

2019 Media Kit

EDITORIAL



WE SHOW HER HOW

Every day, there is a good thing **to learn** at *Martha Stewart Living*—from expert advice to **original ideas** that take her to new heights and have real impact. As curiosity strikes, we unleash her imagination by introducing **the new and the now** for living a more beautiful life.

She is motivated to express herself and **make her mark!**

MARTHA STEWART
Living
make your mark

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EDITORIAL



EDITORIAL EXPERTS

Our experts' know-how, passion, and endless curiosity yields original content that resonates with consumers.

OUR CORE EDITORIAL THEMES

Food & Entertaining
Decorating & Home

Holiday & Crafts
Collecting
Gardening

Pets
Beauty & Style



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JANUARY/FEBRUARY

Close: 11/14/18; On-Sale: 1/11/19
Fresh Starts

MARCH

Close: 12/26/18; On-Sale: 2/15/19
Living Creatively

APRIL

Close: 1/23/19; On-Sale: 3/15/19
Live Cleaner & Greener (& Easter)

MAY

Close: 2/20/19; On-Sale: 4/12/19
Instant Upgrades

JUNE

Close: 3/20/19; On-Sale: 5/10/19
Summer Food/Entertaining

JULY/AUGUST

Close: 5.1.19; On-Sale: 6.21.19
America the Beautiful

SEPTEMBER

Close: 6/26/19; On-Sale: 8/16/19
Smart Strategies & New Essentials

OCTOBER

Close: 7/24/19 ; On-Sale: 9/13/19
Home & Harvest

NOVEMBER

Close: 8/21/19; On-Sale: 10/11/19
Give Thanks

DECEMBER

Close: 9/25/19; On-Sale: 11/15/19
Celebrate the Season

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READERS



VALUABLE CONSUMERS

A Highly Engaged and Discerning Audience

Total Audience	8,000,000
% Female	90%
Median Age	53
Median HHI	\$78,011
Own Home	74%
Married	58%
Employed	59%
Any College	70%
Any Kids	36%

Source: *MSL/GFK Insiders; MRI Doublebase 2018 (Base Adults)

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READERS



VALUABLE CONSUMERS

PSYCHOGRAPHICS

Delivering an audience of engaged fans who are “doers,” big spenders, and highly influential

ENGAGE

- 86% describe themselves as “doers”
- 3 out of 4 fans engage with the Martha brand across 4 or more platforms
- 98% consider *Martha Stewart Living* a trust source for great ideas for recipes, entertaining, and décor
- 90% believe the magazine offers something they don’t get in other magazines

PURCHASE

- 34% more likely than U.S. average to be the primary shopper for household
- In the past 12 months, *Martha Stewart Living* fans have spent:
 - \$38B on Groceries
 - \$1.2B on Health and Beauty Aids
 - \$2.5B on Prescription Drugs
 - \$6.3B on Home Remodeling/Improvements
 - \$2.4B on Household Furnishings (Big/Low Ticket Items)
 - \$4.4B on Clothing
 - \$1B on Fine Jewelry/Watches
 - \$31B on Auto (Purchase/Lease)
 - \$11B on Domestic/Foreign Vacations

INFLUENCE

- 10% more likely than U.S. average to influence other’s purchase decisions

Source: GFK/MSL Insiders. 2017 Martha Stewart Brand Involvement Study. GFK MRI Doublebase 2017. Adults. Competitive set: Food Network, O, The Oprah Magazine, Real Simple, Cooking Light, Bon Appetit

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READERS



MILLENNIAL MARTHAS

- Nearly 25% of readers are Millennials (25-39)
 - More than *Oprah*
- Nearly 90% of Millennial fans agree *Martha Stewart Living* is a reflection of me and my lifestyle
 - More than any other age group
- 98% read *Martha Stewart Living* for inspiration
- 98% turn to the magazine for recipes and cooking ideas
- 96% come to *Martha Stewart Living* for home decorating/remodeling ideas
- 90% plan to read *Martha Stewart Living* regularly in the future

Source: MRI Doublebase 2018. Adults 25-39. 2017 Martha Stewart Brand Involvement Study

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CIRCULATION



GROWTH & QUALITY IN CIRCULATION

Year after year, *Martha Stewart Living* grows stronger and more vibrant, allowing advertisers to engage confidently with our readers.

TOTAL CIRCULATION: 2,062,321

RATE BASE: 2,050,000

NEWSSTAND: 94,671

- Up 6% increase (compared to 89,148 in June 2017)
- Premium pricing—one of the highest newsstand prices among all women's magazines (\$4.99)

TOTAL SUBSCRIPTIONS: 1,967,650

- Print: 1,829,496
- Digital: 138,154
 - Up +81% versus 2016 (76,505 in June 2016)

Source: Alliance for Audited Media (AAM); Publisher's Statement December 2017 vs. June 2016

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MARKETING PROGRAMS



CHANGE THE DAY

Martha Stewart Living's brand new, integrated tentpole program teaches and motivates millions to live cleaner, greener, healthier, and happier lives. With achievable ideas, engaging crowd-sourced experiences, and actionable challenges, this editorial program inspires fans to make simple changes that have a positive impact on themselves, their homes, their family, and the world.

- Timing: Year-long
- Alignment with editorial content in-book and online
- Native content and high impact sponsorship opportunities
- Influencer and social extensions

"GOOD THINGS" EVENTS

Inspired by actual stories and ideas from the magazine, *Martha Stewart Living* gives fans one-of-a-kind seasonal experiences. From tastings to demos to DIY activities, fans tap into their inner "Martha" and learn 'good things' to truly celebrate the seasons.

- Timing: Spring/Summer and/or Fall
- Demos & DIY activations
- Pouring/Sampling
- Raffles/Giveaways

MARTHA STEWART'S AMERICAN MADE

This 7th annual editorial initiative spotlights rising entrepreneurs and makers in the fields of Style, Design, Craft and Food. These game changers and their American Made products are changing the way we eat, live and shop.

READY, SET, CELEBRATE

From Thanksgiving to Christmas, *Martha Stewart Living* knows "how-to" holiday and make the season bright. In Q4 2019, we're bringing our most clever, delicious and delightful ideas through an editorially led integrated campaign. Fans are invited to join *Martha Stewart Living* experts at a holiday extravaganza pop-up experience featuring demos and hands-on workshops sharing holiday how-to ideas for the home, cooking, style, and more!

- Timing: Q4 2019
- Sponsorship of editor/expert-hosted experiences
- Integration into activations
- Wet & Dry Pouring/Sampling
- Raffles/Giveaways

*All elements subject to change and pending final media commitment

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NATIONAL ADVERTISING RATES



RATE BASE: 2,050,000

COLOR RATES

Full Page	\$233,800
2/3 Page	\$186,900
1/2 Page	\$146,200
1/3 Page	\$105,200
Digest Page	\$131,500

BLACK & WHITE RATES

Full Page	\$163,600
2/3 Page	\$130,800
1/2 Page	\$102,200
1/3 Page	\$73,600
Digest Page	\$92,100

PREMIUM PAGE RATES

Cover 2	\$292,400
Cover 3	\$257,400
Cover 4	\$304,100

For more information contact:

Christine Guilfoyle, SVP/Publisher, *Martha Stewart Living*
christine.guilfoyle@meredith.com
212.551.7131

*Rates are gross

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NATIONAL ADVERTISING SPECS



MAGAZINE TRIM SIZE: 9" X 10 7/8"

BINDING: PERFECT BOUND

AD SIZE	TRIM SIZE width x length	NON-BLEED width x length	BLEED SIZE width x length	BLEED SAFETY width x length
Full Page	9" x 10 7/8"	8 1/2" x 10 3/8"	9 1/4" x 11 1/8"	8 1/2" x 10 3/8"
Spread	18" x 10 7/8"	17 1/2" x 10 3/8"	18 1/4" x 11 1/8"	17 1/2" x 10 3/8"
1/2 Vertical	4 1/2" x 10 7/8"	4" x 10 3/8"	4 3/4" x 11 1/8"	4" x 10 3/8"
1/3 Vertical	3 1/8" x 10 7/8"	2 5/8" x 10 3/8"	3 3/8" x 11 1/8"	2 5/8" x 10 3/8"
2/3 Vertical	6" x 10 7/8"	5 1/2" x 10 3/8"	6 1/4" x 11 1/8"	5 1/2" x 10 3/8"
1/2 Horizontal	9" x 5 1/2"	8 1/2" x 5"	9 1/4" x 5 3/4"	8 1/2" x 5"
1/3 Horizontal	9" x 3 3/4"	8 1/2" x 3 1/4"	9 1/4" x 4"	8 1/2" x 3 1/4"
2/3 Horizontal	9" x 7 3/8"	8 1/2" x 6 7/8"	9 1/4" x 7 5/8"	8 1/2" x 6 7/8"
1/2 Sprd Horizontal	18" x 5 1/2"	17 1/2" x 5"	18 1/4" x 5 3/4"	17 1/2" x 5"
1/3 Square	6" x 5 1/2"	5 1/2" x 5"	6 1/4" x 5 3/4"	5 1/2" x 5"
Digest	6" x 7 3/4"	5 1/2" x 7 1/4"	6 1/4" x 8"	5 1/2" x 7 1/4"
1/6 Vertical	NA	2 1/4" x 4 7/8"	NA	NA
1/6 Horizontal	NA	4 5/8" x 2 3/8"	NA	NA
1/12 Page	NA	2 1/4" x 2 3/8"	NA	NA

DOCUMENT/FILE SPECS AND PROOFS:

See next page

MATERIAL EXTENSIONS AND AD PORTAL CONTACT:

Mariah McCall
515.284.3118
mariah.mccall@meredith.com

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ADVERTISING SPECS

TRIM SIZE: 9" X 10 7/8"

FILE TYPES AND DELIVERY:

- Submit PDF-X1a FILES via Meredith Ad Express: meredith.sendmyad.com
- For instructions on how to create a PDF-X1a go to: http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf
- Prepare files to Meredith's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

FILE SPECIFICATIONS/GENERAL GUIDELINES:

- Include/embed all fonts and artwork.
- Max density (total area coverage) is 300%
- Image resolution is 300 dpi, Line illustration is 2400 dpi.
- CMYK or Grayscale only. Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK.
- 5/c ads: Limit spot color to the elements from the Pantone Library.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters such as ("()*&^%\$#@!{}[]\|'.,:; in file names.
- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

DOCUMENT SETTINGS:

- Ads should be built at 100% trim size.
- Bleed ads, extend bleed to 1/8" beyond trim on all sides.
- Keep live matter 1/4" inside trim dimensions on all sides.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167" so not to touch live image or bleed areas. See PDF Guide link above.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.
- Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

FONTS:

- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Do not apply styles to basic fonts, use the actual font.
- 4-color type should not exceed 300% density.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
- Color or reverse type and line art should not be less than .007" at the thinnest area. Single color type and line art should not be less than .004" at the thinnest area. General guideline is nothing thinner than the equivalent of a hairline rule.

PROOFS:

- Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to www.swop.org for additional information.

NOTES:

- Meredith does not make any changes to ads or files.
- Retention of materials is 13 months.

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TERMS AND CONDITIONS

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of Martha Stewart Living magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to www.marthastewartmarketing.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 each six month AAM period, during 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 six (6)-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 6-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.

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TERMS AND CONDITIONS

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.