

2016 editorial calendar

FEB / MAR



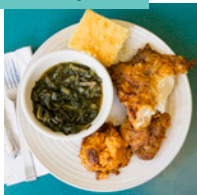
the comfort issue

An entire issue dedicated to soul-satisfying, palate-pleasing and unexpected comfort foods. Plus, tips to boost the entire family's comfort level in the kitchen.

ADDITIONAL HOLIDAY/SEASONAL EDIT: Super Bowl, Valentine's Day, St. Patrick's Day, Easter

AD CLOSE: 12/1/15 **ON-SALE:** 1/26/16

APRIL / MAY



weeknight wow

Everyday dinners and desserts that get the ultimate seal of approval—they're from our community members' moms. Pizza night that's all right, plus "winner winner chicken dinners" from around the world.

ADDITIONAL HOLIDAY/SEASONAL EDIT: Cinco de Mayo, Mother's Day

AD CLOSE: 2/2/16 **ON-SALE:** 3/29/16

JUN / JUL / AUG



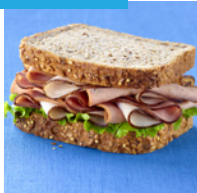
garden & grill

Big, bold burgers, stuffed veggies, and a farm-to-table dinner party cultivated by the Allrecipes Allstars. And for dessert? Blue-ribbon recipes from fairs across the country, plus the top-searched sweets from all 50 states.

ADDITIONAL HOLIDAY/SEASONAL EDIT: July 4th, Summer Entertaining

AD CLOSE: 4/12/16 **ON-SALE:** 6/7/16

SEPT / OCT



meals that make the grade

A+ meal ideas that are kid (and mom!) friendly—from snacks to sides and slow cooker meals. Plus, a Q&A with the man behind the healthy school lunch movement and his tips for picky eaters.

ADDITIONAL HOLIDAY/SEASONAL EDIT: Halloween

AD CLOSE: 7/5/16 **ON-SALE:** 8/30/16

NOV



the thanksgiving issue

Game-changing, make-ahead Thanksgiving Day strategies and side dishes you'll be grateful for. Top holiday pies and boozy baked treats that are all the buzz. Plus, six "can-to-table" recipes made from pantry staples.

ADDITIONAL HOLIDAY/SEASONAL EDIT: Slow Cooker

AD CLOSE: 8/16/16 **ON-SALE:** 10/11/16

DEC / JAN



food, family, festivities

'Tis the season to host, roast, and toast! Recipes for no-bake desserts, winter warming drinks, homemade food gifts, and party-pleasing appetizers. Plus, our Allstars share their favorite holiday recipes and decorating tips.

ADDITIONAL HOLIDAY/SEASONAL EDIT: New Year's, Healthy Eating Habits

AD CLOSE: 10/4/16 **ON-SALE:** 11/29/16

IN EVERY ISSUE

- » **#TRENDING:** The season's most searched terms on Allrecipes.com
- » **THE KITCHEN SINK:** News, products, trends, tips, kitchen hacks, drinks... even pets!
- » **FAVORITES:** The most-saved recipes of the season on Allrecipes.com
- » **MONEY \$ MATTERS:** Ways to make meals affordable and easy
- » **GOOD4YOU:** A real-life focus on healthy eating and cooking
- » **READER-TESTED TOOLS:** Community members rate and review the latest and greatest gadgets
- » **4KIDS:** Culinary lessons for the little ones
- » **MAKE IT A MEAL:** Mix-and-match meal plans that include mains, sides, desserts, and wine & beer pairings
- » **COOK2FOLLOW:** Meet an Allrecipes community member and the loved ones she/he cooks for
- » **#LASTCALL:** A delicious recipe closes out every issue. Cheers!

editor in chief



Cherylb413

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.

Q&A

WHY I LIKE ALLRECIPES

Zero judgement, lots of support...a happy place!

IF CALORIES DIDN'T EXIST, I WOULD EAT...

Huge amounts of Parmigiano Reggiano, every day

FOOD MOMENT THAT CHANGED MY LIFE

Learning to cook while at *Gourmet* magazine

FASCINATING FACT FEW PEOPLE KNOW ABOUT ME

I was once a professional ballerina!

SECRET LEAST-FAVORITE FOOD

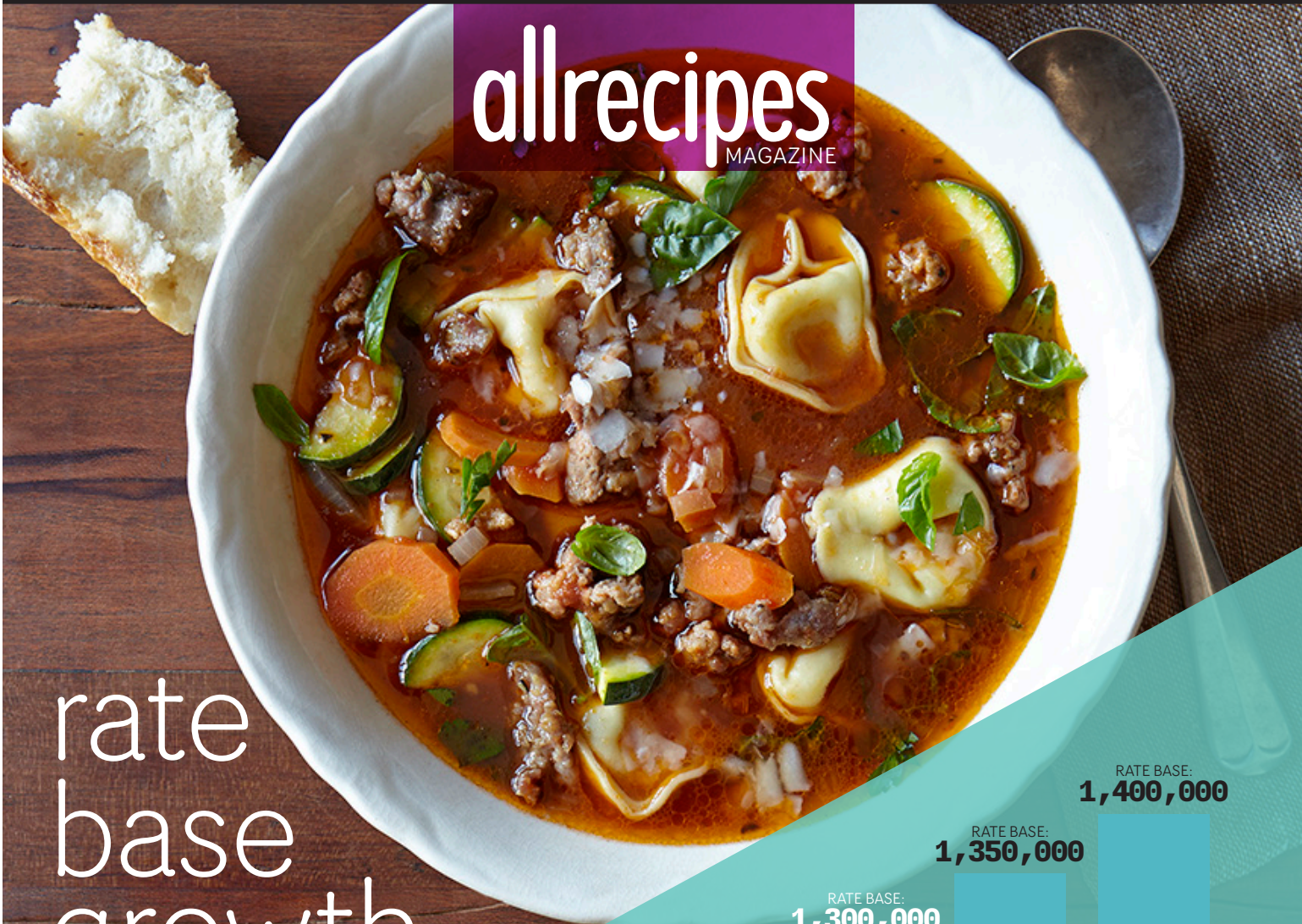
Salmon

allrecipes
MAGAZINE

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.





rate base growth

UP
160%
DEC/ - DEC/
JAN '14 JAN '17

RATE BASE:
500,000

RATE BASE:
650,000

RATE BASE:
900,000

RATE BASE:
1,100,000

RATE BASE:
1,250,000

RATE BASE:
1,300,000

RATE BASE:
1,350,000

RATE BASE:
1,400,000

DEC/JAN
2014 - 2014

FEB/MAR
2014

APR/MAY
2014 - 2014

AUG/SEPT
2014

OCT/NOV
2014 - 2015

DEC/JAN
2015

FEB/MAR
2015 - 2015

JUN/JUL/AUG
2015

SEPT/OCT
2015 - 2016

DEC/JAN
2016

FEB/MAR
2016 - 2017

DEC/JAN
2017

FEB/MAR
2017 - 2017

JUN/JUL/AUG
2017

SEPT/OCT
2017 - 2018

DEC/JAN
2018

Source: 2014-2015 AAM Statements

magazine audience

MPA MAGAZINE MEDIA 360°

45.1MM

TOTAL ADULTS

7,621,000

TOTAL WOMEN

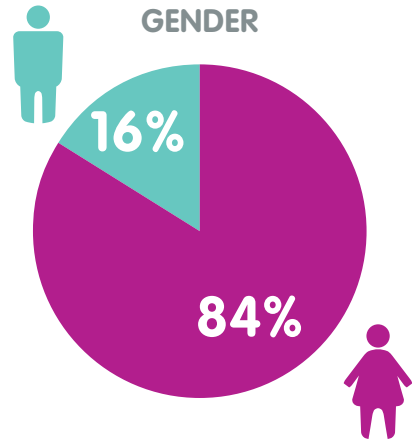
6,360,000

READERS PER COPY

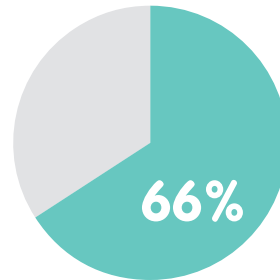
5.69

MEDIAN HOUSEHOLD INCOME

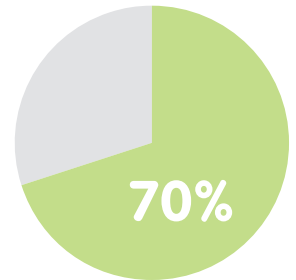
\$72,607



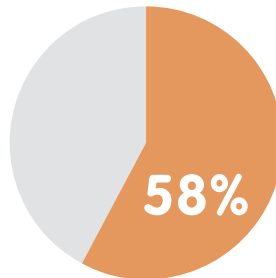
**ATTENDED/
GRADUATED COLLEGE**



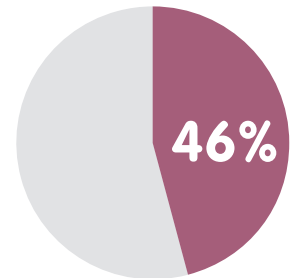
OWN HOME



MARRIED



**ANY KIDS IN
HOUSEHOLD**



MEDIAN AGE **43.2** YEARS OLD

	AUDIENCE (000)	COMPOSITION	
18-34	2,476	33%	RANK #2
25-54	4,771	63%	RANK #1
35-54	3,095	41%	RANK #2

Source: MPA Magazine 360; Jan - Nov 2015; GfK MRI Fall 2015. Competitive Set: Bon Appétit, Cooking Light, Food Network Magazine, Food & Wine, Taste of Home

2016 rate card

RATE BASE
1,300,000

4-COLOR

GROSS RATE

PAGE	\$104,500
2/3 PAGE	\$83,600
1/2 PAGE DIGEST	\$78,400
1/2 PAGE	\$73,200
1/3 PAGE	\$47,100

COVERS, NON-CANCELABLE

2ND COVER	\$130,600
3RD COVER	\$120,200
4TH COVER	\$130,600

BLACK/WHITE, ONE COLOR

PAGE	\$73,200
2/3 PAGE	\$58,500
1/2 PAGE DIGEST	\$54,900
1/2 PAGE	\$51,300
1/3 PAGE	\$33,000

For specs, visit
MEREDITH.COM/AD-SPECS



2016 publishing schedule



For specs, visit
MEREDITH.COM/AD-SPECS

	Ad Close	On-Sale
February/March	12/1/15	1/26/16
April/May	2/2/16	3/29/16
June/July/August	4/12/16	6/7/16
September/October	7/5/16	8/30/16
November	8/16/16	10/11/16
December/January	10/4/16	11/29/16



meredith corporation print advertising terms & conditions

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.allrecipes.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.

Specifications are subject to change.

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.

Specifications are subject to change.