

# 2018 PUBLISHING SCHEDULE



## MIDWEST LIVING

ISSUE	AD CLOSE	ON SALE
JANUARY/FEBRUARY	11/7/17	1/2/18
MARCH/APRIL	1/9/18	3/6/18
MAY/JUNE	3/6/18	5/1/18
JULY/AUGUST	5/1/18	6/26/18
SEPTEMBER/OCTOBER	7/3/18	8/28/18
NOVEMBER/DECEMBER	9/4/18	10/30/18

## ANNUAL SPECIAL INTEREST PUBLICATION

BEST OF THE MIDWEST TRAVEL 2018	1/30/18	3/27/18
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Dates subject to change.

FOR MORE INFORMATION contact your Midwest Living Account Manager.

# 2018 EDITORIAL CALENDAR



## JANUARY | FEBRUARY

AD CLOSE: 11.7.17 ON-SALE: 1.2.18

Year of Firsts—New Challenges, New Flavors, New Ideas!

Black Hills: Outdoor adventure in South Dakota's Black Hills

Style for Everyone: Tips from Interior Designers

Andrew Zimmern: Chicken goes global with Minneapolis celeb chef

Maple Syrup: Syrup-tapping with owners of award-winning Chicago restaurant

Houseplants: Easy varieties for any home

San Antonio: All that's fun and delicious in the home of the Alamo

### IN HERE & NOW...

Home Office | Rutabaga | Winter Tabbouleh | Frameri Glasses | Minneapolis Winter Fest | Coffee Shops | Chocolate Tart



## MARCH | APRIL

AD CLOSE: 1.9.18 ON-SALE: 3.6.18

Garden Center Road Trips: Top stops for spring planting

Michelle Adams Home: Michigan home of former *Domino* editor-in-chief

Modern Diners:

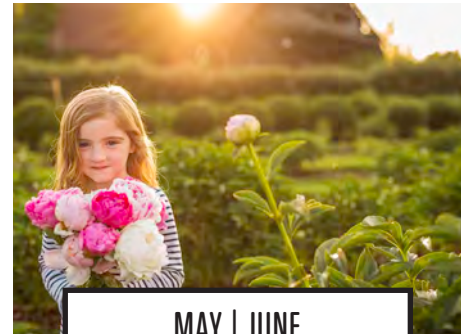
Diners in the age of kale

Separation of Powers:

Egg-based spring desserts

### IN HERE & NOW...

Shopkeeper's Home | Contemporary Ceramics | Seed-Starting | Stacey Ratner Profile | Korean Fried Rice | Chives | Ham and Cheese Waffle | Revival Food Hall | Sculpture Gardens | Kansas Hiking | Eco-Friendly Gardening Products



## MAY | JUNE

AD CLOSE: 3.6.18 ON-SALE: 5.1.18

Best Beach Towns

Pfeiffer Farmhouse: All-American modern homestead

Cuyahoga National Park: Innovative preservation program

Erick Harcey Summer Recipes: Top Minneapolis chef shares casual summer recipes

Peonies: Ohio flower farm and festival

### IN HERE & NOW...

Outdoor Patio Lifestyle | Succulents as Annuals | Mediterranean Potato Salad | Snap Peas | Refrigerator Jams | St. Louis Arch | Spring Celebrations | Eau Claire, Wisconsin | Spring Gifts and Products



## JULY | AUGUST

AD CLOSE: 5.1.18 ON-SALE: 6.26.18

Two if By Sea: Sailing the Great Lakes  
South Dakota Road Rally

Horvitz Cabin: Modern Wisconsin cabin

Tapas: Easy summer party recipes

### IN HERE & NOW...

Small-Space Gardening | Lake-Inspired Decor | Balcony Gardens | Blueberry Peach Brown Betty | Cantaloupe | Grilled Pork Chops | Hocking Hills | Bastille Days in Milwaukee | Breweries | All-American Summer Fun | Frankl Walnut, Hip Hop Artist



## SEPTEMBER | OCTOBER

AD CLOSE: 7.3.18 ON-SALE: 8.28.18

Oktoberfest: Cultural guide to all things German in the Midwest in fall

Carpenters in KC: A Kansas City couple show off their colorful modern home

Water Colors: Northwest Michigan fall drive

Wilson Orchard: Creative uses of hard cider and apples from an Iowa orchard

### IN HERE & NOW...

Cheese Fondue Fall Breakfast Dish | Brussels Sprouts | Columbus, Indiana | Mums | Fall Patio | Fashion Week in Columbus, Ohio | Products That Give Back



## NOVEMBER | DECEMBER

AD CLOSE: 9.4.18 ON-SALE: 10.30.18

Holiday Pantry Run to Southern Wisconsin: A pre-holiday road trip

Bridger: Christmas in a renovated Michigan farmhouse

Pie: Gamebook to conquering seasonal piecrust and pies

Rieger Pasta Party: A Kansas City restaurant's annual holiday family dinner

### IN HERE & NOW...

TBD

# MIDWEST LIVING AT A GLANCE

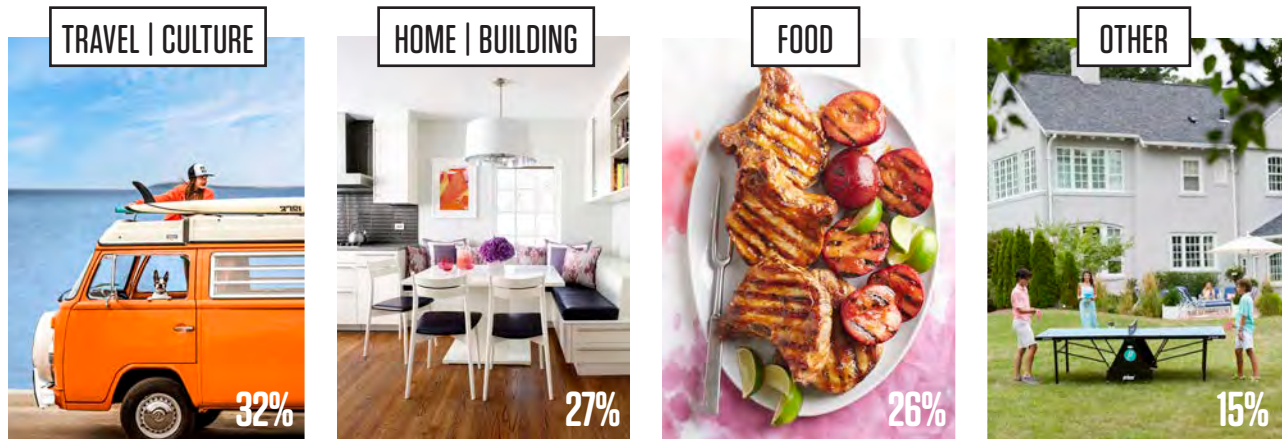


## BRAND MISSION

Midwest Living is the leading lifestyle media brand that explores the Midwest region, savors its uniqueness and celebrates its way of life. With a deep Midwest knowledge, spirit and relevance, the brand inspires its community to experience the best of the region in travel, food, home and lifestyle.

## EDITORIAL COVERAGE

Midwest Living is escape, inspiration and actionable, regularly featuring topics tailored to our readers' lifestyle.



% OF TOTAL EDITORIAL

Source: Media Radar; August 2017

## CIRCULATION

950,000  
ADVERTISING  
RATE BASE

959,156  
TOTAL CIRCULATION

96%  
SUBSCRIPTIONS

1.6%  
SINGLE COPY

6 x/YEAR  
FREQUENCY

\$4.95  
AVERAGE SINGLE  
COPY PRICE

\$19.97  
SUBSCRIPTION  
PRICE



Source: AAM Publisher's Statement, June 2017



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## READER PROFILE

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<b>DEMOGRAPHICS</b>	<b>(000)</b>	<b>% COMP</b>
Adults	3,241	100
Women	2,451	76
Men	791	24
Adult Readers Per Copy	3.4	

### **AGE**

18—49	1,035	32
25—59	1,691	52
25—64	2,084	64
35—64	1,807	56
Median Age	58	

### **HOUSEHOLD INCOME**

\$50,000+	2,277	70
\$60,000+	1,970	61
\$75,000+	1,635	50
\$100,000+	1,086	34
Median HH Income	\$75,650	

### **MARITAL STATUS**

Married	2,312	71
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### **HOME OWNERSHIP**

Own Home	2,803	87
Median Home Value	\$206,654	

### **EDUCATION/EMPLOYMENT**

Attended/Graduated College+	2,234	69
Professional/Managerial	820	25
Employed	1,637	51
Dual Income Household	975	30

Source: MRI Doublebase 2017. Base: Total Adults.

# 2018 MIDWEST LIVING RATE CARD

RATE BASE: 950,000

## 2018 ISSUE DATES

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## NATIONAL DISPLAY ADVERTISING RATES

PAGE	FOUR COLOR	BLACK & WHITE
PAGE	\$179,800	\$126,000
2/3 PAGE	145,000	88,200
1/2 PAGE	125,900	75,600
1/3 PAGE	99,500	50,800

### COVERS-NON CANCELABLE

2ND	\$206,800
3RD	206,800
4TH	226,500

## TRAVELER'S GUIDE RATES

	1 ISSUE	3 ISSUES	4 ISSUES	6 ISSUES
4 Inch 4/C	\$19,300	\$18,700	\$18,100	\$17,600
4 Inch B&W	16,500	16,000	15,500	15,000
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.

## 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%



## 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**

# 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 [www.mlmediakit.com](http://www.mlmediakit.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 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.



Annual Frequency: 6 times/year

Field Served: MIDWEST LIVING is the lifestyle media brand that explores the region, savors its unique flavors and celebrates the people who make the midwest shine. MIDWEST LIVING's editorial is written by midwesterners about the things that matter most - family, home, food, travel and entertaining.

Published by Meredith Corporation

## Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
944,106	15,050	959,156	950,000	9,156

### TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan/Feb	898,486	25,232	923,718	23,319		23,319	947,037	15,000	52	15,052	936,805	25,284	962,089
Mar/Apr	890,163	25,315	915,478	23,319		23,319	938,797	15,000	68	15,068	928,482	25,383	953,865
May/Jun	901,631	21,533	923,164	23,319		23,319	946,483	15,000	31	15,031	939,950	21,564	961,514
Average	896,760	24,027	920,787	23,319		23,319	944,106	15,000	50	15,050	935,079	24,077	959,156

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	798,545	17,991	816,536	85.1
Multi-Title Digital Programs		6,035	6,035	0.6
Partnership Deductible Subscriptions	80,939	1	80,940	8.4
Sponsored Subscriptions	17,276		17,276	1.8
<b>Total Paid Subscriptions</b>	<b>896,760</b>	<b>24,027</b>	<b>920,787</b>	<b>96.0</b>
<b>Verified Subscriptions</b>				
Public Place	22,500		22,500	2.3
Individual Use	819		819	0.1
<b>Total Verified Subscriptions</b>	<b>23,319</b>		<b>23,319</b>	<b>2.4</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>920,079</b>	<b>24,027</b>	<b>944,106</b>	<b>98.4</b>
<b>Single Copy Sales</b>				
Single Issue	15,000	50	15,050	1.6
<b>Total Single Copy Sales</b>	<b>15,000</b>	<b>50</b>	<b>15,050</b>	<b>1.6</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>935,079</b>	<b>24,077</b>	<b>959,156</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2016	950,000	962,510	962,510		
6/30/2015	950,000	967,121	965,165	1,956	0.2
6/30/2014	950,000	964,160	964,160		

Visit [www.auditedmedia.com](http://www.auditedmedia.com) Media Intelligence Center for audit reports.

### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$19.97		
Average Subscription Price Annualized (3)		\$12.72	
Average Subscription Price per Copy		\$2.12	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

(3) Based on the following issue per year frequency: 6

### ADDITIONAL DATA IN [WWW.AUDITEDMEDIA.COM](http://WWW.AUDITEDMEDIA.COM) MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions  
 Geographic Data  
 Analysis of New & Renewal Paid Individual Subscriptions  
 Trend Analysis

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print	Digital Issue	Total
<b>Public Place</b>			
Doctor/Health Care Providers	13,345		13,345
Personal Care Salons	9,155		9,155
<b>Total Public Place</b>	<b>22,500</b>		<b>22,500</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	819		819
<b>Total Individual Use</b>	<b>819</b>		<b>819</b>

**RATE BASE**

Rate base shown in Executive Summary is for paid and verified circulation.

**NOTES**

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Sponsored Subscriptions:** Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

**Partnership Subscriptions: Deductible:** Copies served where the subscription was included in products or services. The consumer could receive a rebate instead of the subscription.

**Combination Subscriptions:** These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

**Multi-Title Digital Programs**

Copies included in digital issue paid subscriptions based on consumer's payment for the program and consumer's request for specific magazine. Details below are related to the six-month average.

Program	Reported Multi-Title Digital Program	Unique Opens by Reader	Opens by Issue	Total Opens by Reader
Texture	6,035	6,035	2	12,076

**Award Point Programs:** Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 5,122

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 5,303

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: Meredith Corporation

MIDWEST LIVING, published by Meredith Corporation • 1716 Locust Street • Des Moines, IA 50309

STEVE CROWE  
VP Consumer Marketing

MARK JOSEPHSON  
Publisher

P: 515.284.3000 • F: 515.284.2502 • URL: www.midwestliving.com

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AAM Member since: 1989