mission statement

*Rachael Ray Every Day* serves up Rachael’s *CAN-DO SPIRIT* and relax-the-rules attitude. We give you delicious recipes you can’t wait to make, smart shopping tricks that save you time and money and new ideas for cool places to go and fun things to do with family and friends.

We’re all about **SPICING UP YOUR ROUTINE** and moving **FUN** to the top of your to-do list.
Founder and editorial director of our acclaimed magazine, Rachael Ray is also the host of the *EMMY AWARD-WINNING* syndicated *Rachael Ray Show* and the popular Food Network programs *Rachael Ray's Kids Cook-off*, *Rachael Ray's Week in a Day* and *30 Minute Meals*. With a successful line of cookware and accessories, Rachael is also a best-selling author and currently has **22 COOKBOOKS** in print. She launched the Yum-o! organization, a charity aimed at inspiring the way Americans eat, and Rachael’s Rescue to help animals in need.

### AWARDS & ACCOLADES

- April 2014: Named to the *PRESIDENT’S COUNCIL ON FITNESS, SPORTS AND NUTRITION* by President Obama
- September 2014: Named to *Food & Wine* and *Fortune* magazine’s “MOST INNOVATIVE WOMEN IN FOOD AND DRINK” list
- September 2014: Led Parade magazine’s survey results on “THE NATION’S CHANGING TASTES” with regards to “MOST POPULAR CHEFS”
- **8 COOKBOOKS** named to the *NEW YORK TIMES BEST SELLERS LIST*
LAUREN PURCELL became Editor-in-Chief of Rachael Ray Every Day magazine in January 2012. Purcell is responsible for overseeing editorial content for the magazine, published 10 times a year and reaching 6.1 MILLION READERS, as well as the robust RachaelRaymag.com website.

Purcell joined Rachael Ray Every Day from Self magazine, where she served as Executive Editor. She began her career at Self as Senior Health Editor and held several positions in her tenure with the magazine, including Articles Editor and Deputy Editor. She has also held editorial positions at Mademoiselle, American Health for Women and Harper’s Bazaar.

In addition, Purcell is the co-author, with her sister, of Cocktail Parties, Straight Up! Easy Hors D’oeuvres, Delicious Drinks and Inspired Ideas for Entertaining with Style (John Wiley and Sons), and Sisters’ Secrets to Confident Entertaining, a highly popular digital brand.

Rachael Ray Every Day is for anyone who is serious about her passions but doesn’t take herself too seriously. She believes that cooking, eating and caring about food adds pleasure to the day-to-day.

LIFE IS NOW. Life is what surrounds you. Life is food and family and friends and fun and making the most of every day as it happens."
brand overview

TELEVISION
- The Rachael Ray Show
- Rachael Ray’s Kids Cook-Off
- Rachael Ray’s Week in a Day
- 30 Minute Meals

MAGAZINE
- Rachael Ray Every Day

DIGITAL
- RachaelRayMag.com
- RachaelRay.com
- RachaelRayShow.com

DIGITAL EDITION
- [Image of digital edition]

COOKBOOKS
- 22 Titles
- 8 New York Times Bestsellers

ENEWSLETTERS
- [Image of enewsletters]

SOCIAL MEDIA
- [Social media icons]

BRANDED PRODUCTS
- [Image of branded products]

For more information contact CAREY WITMER, EVP & Group Publisher at Carey.Witmer@meredith.com or your Rachael Ray Every Day account executive.
editorial content

Rachael Ray Every Day is a lifestyle magazine with food at the core.

### WHAT WE'RE ABOUT

- **70%** Food
- **30%** Lifestyle

### WHEN IT COMES TO LIFESTYLE...

- **28%** Home Furnishings/Electronics
- **10%** Health, Fitness, Beauty, Fashion
- **26%** General Interest (Pets, Gardening, Culture, etc.)
- **7%** Wine/Liquor/Beer
- **7%** Family/Children
- **4%** Travel/Transportation

For more information contact **CAREY WITMER**, EVP & Group Publisher at Carey.Witmer@meredith.com or your Rachael Ray Every Day account executive.

Source: MediaRadar, Jan 2016 – December 2016
## Editorial Calendar

### January/February: Kick Off a New Year!
Jump-start your most delicious year yet with healthy and hearty winter dishes, Super Bowl snacks and Valentine’s recipes that bring the heat.

Close: **November 14**  
On Sale: **January 17**

### March: Get Cozy!
Snuggle in with new takes on classic chilly-weather recipes, and cozy up your space with our decor picks, DIY tweaks and comfy (not dumpy!) style. Plus: a look back as Rachael celebrates her 10th annual Feedback party at SXSW.

Close: **December 21**  
On Sale: **February 21**

### April: Save Time, Save Money
Shopping, meal-prep and cooking secrets to help you save big this spring. Plus: our Easter menu showdown and kitchen upgrades worth blowing your tax refund on.

Close: **January 23**  
On Sale: **March 28**

### May: Healthy Eating
We’re making healthy taste delicious! The supermarket is bursting with seasonal produce, and so are this month’s recipes. Plus: Mother’s Day brunch and spring break getaways as the weather warms.

Close: **February 24**  
On Sale: **April 25**

### June: Grilling and Outdoor Fun
It’s barbecue season! Rachael shares what’s cookin’ on the grill with tips and tricks for whipping up a serious spread without ever turning on the oven.

Close: **March 27**  
On Sale: **May 30**

### July/August: Summer Parties
Summertime means party time! Great ideas for outdoor entertaining, from games to heatproof beauty hacks to, of course, the menu.

Close: **April 28**  
On Sale: **June 27**

### September: Family/Back to School
Gearing up for fall with simple style tweaks, easy weeknight recipes, football-season favorites and the best tricks for #winning lunchtime.

Close: **June 23**  
On Sale: **August 29**

### October: Fall Faves
The weather’s getting crisp! Our tailgating treats, ideas for showing your Halloween spirit and a rundown of the new fall beauty looks will warm you right up!

Close: **July 26**  
On Sale: **September 26**

### November: Thanksgiving
Our annual Thanksgiving planning guide: a great menu, easy table-setting ideas and how to have some serious family fun.

Close: **August 23**  
On Sale: **October 24**

### December: Holiday
’Tis the season to sparkle and shine with day-to-night fashion and beauty, recipes to impress a crowd and gifts that spread the love (without breaking the bank).

Close: **September 20**  
On Sale: **November 21**

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### IN EVERY ISSUE:
- **NEW Shortcut Suppers Playbook**: A complete guide to cooking one delicious recipe for six no stress, super quick and easy dinners.

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For more information contact CAREY WITMER, EVP & Group Publisher at Carey.Witmer@meredith.com or your Rachael Ray Every Day account executive.
established & sustained circulation

1.7 MIL

For more information contact CAREY WITMER, EVP & Group Publisher at Carey.Witmer@meredith.com or your Rachael Ray Every Day account executive.

Source: Alliance for Audited Media
regional circulation

<table>
<thead>
<tr>
<th>REGION</th>
<th>PAID &amp; VERIFIED CIRCULATION</th>
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<tbody>
<tr>
<td>New England</td>
<td>86,901</td>
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<tr>
<td>Mid-Atlantic</td>
<td>237,570</td>
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<tr>
<td>South-Atlantic</td>
<td>287,244</td>
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<td>East South Central</td>
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<td>East North Central</td>
<td>256,866</td>
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<tr>
<td>Pacific</td>
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<tr>
<td>Canada, District of Columbia &amp; Misc.</td>
<td>83,025</td>
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<td><strong>TOTAL PAID &amp; VERIFIED CIRCULATION</strong></td>
<td><strong>1,614,934</strong></td>
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Source: AAM Statement, 6/30/2016
## Audience Demographics

### Rachael Ray Every Day

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<tr>
<th>Segment</th>
<th>Audience (000)</th>
<th>Comp (%)</th>
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<tbody>
<tr>
<td><strong>Total Adults</strong></td>
<td>6.1</td>
<td></td>
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<tr>
<td><strong>Women</strong></td>
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<td></td>
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<tr>
<td><strong>Men</strong></td>
<td>13</td>
<td></td>
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<tr>
<td><strong>Median Age</strong></td>
<td>50.8</td>
<td></td>
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<tr>
<td><strong>Age 18-34</strong></td>
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<tr>
<td><strong>Age 18-49</strong></td>
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<tr>
<td><strong>Age 25-54</strong></td>
<td>3,159</td>
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<tr>
<td><strong>Age 35-54</strong></td>
<td>2,255</td>
<td>37</td>
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<td><strong>Median HHI $</strong></td>
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<tr>
<td><strong>HHI $75K+</strong></td>
<td>2,664</td>
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<tr>
<td><strong>Any College</strong></td>
<td>3,582</td>
<td>59</td>
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<tr>
<td><strong>Presence of Children</strong></td>
<td>2,337</td>
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Source: MRI Spring, 2016
Effective January/February 2017 Issue
Rate Base: **1,700,000**

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<td>$165,000</td>
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<td>Cover 3</td>
<td>$193,900</td>
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<tr>
<td>Cover 4*</td>
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</tr>
</tbody>
</table>

**FOR SPECS VISIT MEREDITH.COM/AD-SPECS**

For more information contact CAREY WITMER, EVP & Group Publisher at Carey.Witmer@meredith.com or your Rachael Ray Every Day account executive.

*Closing date is one month prior to published space close.*
advertising sales offices

**CAREY WITMER**
**EVP & GROUP PUBLISHER**
212-499-1880
Carey.Witmer@meredith.com

**KRYSTIN GUINAN**
**MARKETING DIRECTOR**
212-551-6977
Kristin.Guinan@meredith.com

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**NEW YORK**
805 Third Avenue
New York, NY 10022
Fax: 646-293-6247

**Tiffany Ehasz**
**Food/Packaged Goods Director**
Tiffany.Ehasz@meredith.com
212-455-1409

**Ellen Kamhi**
**Health & Beauty Director**
Ellen.Kamhi@meredith.com
212-455-1207

**Mallory Parks**
**Southeast Director**
Mallory.Parks@meredith.com
212-455-1202

**Brendan Smyth**
**Sales Development Director**
Brendan.Smyth2@meredith.com
212-499-2185

---

**CHICAGO**
333 N. Michigan Avenue, Suite 1500
Chicago, IL 60601
Fax: 312-580-7907

**Michelle Butler-Mingey**
**Account Director**
Michelle.Butler-Mingey@meredith.com
312-853-1220

**Christine Rozmanich**
**Account Manager**
Christine.Rozmanich@meredith.com
312-281-3541

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**DETROIT**
1050 Wilshire Drive, Suite 330
Troy, MI 48084
Fax: 248-649-5925

**Karen Barnhart**
**Account Manager**
Karen.Barnhart@meredith.com
248-205-2571

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**WEST COAST**
800 Corporate Pointe, Suite 270
Culver City, CA 90230

**Molly Wooton**
**West Coast Director**
Molly.Wooton@meredith.com
310-689-1637

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For more information contact CAREY WITMER, EVP & Group Publisher at Carey.Witmer@meredith.com or your Rachael Ray Every Day account executive.
active & engaged readers

➢ 43%—of the magazine’s total audience are primary readers

➢ Nearly half of Rachael Ray Every Day readers are principle shoppers age 25-54

➢ Readers take action—17% purchased a product or service upon seeing an ad in Rachael Ray Every Day. (vs. 15% a year prior)*

➢ 33% consider Rachael Ray Every Day “one of my favorites “

➢ On average consumers spend 39 MINUTES with each issue

➢ 44% of readers read the last 4 of 4 issues

➢ 95% engage with Rachael by watching her tv show, searching for recipes online, purchasing branded products, and visiting her website.

GBP Of those, 66% are “Super Fans” who read the magazine, and engage with 3+ brand touch points

Rachael Ray Every Day readers are NOT READING other epicurean lifestyle magazines

87% don’t read Bon Appétit
85% don’t read Food & Wine
83% don’t read Real Simple
78% don’t read Oprah
73% don’t read Cooking Light
63% don’t read Food Network Magazine

For more information contact CAREY WITMER, EVP & Group Publisher at Carey.Witmer@meredith.com or your Rachael Ray Every Day account executive.

advertising terms & conditions

The following are certain terms and conditions governing advertising published by Meredith Corporation (“Publisher”) in the U.S. print edition of Rachael Ray Every Day magazine (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to www.RachaelRayMag.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-prevaling 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 average print circulation. 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.

For more information contact CAREY WITMER, EVP & Group Publisher at Carey.Witmer@meredith.com or your Rachael Ray Every Day account executive.
advertising terms & conditions

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, resemble 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.

For more information contact CAREY WITMER, EVP & Group Publisher at Carey.Witmer@meredith.com or your Rachael Ray Every Day account executive.
ad specifications

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<thead>
<tr>
<th>SPACE</th>
<th>BLEED SIZE</th>
<th>TRIM SIZE</th>
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<td>2 PAGE SPREAD</td>
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<td>16.5&quot; X 10.875&quot;</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>8.5&quot; X 11.125&quot;</td>
<td>8.25&quot; X 10.875&quot;</td>
</tr>
<tr>
<td>1/2 VERTICAL</td>
<td>5.5&quot; X 11.125&quot;</td>
<td>5.25&quot; X 10.875&quot;</td>
</tr>
<tr>
<td>1/2 VERTICAL (HORIZONTAL)</td>
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<td>3&quot; X 11.125&quot;</td>
<td>2.75&quot; X 10.875&quot;</td>
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<tr>
<td>1/2 VERTICAL (SPREAD 2 PAGES)</td>
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<tr>
<td>SHORTCUT SUPPERS</td>
<td>5.25&quot; X 7.25&quot;</td>
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2017 CLOSING SCHEDULE

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<th>ISSUE</th>
<th>SPACE/MATERIALS</th>
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<td>JAN/FEB</td>
<td>November 14</td>
<td>January 17</td>
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<tr>
<td>MAR</td>
<td>December 21</td>
<td>February 21</td>
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<td>APRIL</td>
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<td>March 28</td>
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<tr>
<td>MAY</td>
<td>February 24</td>
<td>April 25</td>
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<td>JUNE</td>
<td>March 27</td>
<td>May 30</td>
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<tr>
<td>JUL/AUG</td>
<td>April 28</td>
<td>June 27</td>
</tr>
<tr>
<td>SEPT</td>
<td>June 23</td>
<td>August 29</td>
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<td>OCT</td>
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<td>September 26</td>
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<td>NOV</td>
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</tr>
<tr>
<td>DEC</td>
<td>September 20</td>
<td>November 21</td>
</tr>
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</table>

MATERIAL DELIVERY

MEREDITH AD EXPRESS:
To join go to: https://meredith.sendmyad.com

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

- Create an account if you have not already done so.
- Choose: “Send My Ad”
- Choose Publication: Rachael Ray Every Day
- Choose Issue: e.g. March
- Send Color Proofs to Pam Hutchcroft at the address below.

For Materials Extensions or Production Questions, contact:

Pam Hutchcroft
Meredith Content Center
1716 Locust Street, LS227
Des Moines, IA 50309
515-284-3210
pam.hutchcroft@meredith.com

File Formats:
- Preferred format: PDF/X-1A
- Acceptable format: PDF

File Resolution Requirements:
- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

Retention of Materials: Materials for all processes will be held for one year then destroyed, unless otherwise notified.
mechanical requirements

**LIVE MATTER REQUIREMENTS**

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the “live” image area or “bleed” area.
- Single page ads should be built to 100% trim size with the marks & bleed options turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter a minimum of 1/4” inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter a minimum of 1/4” inside trim dimensions.
- All non-bleed ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8” inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4” away from either side of center or 1/2” total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

**FILE SPECIFICATIONS/GENERAL GUIDELINES**

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted. (example: &, - , %, (,), #, ' , $ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs.

**PROOF REQUIREMENTS**

Advertiser understands that if they do not supply a SWOP certified color proof with color bars or if they supply a color laser proof that Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file.

- Supply a minimum of **TWO** composite SWOP certified proofs for color (American Baby requires **THREE**).
- Proofs must be made from supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP certified.
- For an up-to-date list of SWOP approved color proofs, please visit: www.swop.org.
- Color bars are required on all analog or digital halftone proofs.
- Color bars should be included:
  - SWOP color bars at 100% size as found on SWOP website (above).
  - A solid and 25%, 50% and 75% tints of each process color.
  - Solid overprint.
  - At least one gray balance patch- cyan-50%, magenta and yellow 39%.
  - Two-color overprints at 25%, 50% and 75% as also recommended.
  - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer’s Application Data.
- Ad should be proofed on Publication grade stock except for More, Traditional Home, Special Interest Magazine Bookazines and commercial work which should be proofed on Commercial grade stock.
- Proofing systems requiring line screens:
  - Publication Grade Stock – use 133 line
  - Commercial Grade Stock – use 150 line

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

Meredith Corporation is a member of DDAP Association and subscribes to and supports all digital exchange standards developed by CGATS/SC6, the accredited graphic arts standards committee.