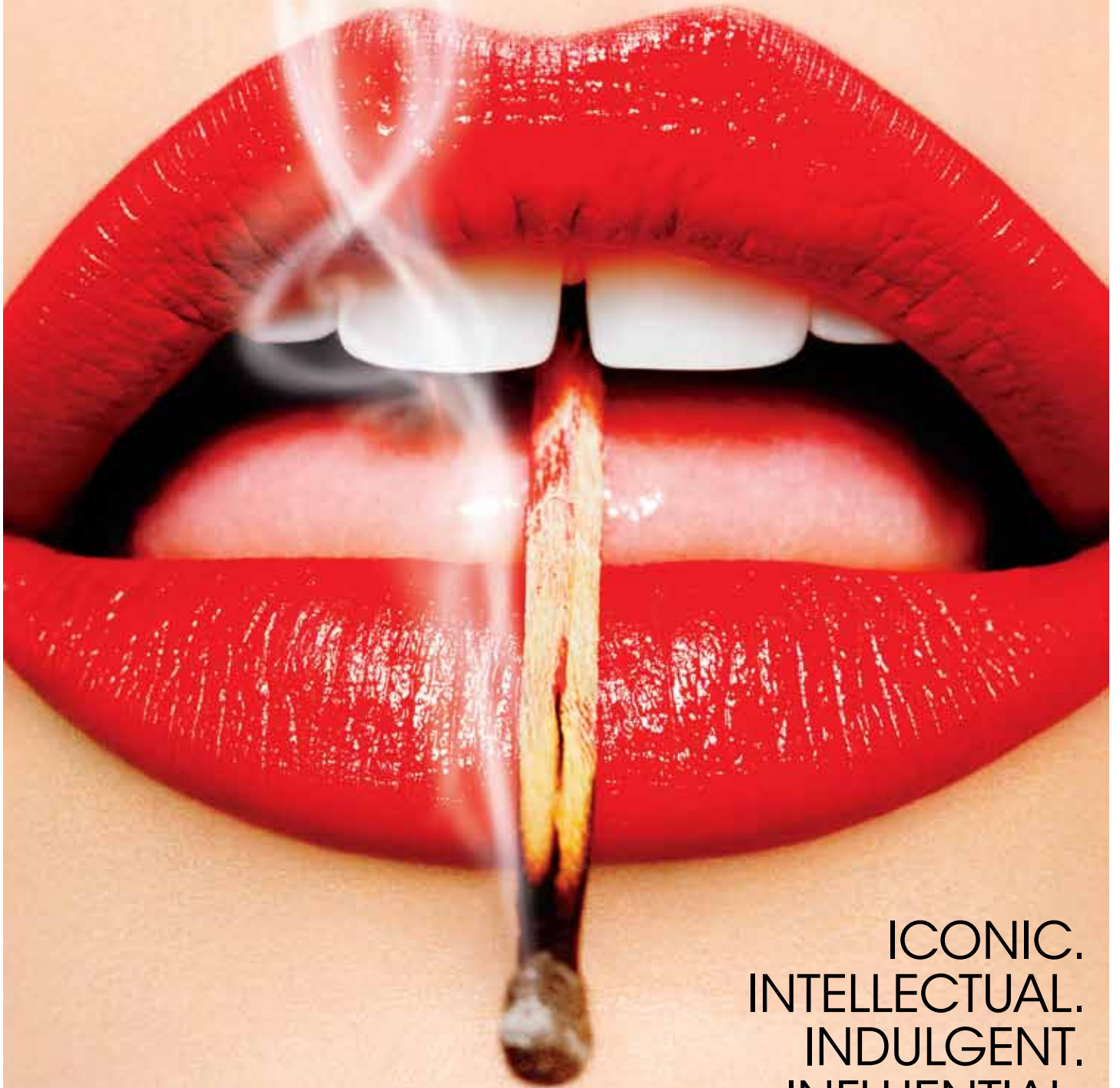


PLAYBOY

ENTERTAINMENT FOR MEN



ICONIC.
INTELLECTUAL.
INDULGENT.
INFLUENTIAL.
2014 MEDIA KIT

PLAYBOY MAGAZINE

ICONIC.
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PLAYBOY



As an American icon, PLAYBOY Magazine serves as a touchstone for men, a trusted adviser for an aspirational lifestyle, and one of the most recognizable brands in the world. The unique combination of award-winning journalism, humor, short fiction, interviews, lifestyle content and beautiful women has made PLAYBOY a favorite among readers and the media for generations. More than a magazine, PLAYBOY is a state of mind and a platform of ideas shared by great thinkers and regular guys alike.

PLAYBOY MAGAZINE DEMOGRAPHICS

Total Readership	5,103,000	HHI \$50,000 +	2,665,000
		HHI \$75,000 +	1,828,000
		HHI \$100,000 +	1,289,000
		HHI \$150,000 +	560,000
		Average Male HHI	\$70,826
Male	79%	Married	35%
Female	21%	Single	65%
Age 18-24	20%	Employed	64%
Age 18-34	42%	Student*	8%
Age 25-49	50%		
Age 35-49	28%		
Median Age	38.5		

*Currently attending college/university
Source: 2013 Fall GIK MRI

ENTERTAINMENT

Over 30 major motion picture films have come from stories in the pages of Playboy. The Playboy Interview and 20Q are the hallmark of long form entertainment journalism.



NIGHTLIFE

Providing guys an inclusive look at an exclusive world, Playboy is the definitive nightlife primer for partying like a gentleman.



STYLE

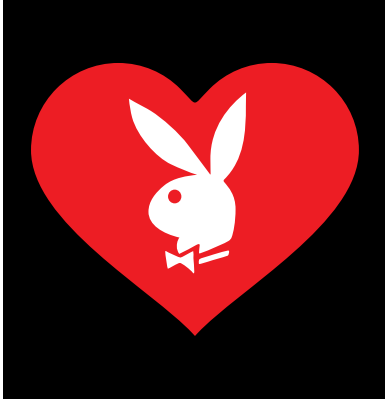
Arming the new American Playboy with the proper tools to inspire and provoke style and swagger in all forms.



WHAT SORT OF MAN READS PLAYBOY

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PLAYBOY IS THE FAVORITE MAGAZINE IN THE MEN'S MONTHLY SET!

#1 ONE OF THEIR FAVORITES AND READING 4/4
READERS RANK

PLAYBOY REACHES THE MOST ENGAGED MILLENNIALS



PLAYBOY RANKS #1 FOR READERS WHO CONSIDER PLAYBOY VERY GOOD/ONE OF THEIR FAVORITES, READING 4/4 ISSUES, AVERAGE TIME SPENT (61 MINUTES) AND AVERAGE NUMBER OF READING DAYS (2.7)

66%

OF PLAYBOY'S AUDIENCE IS NOT MARRIED



PLAYBOY DELIVERS

36%
MORE ADULTS MAKING \$150K+ THAN ESQUIRE



EFFORTLESS STYLE



PLAYBOY READERS RANK

#1

RELY ON MAGAZINES TO KEEP ME UP TO DATE ON FASHION - AGREE COMPLETELY*

More than Esquire, Details and GQ.



WELL-TRAVELED

#1
READERS RANK

FRIENDS AND FAMILY ASK PLAYBOY READERS FOR ADVICE ABOUT VACATION TRAVEL - AGREE COMPLETELY*

More than Esquire, Details and GQ.



68%

OF PLAYBOY READERS THINK MAINTAINING LONG-TERM RELATIONSHIPS IS VERY IMPORTANT*

More than Esquire, Details and GQ.



OF PLAYBOY'S AUDIENCE THINKS IT IS VERY IMPORTANT TO HAVE ROMANCE IN THEIR LIVES*

More than Esquire, Details and GQ.



PLAYBOY'S AUDIENCE IS TWICE AS LIKELY TO AGREE COMPLETELY THAT THEY LIKE TO SHOWER THEIR LOVED ONES WITH GIFTS*

More than Esquire and GQ.



EDITORIAL FEATURES

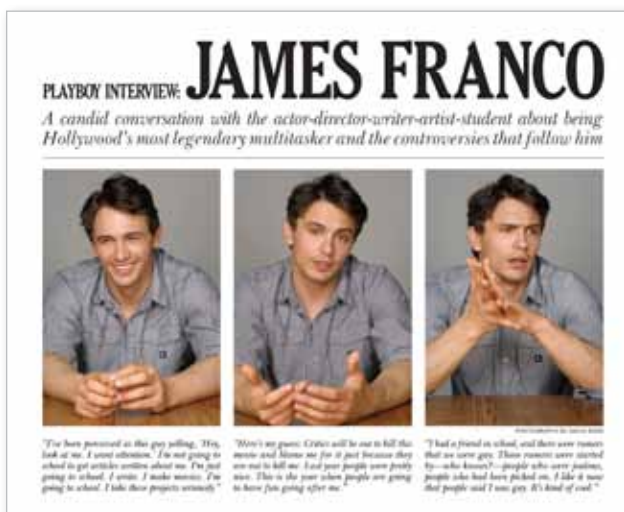
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AFTER HOURS

After Hours sets the trends in food, travel, style, entertainment, and cocktail culture—curated by the foremost experts in the field. It provides the new American Playboy with sound bites and social currency to always be the most interesting man in the room.



PLAYBOY INTERVIEW

The gold standard in men's publishing, the Playboy Interview is where the most important people of the 20th and 21st century come to talk.



PLAYBOY FORUM

The DNA of Playboy wrapped up in a section - takes on politics, 1st amendment issues, personal freedom and everything in between.



PLAYBOY ADVISOR

The original and still the best advice for men across sex, relationships and the dating game.



JOEL STEIN



JAMES FRANCO

CELEBRITY COLUMNISTS

Playboy's editorial authorities help our audience understand their better halves.



2014 EDITORIAL CALENDAR

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PLAYBOY



MARCH SPRING FASHION & ROMANCE GUIDE

Style goes beyond a man's wardrobe – it's not only what he wears and how he wears it, but also what he drives, what he drinks and how he carries himself. This spring, PLAYBOY is arming our guys with the proper tools to inspire and provoke chivalry in all forms. *Tip-Top Shelf* takes cocktail culture to new heights by showcasing the world's best spirits while our *2014 Cars of the Year* runs down the cool new breeds of horsepower suitable for a stylish arrival. And for the gentlemen at home, we've got the moves that will make your girl feel beautiful – from preparing a sensual feast to selecting thoughtful lingerie for the boudoir.

SPACE CLOSING: JANUARY 8, 2014
MATERIALS DUE: JANUARY 16, 2014
ON-SALE: FEBRUARY 25, 2014



APRIL THE MUSIC & FASHION ISSUE

Get ready to rock out with your iPod dock out, as *Playboy Playlists* load up our guys with hot new beats to take from the pages to the parties. The Annual Music Issue showcases the greatest musical talent to make the scene in 2014, including an exclusive high-profile fashion shoot with one of the most legendary rock gods of our time. PLAYBOY's *Spring Fashion Guide* inspires even the most rugged of men to dress to impress. This no-nonsense manual is filled with the essential clothing and accessories guys need to update their wardrobe with sophistication and confidence, just in time for wedding season.

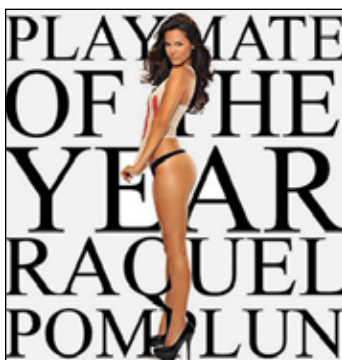
SPACE CLOSING: FEBRUARY 5, 2014
MATERIALS DUE: FEBRUARY 13, 2014
ON-SALE: MARCH 25, 2014



MAY DOUBLE LUXURY ISSUE: JET SET TRAVEL & PLAYBOY LEXICON

PLAYBOY is giving readers 31 days of engagements with no commitments. Able to get away at a moment's notice? PLAYBOY trend-spots the hot new global destinations and playgrounds with our *International Playboy's Guide to Jet Setting*. Like to entertain at home? The annual issue features the latest *Playboy Pad* complete with the newest in technology, design and attainable opulence. Flip the cover for a double dose of luxury as *The Playboy Lexicon* serves as an A-Z directory that redefines the times of the New American Playboy. Serving as the quintessential feature for single guys with complete discretion over their spending power, this guide to the good life is curated by the world's go-to guy on contemporary art, culture and photography—and PLAYBOY's contributing editor—Neville Wakefield.

SPACE CLOSING: MARCH 5, 2014
MATERIALS DUE: MARCH 13, 2014
ON-SALE: APRIL 22, 2014



JUNE PLAYMATE OF THE YEAR & SUMMER BLOCKBUSTER PREVIEW

The wait is over for one of PLAYBOY'S biggest annual franchises; the issue readers look forward to all year long has finally arrived! Since the 50s, the most coveted pin-ups in the world have been PLAYBOY'S Playmates, and it remains one of the most recognized titles for a model worldwide. Fully supported with a press and celebrity event, no wonder the *Playmate of the Year* announcement issue is consistently one of our widest read issues of the year. PLAYBOY also gives readers an exclusive inside look at the summer's biggest blockbusters from Hollywood.

SPACE CLOSING: APRIL 9, 2014
MATERIALS DUE: APRIL 17, 2014
ON-SALE: MAY 27, 2014



JULY/AUGUST DOUBLE ISSUE THE HOT SUMMER NIGHTS ISSUE

PLAYBOY showcases the very best of food, spirits, and nightlife, giving our guys a roadmap to a summer they'll never forget. For Playboys with discerning palates, we feature the best chefs and late night eats in the country. And with PLAYBOY'S leadership position as the arbiter of nightlife, our annual *Best Bars in America* franchise takes readers on a 360-degree tour of the greatest watering holes in the nation – from secret dive bars to the perfect first date spots to top-notch mixology parlors. This program provides a natural sampling and experiential extension for our advertisers in these venues.

SPACE CLOSING: MAY 14, 2014
MATERIALS DUE: MAY 22, 2014
ON-SALE: JULY 1, 2014

DATES AND EDITORIAL CONTENT ARE SUBJECT TO CHANGE.



2014 EDITORIAL CALENDAR

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SEPTEMBER THE PLAYBOY ICONS, FALL FASHION & PIGSKIN PREVIEW

PLAYBOY's Third Annual Icon Issue is creating its own gentlemen's 'hall of fame' by presenting the *Icon Awards*. PLAYBOY will define new role models who lead with intelligence, indulgence, and influence. Serving as PLAYBOY's gridiron guide, our annual *Pigskin Preview* presents PLAYBOY's picks for the top college football teams and predicts the best players and teams for the coming season. We also come to the field with the ultimate *Fall Fashion Manual*, inspiring guys to diversify their denim and get more bang for their bucks. PLAYBOY's insider's guide to the *Fall TV Preview* gives guys play by play viewing this fall.

SPACE CLOSING: JULY 7, 2014
MATERIALS DUE: JULY 10, 2014
ON-SALE: AUGUST 19, 2014



OCTOBER THE HOMECOMING ISSUE

Dedicated to higher learning with college students and alumni alike, PLAYBOY presents the highly anticipated annual Homecoming Issue, featuring America's favorite past times and the most beautiful coeds in the nation. In addition, PLAYBOY tackles the big topics in our annual *Pro Football Preview* - who's up, who's down, the top grudge matches and our picks for the season. And for the Playboys-in-training, we present the much anticipated and legendary *Top Party Schools* list, our annual ranking of the top "student bodies" and playgrounds for the future leaders of America, which also offers advertisers the chance connect with millennials as we celebrate on campuses across the country.

SPACE CLOSING: AUGUST 6, 2014
MATERIALS DUE: AUGUST 14, 2014
ON-SALE: SEPTEMBER 23, 2014



NOVEMBER THE INDULGENCE ISSUE

This is the ultimate guide to everyday lifestyle upgrades. A PLAYBOY man is a man of means and he knows that true indulgence is self-defined and that the finer things in life are not goals, but rather rewards. This issue rewards our guys with all things indulgent - from the best in gadgets to top-notch gear, including our *Fall Watch Style Guide* which proves that today's most fashionable watches are never bulky, and neither are the men who wear them. For the best in culinary experiences, PLAYBOY's *Gourmand Awards* highlights and rewards the best restaurants around the US. The New American Male knows that luxury should be an everyday experience and this issue grants our guys the permission to celebrate and treat themselves in style.

SPACE CLOSING: SEPTEMBER 3, 2014
MATERIALS DUE: SEPTEMBER 11, 2014
ON-SALE: OCTOBER 21, 2014



DECEMBER THE HOLIDAY ENTERTAINING & GIFT GUIDE SPECTACULAR

Hosting a party like a gentleman is all in the details and PLAYBOY is the authority when it comes to entertaining in style. This holiday spectacular serves as the definitive guide for entertaining as we arm our guys with tantalizing cocktails, a luxurious culinary spread to please even the most discerning palate, party playlist advice from world-renowned DJs, and tips on how to dress like the consummate host. PLAYBOY'S audience will also choose wisely from our *Gift Guide* - showing off the ultimate heirloom-quality gadgets, tools, drinks, bar accessories, and more that are sure to give guys' wish lists a serious upgrade. PLAYBOY's *Winter Fashion & Fragrance Guide* promises our guys look their very best as they hit this year's circuit of holiday parties.

SPACE CLOSING: OCTOBER 1, 2014
MATERIALS DUE: OCTOBER 9, 2014
ON-SALE: NOVEMBER 18, 2014



JAN/FEB '15 DOUBLE ISSUE BEST YEAR OF YOUR LIFE & CARS OF THE YEAR ISSUE

PLAYBOY rings in the new year by giving guys the ultimate lifestyle upgrade - arming them with the gear, gadgets, and advice needed to make the next year of their life the best year of their life. PLAYBOY's *Best Year of Your Life* program offers advertising partners cross-platform integration and customizable sponsorship opportunities to directly align with consumers that aspire to "The Good Life." We also start the new year off with two of PLAYBOY's most celebrated franchises, *2015 Cars of the Year* and the annual *Playmate Review* - where 12 Playmates face off for fans' votes to earn the coveted 2015 Playmate of the Year title.

SPACE CLOSING: OCTOBER 29, 2014
MATERIALS DUE: NOVEMBER 6, 2014
ON-SALE: DECEMBER 16, 2014

DATES AND EDITORIAL CONTENT ARE SUBJECT TO CHANGE.



2014 ADVERTISING RATES

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National Advertising Rates

EFFECTIVE MARCH 2014 ISSUE

RATE BASE: 1,000,000

4/COLOR	1X	3X	6X	9X	12X	18X	24X	36X	48X
FULL PAGE	\$113,890	\$110,470	\$108,200	\$105,890	\$103,640	\$100,220	\$96,810	\$94,510	\$92,230
2/3 PAGE	\$91,110	\$88,380	\$86,560	\$84,720	\$82,910	\$80,170	\$77,440	\$75,620	\$73,800
1/2 PAGE	\$74,020	\$71,790	\$70,320	\$68,830	\$67,350	\$65,140	\$62,920	\$61,430	\$59,960
1/3 PAGE	\$48,990	\$47,520	\$47,320	\$45,570	\$44,570	\$43,090	\$41,650	\$40,660	\$39,690
1/6 PAGE	\$26,330	\$25,540	\$25,440	\$24,500	\$23,960	\$23,170	\$22,390	\$21,850	\$21,330

2/COLOR	1X	3X	6X	9X	12X	18X	24X	36X	48X
FULL PAGE	\$101,660	\$98,610	\$96,560	\$94,520	\$92,480	\$89,440	\$86,390	\$84,360	\$82,320
2/3 PAGE	\$77,230	\$74,920	\$73,370	\$71,820	\$70,300	\$67,970	\$65,660	\$64,130	\$62,570
1/2 PAGE	\$60,980	\$59,150	\$57,940	\$56,720	\$55,480	\$53,660	\$51,840	\$50,600	\$49,400
1/3 PAGE	\$40,640	\$39,410	\$38,620	\$37,800	\$36,990	\$35,770	\$34,550	\$33,740	\$32,920
1/6 PAGE	\$20,310	\$19,700	\$19,280	\$18,890	\$18,480	\$17,910	\$17,280	\$16,860	\$16,540

B&W	1X	3X	6X	9X	12X	18X	24X	36X	48X
FULL PAGE	\$81,330	\$78,880	\$77,280	\$75,650	\$74,010	\$71,580	\$69,130	\$67,510	\$65,880
2/3 PAGE	\$61,810	\$59,940	\$58,710	\$57,460	\$56,310	\$54,370	\$52,510	\$51,290	\$50,060
1/2 PAGE	\$48,770	\$47,300	\$47,150	\$45,360	\$44,450	\$42,910	\$41,470	\$40,490	\$39,500
1/3 PAGE	\$32,560	\$31,570	\$30,940	\$30,270	\$29,630	\$28,680	\$27,680	\$27,030	\$26,370
1/6 PAGE	\$16,270	\$15,770	\$15,470	\$15,140	\$14,790	\$14,310	\$13,830	\$13,520	\$13,190

PREMIUM POSITIONS

COVERS 2	EARNED RATE PLUS 20% (SPREAD CREATIVE ONLY)
COVERS 3	EARNED RATE PLUS 10%
COVER 4	\$146,520
BLEED	10%

HOLIDAY GIFT GUIDE

1/6 PAGE	\$12,690
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All rates are gross.

2014 PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE DATE
January / February 2014	October 30	November 7	December 17
March	January 8	January 16	February 25
April	February 5	February 13	March 25
May	March 5	March 13	April 22
June	April 9	April 17	May 27
July / August	May 14	May 22	July 1
September	July 7	July 10	August 19
October	August 6	August 14	September 23
November	September 3	September 11	October 21
December	October 1	October 9	November 18
January / February 2015	October 29	November 6	December 16

Dates are subject to change.



PRINT PRODUCTION SPECS

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National Advertising

FILE SPECIFICATIONS:

File submission: web-based Send My Ad portal:
<https://playboy.sendmyad.com>

PDF-/X1a is the preferred file format. It's the policy of Playboy Magazine not to accept native files like InDesign or Illustrator.

- * All high resolution images and fonts must be included when files are saved.
- * Images must be high resolution TIFF or EPS files at 300 dpi.
- * Density should not exceed SWOP 300%.
- * Images should be CMYK or grayscale only. (Please convert all spot colors and don't submit files with RGB elements.)
- * Publisher recommends all 4C blacks be set to 60C/30M/30Y/100K.
- * Offset screen ruling should be 133-150 line screen for 4C and 133 line screen for 2C and black and white.
- * Do not nest EPS files into other EPS files.
- * Do not embed ICC profiles within images.
- * All required trapping must be included in the file.
- * Files should be right-reading, portrait mode, 100% to size with no rotations.
- * Files should include standard trim/bleed/center marks. (Offset crop marks 1/2" so they aren't in the live area.)
- * Publisher recommends submitting SWOP-standard color proofs generated from supplied files for color guidance.

NATIONAL EDITIONS

Binding: perfect
Three columns to a page
Column width: 2 1/4" (13 1/2 picas)
Column depth: 10"

REGIONAL, STATE AND METRO EDITIONS

Printing: web offset
Preferred method: PDF-x1a via portal
Only full pages and spreads accepted

FOLLOW SWOP RECOMMENDED STANDARD SPECIFICATIONS EXCEPT FOR THE FOLLOWING

- (a) Any printed matter intended to remain after trimming must be kept 3/8" in from any trimmed edge as a safety precaution. Publisher recommends that type, lettering and rules be avoided on spreads to allow for some variation in folding and alignment of pages.
- (b) Copy and layout should be designed when possible so that the ad can be positioned on either side (to permit positioning on either right- or left-hand pages) and 1/8" trim top and bottom. Allow 1/8" on each page of double spread in gutter for type safety margin.
- (c) Solid blacks: Publisher recommends 60% cyan, 40% magenta, 40% yellow, and 100% black.

- (d) Offset screen ruling: 4/Color: 133 to 150 line screen; 2/Color and black & white: 133 line screen.
- (e) Offset inks: Proof wet. Rotation: (1) yellow; (2) red; (3) blue; (4) black. Ink density not to exceed 300%. Proof head to foot. Special colors are limited; consult publisher.
- (f) Number of proofs—offset: 4/Color: 2 complete proofs; 2/Color: 2 complete proofs; black & white: 3 complete proofs.
- (g) Direct-Digital Color Proofing, Ink Jet (Scitex, Dupont, EPSON, etc.) are acceptable. Either system must follow SWOP alternatives to press proofing, including print control (Brunner or GCA-GATF color bar) guides.
- (h) Advertising files returned upon written request. All other files retained for 12 months only, after which it is destroyed. Advertisements for which complete material is not received at least 5 working days before closing will not be entitled to privileges of OK or revision.

PRODUCTION INFORMATION

For contract/insertion order submissions and related inquiries:

Marie Firreno
VP/Advertising Director
Playboy Magazine
c/o American Media Inc.
4 New York Plaza, 4th Floor
New York, NY 10004
marief@playboy.com

For production inquiries and color guidance/lo res PDF submissions:

Helen Yeoman
Production Services Manager
Playboy Magazine
9346 Civic Center Drive
Suite 200
Beverly Hills, CA 90210
t | 310.424.1800
hyeoman@playboy.com

Secondary contact:

Lesley Johnson
Production Director
Playboy Magazine
9346 Civic Center Drive
Suite 200
Beverly Hills, CA 90210
t | 310.424.1800
ljohnson@playboy.com

SIZE	BLEED	TRIM	LIVE AREA	NON-BLEED
Spread	16 1/4" x 11"	16" x 10 3/4"	15 1/4" x 10"	15 1/8" x 10"
Full Page	8 1/4" x 11"	8" x 10 3/4"	7 1/4" x 10"	7" x 10"
2/3 Vertical*	5 7/16" x 11"	5 1/8" x 10 3/4"	4 7/16" x 10"	4 11/16" x 10"
1/2 Horizontal*	8 1/4" x 5 1/2"	8" x 5 1/4"	7 1/4" x 4 1/2"	7" x 4 15/16"
1/2 Vertical*	4 1/8" x 11"	3 7/8" x 10 3/4"	3 1/8" x 10"	3 1/2" x 10"
1/2 Digest*	5 7/16" x 8 1/16"	5 1/8" x 7 13/16"	4 7/16" x 7 1/16"	4 11/16" x 7 1/2"
1/3 Vertical*	3" x 11"	2 3/4" x 10 3/4"	2" x 10"	2 1/4" x 10"
1/3 Square*	N/A	N/A	N/A	4 11/16" x 4 15/16"
1/6 Vertical*	N/A	N/A	N/A	2 1/4" x 4 15/16"

*Not available for regional, state and metro editions

Trim Size: 8" x 10 3/4"

Bleed: All bleed measurements include a standard 1/8" bleed on each of the four sides.

Spread ads: For all small type, allow 1/4" on each side of the grind (gutter) for safe visual spacing. We will take 1/8" gutter grind-off.





The way in which the new American Playboy consumes media has evolved and Playboy.com is his one-stop-shop for being entertained and informed. More than just a magazine on the web, Playboy.com gives guys an inclusive look at an exclusive world—bringing the most up to date entertainment, nightlife, style, news, girl, and event content to life as a cutting-edge multi-media and broadband experience.

Signature Features

WEEKLY

#FRISKYFRIDAY Bridging social media reach with editorial horsepower, #FriskyFriday is our most highly trafficked feature online that serves as the ultimate kickoff to the weekend for our male demographic. Playboy asks beautiful Playmates and other women to tweet their gorgeous selfies for the chance to be crowned that week's #FriskyFriday winner.

#TUESDAYTEASE Mimicking #FriskyFriday's social and digital strategy, #TuesdayTease gives our loyal audience an extra sexy pat on the back to get through the week ahead, just before humpday.

FACETIME Facetime utilizes social media to create a fan-generated weekly interview featuring Cybergirls and Playmates, giving readers the chance to get to know and interact with their favorite models.

FEMME ON FIRE This Q&A interview series features some of the hottest up-and-coming female talent in television, film, and music.

UP IN SMOKE A weekly look into the sexy science behind what makes us tick: from between the ears to between the sheets.

WEEKLY CAR REVIEW Our look at the latest in car culture. Whether it's events around the world, first looks at new models or a beautiful new concept car, we're on it.

PLAYBOY RETRO A weekly retrospective glance at some of our favorite Playmates, photo shoots and centerfolds from decades past.

THIS WEEK IN SEX Every week, we round up the hottest sex-related stories and trends circulating on the web. When it comes to sex, what you see isn't always what you get.

BI-WEEKLY

BARFLY A look at some of America's best bars, new and established, we break it all down for you. Whether it's for their ace cocktails or a nifty concept, these are the bars to keep on your list.

THE PICKUP WITH NICK SAVOY Learn the secrets of a successful pickup from the professionals. Nick Savoy, President of Love Systems (the leading pickup artist firm) unmask the mysteries of the opposite sex.

HOW TO BE THE ULTIMATE GENTLEMAN A point-by-point list of everything it takes to be the ultimate gentleman. From substance and style to toys and tech, our advice is this: indulge.

CUSTOM TIMING

ALCOHOL GEOGRAPHY We take readers on an adventure to the best known alcohol homelands in the world. From Speyside malts in Scotland to the vodkas of Russia, get ready to be the ultimate drink connoisseur.

THE GAMER NEXT DOOR Our roster of models-slash-gaming experts host a sexy and informative video blog that takes fans into the world of gaming and gadgets.

THE PLAYBOY ADVISOR Longtime Playboy Advisor Chip Rowe gives us the lowdown on sex and other things that stimulate a man's fancy, from electronics to grooming habits and everything (and everyone) in between.

#ASKPLAYBOY Hilarious and informative advice written by influential internet personalities on sex, dating and relationships.

Monthly US Traffic

• 2,970,000 Unique Visitors

Source: comScore October 2013, 3-Month Average

Demographics

Male	77%	HHI \$60+	58%
Female	23%	HHI \$75+	46%
A18-34	33%	HHI \$100+	30%
A35-49	25%	Median HHI	\$69,838
A21+	90%	Median Age	38

Source: comScore October 2013, 3-Month Average

2014 Online Rates

UNIT	DIMENSIONS	CPM (NET)
Leaderboard	970x90	\$8.00
Rectangle	300x250	\$8.00
Half-page	300x600	\$10.00
Pre-roll	—	\$25.00
Interstitial	600x400	\$22.00

GENERAL INFORMATION

- CPMs based on ROS placements. Exclusive, targeted and homepage placements are available at an additional cost.
- Advertiser to pay all third party serving fees for rich media.
- 60k maximum file size.
- All interstitials and floaters must have a close button.
- All creative due 5 days prior to campaign launch date.

CONTACT

JOHN LUMPKIN SVP, PUBLISHER & INTEGRATED SALES
JLUMPKIN@PLAYBOY.COM

*Plus, of course, the most beautiful women in the world,
delivered daily on the most dynamic men's site on the web!*



ONLINE PRODUCTION SPECS

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PLAYBOY.COM

PLAYBOY.COM ADVERTISING REQUIREMENTS:*

Images displayed on Playboy.com must be appropriate size, resolution, and aspect ratio. Playboy.com may re-size images to conform to design requirements. All images should be supplied in the appropriate size and aspect ratios as specified below. Playboy.com cannot guarantee the appearance of online images provided in other sizes, resolutions, or aspect ratios.

There are no looping restrictions. Animated GIF and HTML banners are allowed. Playboy.com is capable of most banner formats (Java, daughter windows, etc.) and supports rich media.

*SEE BANNER SPECS

GENERAL CONDITIONS:

Banners and insertion orders must be received 3 business days before they are to launch. Please send all creative electronically to AdBanners@playboy.com.

Rich media requires a test period of five business days prior to campaign launch date and subject to approval by Playboy.com.

Rates are gross and subject to change by Playboy without notice.

Advertisers in Playboy magazine will also receive their earned frequency discount. Non-magazine advertisers' rates are as listed.

Playboy has the right to modify or alter banner colors and sizes/shapes to conform to Playboy's website design.

Advertiser and its agency agree not to make any reference to Playboy, its trademarks or its properties without the prior written permission of Playboy.

Advertisements are accepted upon the representation that the advertiser and its agency have the right to authorize publication of the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify, defend and hold publisher harmless against any expense, claim or loss arising out of publication.

All advertisements are subject to acceptance by the Copy Acceptance Committee in Chicago, Illinois. Publisher reserves the right not to accept any advertisement, insertion order, space reservation or position commitment at any time.

Advertising representatives have no authority to approve or accept any advertisement or commit Playboy to position of reservation space.

Positioning of advertisements is at the discretion of Playboy, except when a request for a specific preferred position is agreed to in writing by Playboy.

All insertion orders are accepted subject to provisions of our current rate card.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to publisher for advertising that advertiser or its agency ordered and that was published.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card, except as provided herein.

This document contains creative requirements for advertising on the Playboy.com website. In addition to the specifications listed below, the creative may not simulate Playboy.com editorial content or in any other way be misleading to the user. All creative is subject to approval by Playboy.com editorial.

THIRD PARTY SERVED ADS

Playboy.com allows advertisers to serve their ads from third party servers. However, these ads will be reviewed on a case-by-case basis. We require a copy of all the third-party served ads for editorial approval and we reserve the right to begin serving creative from our servers, in the event that we encounter performance problems. We currently accept banners using the IFRAME/Javascript method. However, please be aware that we will be unable to track clicks for creative using this method.

RICH MEDIA SPECIFICATIONS

Playboy.com accepts rich media ads as long as they are no greater than 100k and with dimensions no greater than 550x480. Frequency cap must be set to 1. Playboy.com accepts Unicast, Eyeblaster, Eyewonder, Commflash, Enliven, Shoshkeles, Klipmart, DHTML etc. Playboy.com will accept other technologies on a case-by-case basis. Sample creative should be sent to Playboy.com for approval, prior to signing an insertion order. Creative is due 5 days prior to campaign start date. All rich media ads must function as intended on both Macintosh and Windows platforms and in Netscape and Internet Explorer versions 4.0 and higher.

ENLIVEN

We accept Enliven technology creative on a case-by-case basis, provided that the total file size is no greater than 100k. The file size includes all the components that make up the ad.

VIDEO/PREROLLS:

Tape formats accepted: Beta SP, Beta SX, Digi Beta, DVC Pro, DVCam & MiniDV

If you would like to send your material digitally, please adhere to these requirements. We can take delivery of digital files via our own incoming ftp server or we can download from your ftp. Files can also be burned to CD-ROM or data DVD, depending on size.

The transfer of digital files that are more than a few minutes in length is not recommended:

Format: NTSC or PAL (NTSC preferred)
Compressor: Microsoft DV AVI (dv25 compliant).
Frame: 720 x 480
Pixel Aspect Ratio: D1/DV NTSC (0.9)
Frame Rate: 29.97
Depth Millions, Quality: 100%

Audio Settings:
Rate: 48000, Format: 16 - Stereo
Compressor: Uncompressed

QuickTime DV MOV.
Compressor: QuickTime DV
NTSC or PAL format
All options should be roughly the same as above with the exception of the compressor

Uncompressed AVI or QuickTime MOV Compressor: None or Uncompressed
All options should be roughly the same as above with the exception of the compressor.

We recommend pre-roll advertisements to be no more than 15 seconds in length. If embedding a 1x1 third party tracking pixel in a pre-roll ad, please provide stand-alone img src and href tags. Standard DART tags will not work.

AD UNITS

Playboy.com will intercept all viewers who link to a specific section of our site with interstitial ad units. Playboy accepts Roadblock ad units with a 60k maximum file size and with dimensions no greater than 600x350. Please note: Roadblock ad units are not available on the Playboy.com homepage.

HTML/JAVASCRIPT

We support HTML banners and HTML with Javascript. All elements of the ad must be hosted on Playboy.com's servers. Additionally, if an HTML form is used, the form tag must use the parameter "METHOD=GET" and it should include a valid action tag. The sum of the file sizes of the elements that make up the HTML ad should not exceed the maximum file size for the given banner size (listed above).

JAVA

We support Java ads, provided that all components (ie .class, .jar, .html files, etc.) are hosted on Playboy.com servers. All click-through URLs on the ad must be controllable via a <PARAM> tag so that Playboy.com may track clicks. The total size of preloading code may not exceed 15k. Additionally, an alternate banner must be provided to display on non-Java enabled browsers.

FLASH

Flash files must be served from Playboy.com's servers. The file size limits are determined by the banner size (see above). Additionally, an alternate .jpg or .gif must be provided to display on browsers that do not have the Flash plugin installed. In order for Playboy.com to track the clicks: For the "getURL" embedded in the object action window, please use "clickTAG" instead of your url & send your click thru url separately via e-mail. Flash files must be saved in Flash 4. In order to have a new browser window open when clicking on the banner, choose "_blank" by the window option in the action window.

OTHER TECHNOLOGIES

Other technologies will be accepted by Playboy.com on a case-by-case basis. Sample creative should be sent to Playboy.com for approval, prior to signing an insertion order.



CONTACT

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JLUMPKIN@PLAYBOY.COM

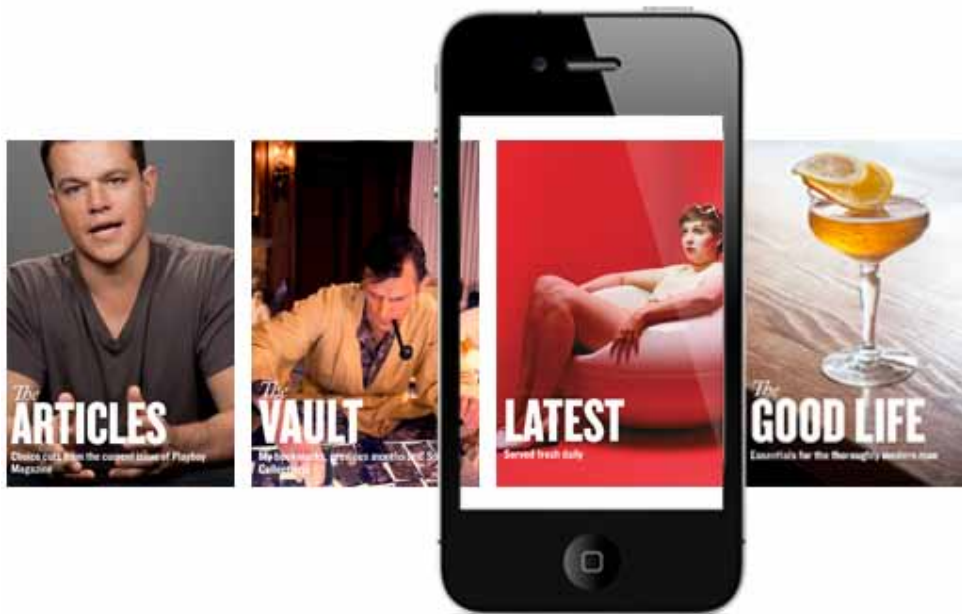
PLAYBOY DIGITAL

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PLAYBOY

MOBILE

Playboy's new mobile site is a premium representation of Playboy.com, optimized for your smart phone device. The new mobile platform (m.playboy.com) provides a premium entertainment experience and streamlined navigation for the guy on the go.



Traffic

- 4.4 MM Page views per month
- 1.7 MM Visits per month
- 1.1 MM Unique Visitors per month

Source: comScore Mobile October 2013

Available Ad Units

UNIT	DIMENSIONS
Pop-Under	FULL PAGE
Middle Banner	305x99
Floating Banner	320x102
Footer Unit	300x250
Interstitial	300x285

:15 or :30 Pre-Roll
Landscape Side Skin

i.PLAYBOY

Playboy's tablet-optimized subscription site offers members complete access to every issue of Playboy ever published – plus exclusive early access to pictorials, interviews and more.

Traffic

- 1.2 MM Page views
- 10 Page views per visit
- 100,000 Users
- 48% of visits are on mobile devices

Source: Google Analytics

Engaging Content + User Friendly Site Design



Returning visitors viewed 27 pages and spent 11 mins on site on average



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SOCIAL MEDIA

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PLAYBOY

With a social media footprint of 17MM+ fans and followers, Playboy leads the world of men's magazines in social media — providing our guys with up to the minute lifestyle content and allowing them to engage in the world of Playboy on the go.

CONNECT

Optimize audience growth by consistently delivering the types of content our guys want when they want it most.



FACEBOOK
13.7MM+ Fans



TWITTER
805K+ Followers



INSTAGRAM
815K+ Following

Stats as of January, 2014

We're also paving the way on the latest social media platforms, creating strong inroads on Tumblr, Google+, Pinterest, and more.



ENGAGE

Give fans a platform to comment on, like, share and repost their favorite content.



INFLUENCE

Activate the advocates. Tap into Playboy's influencer networks to activate new audiences, build brand equity, and organically create buzz for our advertisers.



"THIS IS MY PLAYBOY. A WORLD THAT EXISTS AT THE INTERSECTION OF STREET, DANGER, BEAUTY, SEX, CONTROVERSY AND CULTURE. A PLACE TO FIND STORIES ON THE UNTOLD, THE FORGOTTEN AND THE UNEXPECTED."
-JENNI LOMBARDO



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CUSTOM MARKETING SOLUTIONS

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INFLUENTIAL.

LIFESTYLE



Art Basel



Pebble Beach Concours d'Elegance



Dining Series

POP CULTURE



World Premieres



Comic-Con



Super Bowl

DESTINATION EXPERIENCES



Playboy Mansion



Playboy Clubs Locally & Globally

CONTACT

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JLUMPKIN@PLAYBOY.COM



PLAYBOY

GENERAL CONDITIONS

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PLAYBOY

General Conditions

Advertiser and its agency agree not to make any reference to Playboy, its trademarks or its properties without the prior written permission of the publisher.

The word "advertisement" will be placed within any advertising that, in the publisher's opinion, so warrants.

Commissions

Agency: 15% to all recognized agencies.

Billing: Advertising bills rendered on the first of the month preceding date of issue.

Cash Discount applies to print only

2% 10 days from invoice date; net 30 days.

Interest will be charged at the rate of 1 1/2% per month on unpaid balances, or the highest rate allowable by law.

Other Conditions

- (a) Advertisements are accepted upon the representation that the advertiser and its agency have the right to authorize publication of the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify, defend and hold publisher harmless against any expense, claim or loss arising out of publication.
- (b) Rates are subject to change by publisher without notice. Rate base guarantee is based on ABC six-month averages, and does not extend to regional, state, metro and demographic buys.
- (c) All advertisements are subject to acceptance by the Copy Acceptance Committee. Publisher reserves the right not to accept any advertisement, insertion order, space reservation or position commitment at any time.
- (d) Representatives have no authority to approve or accept any advertisement or commit publisher to position of reservation space.
- (e) Positioning of advertisements is at the discretion of the publisher, except when a request for a specific preferred position is agreed to in writing by the publisher.
- (f) Publisher shall have no liability for errors in key numbers.
- (g) Cancellations or changes in orders may not be made by the advertiser or its agency after the issue closing date as determined by publisher on page one of this rate card. Cancellation or changes of advertising will be honored only if received in writing by an authorized representative of Playboy in New York or Chicago and accepted prior to the space closing date.

Cancellation or changes will be effective for all issues following the closing date immediately succeeding the date that said written cancellation is received and accepted.
- (h) All insertion orders are accepted subject to provisions of our current rate card.
- (i) Publisher shall not be liable for any costs or damages if for any reason it fails to publish any advertisement. Publisher's liability for any error or omission in whole or in part shall not exceed the cost of the space of the advertisement in which the error occurred.
- (j) Orders from agencies or other third parties are accepted on the condition that the advertiser is jointly and severally liable for payment of charges in the event the agency or third party does not make payment for whatever reason, including insolvency, for advertising that advertiser or its agency or third party ordered and that was published.
- (k) No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card, except as provided herein.
- (l) Business publications contract and copy regulations applicable to consumer magazines and published by Standard Rate and Data Service are binding upon publisher and advertiser, unless the contrary is provided herein.
- (m) Any claims by advertisers, agencies or other third parties arising out of or in connection with advertisements must be brought within 12 months of the date such claims arise or such claims are waived.

As used in this section entitled "General Conditions," the term publisher shall refer to Playboy Enterprises International, Inc.

All prices herein are net of any sales and/or use tax, which are the sole responsibility of the advertiser.

CONTACT

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JLUMPKIN@PLAYBOY.COM



PLAYBOY SALES CONTACTS

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PLAYBOY

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Angela Lee

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