. Advertisers who place their advertisements without an advertising agency, and who supply required film materials, may deduct 15% from earned rates. Traveler's Guide rates are applicable to a variety of businesses—hotels, visitor bureaus, festivals, attractions, etc.

2017 RATE BASE: 950,000

COPY SPLIT CHANGES

A-B split and geographical split: A-B split runs, disregarding geographic areas, result in one half of the newsstand and subscriber copies carrying ad "A," and the other half ad "B." Magazines are bound in an A-B, A-B sequence. Available only to individual advertisers using a half-page or larger space. Advertisers using the same size and color space units may make A-B copy or geographical split changes at the following premium:

GEO SPLIT—FOUR COLOR OR BLACK & WHITE: \$3,000 PER PAGE
All copy charges are non-commissionable.

A-B SPLIT—4C OR BLACK & WHITE: \$3,000 PER PAGE
FIFTH COLOR: \$5,800 PER PAGE

MIDWESTLIVINGTRAVEL.COM

Product information service: MidwestLivingTravel.com is a special section available to advertisers in Midwest Living. Readers send their requests to a clearing house which processes the orders (for 6 months from issue date) and forwards leads to advertisers on a weekly basis.

Requirements: Listing request and copy must arrive in Des Moines on the closing date of issue(s).

Travel specifications: Listing (maximum of two lines) consists of 15 words of copy (including headline) with type to be set by Midwest Living. Advertiser's name should be included in listing copy.

MEREDITH CORPORATION: PRINT ADVERTISING TERMS AND CONDITIONS

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of Midwest Living magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to midwestliving.com. For Publisher's Digital Editions Advertising Terms and Conditions, go to <http://meredithtabletmag.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 thirty (30) 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.

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported print circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees print circulation to national advertisers by brand of advertised product or service. In the event the audited twelve (12)-month average print circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 12-month average. Publisher does not guarantee print circulation to regional advertisers, and regional print circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising 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.

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.

ADVERTISING MATERIALS

All materials must be in Des Moines on or before closing date. Identifying proof or layout showing exact position of all elements should be furnished for each advertisement.

CONTRACTS AND INSERTION ORDERS:

Michaela Lester

Senior Production Manager
1716 Locust Street, LN-108
Des Moines, Iowa 50309-3023
515.284.3847 | fax: 515.284.2109
Michaela.Lester@meredith.com

AD MATERIAL & EXTENSIONS:

Grant Wheeler

Ad Production Supervisor
1716 Locust Street, LN-122, Attn: Prelim
Des Moines, Iowa 50309-3023
515.284.2912 | fax: 515.284.2709
Grant.Wheeler@meredith.com

MIDWESTLIVINGTRAVEL.COM LISTING AND MATERIALS:

Courtney Thompson

Production Manager
1716 Locust Street, LN-108
Des Moines, Iowa 50309
515.284.2378 | fax: 515.284.2109
Courtney.Thompson@meredith.com

MECHANICAL REQUIREMENTS

SEND DIGITAL FILES VIA
MEREDITH AD EXPRESS
POWERED BY SENDMYAD.

TO JOIN GO TO:
meredith.sendmyad.com

Note: When establishing an account, please observe the minimum requirements to avoid processing errors.

Meredith no longer accepts proofs. Any proof sent in will be used for content.

SALES OFFICES

805 THIRD AVENUE NEW YORK, NY 10022

Mark Josephson

Vice President/Publisher
212.455.1344 | fax: 212.551.7115
Mark.Josephson@meredith.com

Patti Follo

Vice President, Direct Media
212.499.6700 | fax: 212.499.6754
Patti.Follo@meredith.com

333 N. MICHIGAN AVENUE, SUITE 1500 CHICAGO, IL 60601

Melissa Luebbe

National Travel Director
312.580.2554 | fax: 312.580.7909
Melissa.Luebbe@meredith.com

Mark Rosenbaum

Midwest Integrated Sales Manager
312.580.2555 | fax: 312.580.7909
Mark.Rosenbaum@meredith.com

8775 REXFORD DRIVE DALLAS, TX 75209

Beth West

Dallas Manager
214.521.9500
Beth.West@meredith.com

5 THIRD STREET, SUITE 608 SAN FRANCISCO, CA 94103

Jay Monaghan

West Coast Sales Manager
415.777.4417 | fax: 415.777.4418
jay@monaghanmedia.com

1875 OLD ALABAMA ROAD, SUITE 1320 ROSWELL, GEORGIA 30076

Gary Dennis

President/CEO, Navigate Media
678.507.0110 (x106) | fax: 678.507.0118
Gary@navigate-media.com