Mission Statement

Fitness is fuel for women who are serious about being healthy and staying strong. The brand ignites action with fun, effective workouts, easy and delicious food, and the best styles and gear that help her not only achieve her body goals but also look great doing it. By providing tools that build more than muscles, Fitness pumps up her true strength—confidence.
### 2014 Edit Calendar

#### January
- **Happy, Healthy New Year Issue**
  - Bust Out of Your Beauty Rut
  - One Simple Move That Will Change Your Health
  - Boost Your Immunity
  - Healthy Comfort Food Recipes

#### February
- **Winter Fit & Fun Guide Issue**
  - Better Body Plan—Lose 10 Pounds Workout & Diet
  - Quick Beauty: Look Pulled Together in Minutes
  - Healthy Food Awards
  - Best Workout DVDs
  - Surprising Metabolism Boosters
  - Thyroid Conditions and Fit Women

#### March
- **Best New Tips and Products for Beautiful Skin**
- Running Package
- Trouble Zone Toners
- Are You Sick or Are You Tired?
- Fitness Brought Us Together
- How to Avoid Restaurant Fat Traps

#### April
- Hair That Makes You Happy
- Shrink 2 Sizes Workout
- Sneaker Guide
- Salt: How It Affects Our Health
- Secrets of the First Year of Weight Loss

#### May
- Bikini Body Bootcamp—Workout & Diet
- Summer Beauty Prep
- The Best Swimsuits for Your Shape
- What to Eat to Beat Stress
- Special Package: How to Be Stronger

### Additional Information
- **Space Close/Materials Due**:
  - October 16
  - November 13
  - December 18
  - January 13
  - January 22
  - February 26
  - March 18
  - April 22
- **On Sale**:
  - December 10
  - January 7
  - February 11
  - March 18
  - April 22

*Note: All editorial content subject to change.*
2014 Edit Calendar
(con’t)

June

- Skin Cancer Beauty Report
- 7-Day Total Body Turnaround Workout
- Summer Fashion
- Healthy Food Awards

July-August

- SUMMER PLAY OUTSIDE ISSUE
  - Head-to-Toe Beauty Boosters
  - Abs Workout
  - Sporty Vacations
  - Your Embarrassing Tummy Troubles, Solved
  - Everything You Need to Know About Hydration
  - Grilling Recipes

October

- THE BODY BEAUTIFUL ISSUE
  - Beauty Awards
  - Top Moves for Every Body Part Workout
  - Fresh Air Fun & Fitness
  - Body Confidence Package
  - Fit Women’s Cancer Prevention Guide
  - The Best Diets
  - Healthy Food Awards

November-December

- Holiday Beauty
  - Slim Without the Gym Workout
  - Gear Gift Guide
  - Prediabetes: The Hidden Health Threat
  - Are You Eating Enough to Lose Weight?
  - Holiday Party Foods—Appetizers & Desserts

September

- The Best Makeup for You
- Fall Fashion
- Burn 500 Calories Workout
- The New Thinking on Pain Relief
- How to Make Over Your Lunch

Note: All editorial content subject to change.
Betty Wong became Editor-in-Chief of Fitness in September 2008. Under her leadership, Fitness has won numerous industry awards for its magazine stories and digital properties, including a MIN Editorial & Design Award, Ad Age Media Vanguard Award and Folio Eddie Gold Award.

Prior to Fitness, Wong served as Executive Editor of Family Circle since 2005. Her strong background in the women’s and lifestyle fields was cultivated as Health Director at Ladies’ Home Journal, Executive Editor at Working Mother, Senior Editor at Parents and Editor-in-Chief of Parents Baby.
Editorial Excellence

THE MOST AWARD-WINNING HEALTH & WELLNESS MAGAZINE

We dominate the category with a whopping 17 Excellence Awards—proving Fitness is the most credible and celebrated Health & Wellness environment for your brand’s message.

MIN EDITORIAL AND DESIGN AWARD
- Workouts Gone Wrong, July/August 2013

WOMEN’S DERMATOLOGIC SOCIETY’S GOLD ROSE AWARD
BEST OVERALL DERMATOLOGIC STORY OF 2013
- Revealed: Secrets to Perfect Skin, February 2013

15 NATIONAL HEALTH INFORMATION AWARDS
1 GOLD
- Danger in the Air, November/December 2012

4 SILVER
- FITNESS Body Lab series, February, March & April 2012
- Big Fat Lie, September 2012
- Why I Gave Up My Breasts, October 2012
- Germs at the Gym, October 2012

5 BRONZE
- Healthy Eating Made Easy, February 2012
- Rehab Your Bad Habits, March 2012
- Health Lies Trainers Tell, April 2012
- Watch Your Back, July/August 2012
- Should You Swallow?, September 2012

5 MERIT
- Cold-Proof Your Winter, January 2012
- What’s Your Diet Downfall?, February 2012
- Pedi-Cures, May 2012
- Prescription for Danger, June 2012
- Make Tonight a Total Snoozefest, October 2012
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- Pedi-Cures, May 2012
- Prescription for Danger, June 2012
- Make Tonight a Total Snoozefest, October 2012

**WOMEN’S DERMATOLOGIC SOCIETY’S GOLD ROSE AWARD**
- BEST OVERALL DERMATOLOGIC STORY OF 2013
- Revealed: Secrets to Perfect Skin, February 2013
The most Health & Wellness edit in the category

The leader in Fitness edit

More Food & Beverage edit than Shape, Self and Women’s Health
Regional Circulation

PAID & VERIFIED CIRCULATION

**REGION** | **CIRCULATION**
---|---
New England | 80,112
Mid-Atlantic | 216,829
South-Atlantic | 272,931
East South Central | 67,479
East North Central | 238,083
West South Central | 130,901
West North Central | 121,609
Mountain | 104,739
Pacific | 234,244
Canada, District of Columbia and miscellaneous | 33,589

**TOTAL PAID & VERIFIED CIRCULATION** 1,500,516

Source: ABC Statement, 12/31/2012
# The Fitness Audience

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<th>Statistic</th>
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<td>Median Age</td>
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<td>Attended/Graduated College+</td>
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<td>Married</td>
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<td>Age 25-54</td>
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<td>Source: MRI Fall 2013, Base: Adults</td>
<td></td>
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</tbody>
</table>
NEW YORK
805 Third Avenue
New York, NY 10022
212.557.6600

- Eric Schwarzkopf
  Publisher
  212.551.6975
  eric.schwarzkopf@meredith.com

- Kathleen Donohue
  Beauty Director
  212.551.7083
  kathleen.donohue@meredith.com

- Sari Kleinman
  Food & Beverage Director
  212-551.6961
  sari.kleinman@meredith.com

- Tara O’Reilly Outly
  Account Director
  212.551.7022
  tara.outly@meredith.com

- Traci Lorio
  Account Manager
  212.551.6978
  traci.lorio@meredith.com

- Jennifer Powlison
  Account Manager
  212.551.7175
  jennifer.powlison@meredith.com

CHICAGO
333 N. Michigan Avenue
Suite 1500
Chicago, IL 60601

- Erica Alpers
  Midwest Manager
  312.281.3500
  erica.alpers@meredith.com

- Kim Skipper
  Midwest Manager
  312.281.3502
  kim.skipper@meredith.com

SAN FRANCISCO
101 Montgomery Street
Suite 1300
San Francisco, CA 94104

- Amy Macauley
  Western Advertising Manager
  415.249.2350
  amy.macauley@meredith.com

TEXAS
WP Media, LLC
1900 McKinney Ave #2403
Dallas, TX 75201

- Kim Wilson
  Account Manager
  214.228.1373
  kim@wpmediallc.com

LOS ANGELES
1990 South Bundy Drive
Suite 500
Los Angeles, CA 90025

- Diana Trinks
  Los Angeles Manager
  310.207.7670
  diana.trinks@meredith.com
### 2014 Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close/Materials Due</th>
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<tbody>
<tr>
<td>January</td>
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<td>February</td>
<td>11/13/13</td>
<td>01/07/14</td>
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<td>March</td>
<td>12/18/13</td>
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<td>01/22/14</td>
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<td>May</td>
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<td>June</td>
<td>04/02/14</td>
<td>05/27/14</td>
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<td>July/August</td>
<td>05/06/14</td>
<td>06/30/14</td>
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<td>September</td>
<td>06/18/14</td>
<td>08/12/14</td>
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<tr>
<td>October</td>
<td>07/23/14</td>
<td>09/16/14</td>
</tr>
<tr>
<td>November/December</td>
<td>09/03/14</td>
<td>10/28/14</td>
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### 2014 National Gross Rates  Rate Base: 1,500,000

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<td>1/6 Page $34,180</td>
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<td></td>
<td>1/3 Page $69,100</td>
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<tr>
<td></td>
<td>1/6 Page $30,990</td>
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</tr>
</tbody>
</table>

Premium/copy split charges and regional rates available upon request.

Note: Rates & dates are subject to change.
Terms & Conditions

Meredith Corporation
Print Advertising Terms and Conditions

The following are certain terms and conditions governing advertising published by Meredith Corporation (“Publisher”) in the U.S. print edition of Fitness magazine (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to www.meredith.com/mediakit/fitness. For Publisher’s Digital Editions Advertising Terms and Conditions, go to http://meredithdiatemedia.com/dfp/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 ten (10) 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.
6. 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.
7. 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.
8. 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 Audit Bureau of Circulation (ABC). The following rate base guarantee is based on the ABC’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 ABC 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 ABC audited 12-month average. Publisher does not guarantee print circulation to regional advertisers, and regional print circulation reported by the ABC 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. Publisher is not liable for failure to meet positioning requirements and is not liable for any error in key numbers. PUBLISHER WILL NOT ACCEPT RESPONSIBILITY FOR ERRONEOUS INSERTION OF ADVERTISING ITEMS OR MATERIALS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys’ fees) (collectively, “Losses”) arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, “Claims”; or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.
3. Publisher’s acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine’s name or logo without Publisher’s prior written permission for each such use.

4. The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resembles editorial matter.
5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher’s prior written consent.
6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser’s earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate advertiser if advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.
## Ad Specifications & Mechanical Requirements

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<th>Unit Size</th>
<th>Non Bleed Width x Length</th>
<th>Bleed Width x Length</th>
<th>Bleed Live Area Width x Length</th>
<th>Trim Width x Length</th>
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<td>1/2 Vertical</td>
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<td>7-1/4&quot; x 6-1/2&quot;</td>
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<td>7-7/8&quot; x 3-1/2&quot;</td>
</tr>
</tbody>
</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: Fitness
- Choose Issue: e.g. March
- Send Color Proofs to Julee Evans at the address below.

### 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

### For Materials Extensions or Production Questions, Contact:

**Julee Evans**
Meredith Content Center
1716 Locust Street, LS227
Des Moines, IA 50309
515-284-3531
julee.evans@meredith.com

### Retention of Materials:
Materials for all processes will be held for one year then destroyed, unless otherwise notified.
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 & 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.
- Partial page ads should be build 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.

Note: New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc. A corresponding color contract proof is required to show these changes.

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.

ROTOGRAVURE TITLES

Better Homes & Gardens, Ladies Home Journal & More magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%

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 include:
  - 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.
- 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 subscribers to and supports all digital exchange standards developed by CGATS/SC6, the accredited graphic arts standards committee.