brand mission

THE DEFINITIVE VOICE OF THE REGION, Midwest Living shares stories of travel, culture, food and home readers can’t find anywhere else. Our inspirational, authentic content is smart, playful, diverse and loudly, proudly Midwestern.
# 2024 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>ON SALE</th>
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</thead>
<tbody>
<tr>
<td><strong>SPRING</strong></td>
<td></td>
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<tr>
<td>Eco/Outdoors</td>
<td>1/26/24</td>
<td>3/22/24</td>
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<tr>
<td><strong>SUMMER</strong></td>
<td></td>
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<tr>
<td>Americana</td>
<td>3/22/24</td>
<td>5/17/24</td>
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<tr>
<td><strong>FALL</strong></td>
<td></td>
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<tr>
<td>True Colors</td>
<td>6/28/24</td>
<td>8/23/24</td>
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<tr>
<td><strong>WINTER</strong></td>
<td></td>
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<tr>
<td>Made with Heart</td>
<td>9/27/24</td>
<td>11/22/24</td>
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Editorial and dates subject to change.
print audience

**RATEBASE** 800,000

**AUDIENCE** 2.2MM

**FREQUENCY** 4x

**M/F SPLIT** 31%/69%

**AVERAGE AGE** 54

**AVERAGE HHI** $99,280

**OWN A HOME** 75%

**ATTENDED COLLEGE** 63%

**BOOMER** 41%

**GEN X** 14%

**MILLENNIAL** 22%

Source: MRI-Simmons Spring DoubleBase 2023
Source: MRI-Comscore Fusion 09-21 Spring 2021; Social counts as of September 2023

**digital**

- UNIQUE VISITORS: 376,000
- AVERAGE AGE: 48.7
- AVERAGE HHI: $82,003
- OWN A HOME: 71%
- ANY COLLEGE: 62%
- BOOMER: 25%
- GEN X: 53%
- MILLENNIAL: 16%

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**social**

- FACEBOOK: 199K
- INSTAGRAM: 94K
- X: 12.3K
- PINTEREST: 202K

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**CROSS CHANNEL SCALE**

- TOTAL CROSS PLATFORM AUDIENCE SIZE: 2.5MM
marketing

WE OFFER MULTI-PLATFORM SOLUTIONS that showcase advertisers and create engaging experiences for our consumers.

CONTEXTUALLY RELEVANT EDITORIAL CONTENT

HIGH-IMPACT IN-BOOK AND COVER UNITS

TURNKEY NATIVE CONTENT SOLUTIONS

SOCIAL, VIDEO AND E-MAIL MARKETING PROGRAMS
### RATE BASE: 800,000

#### national display advertising rates

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<thead>
<tr>
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<th>FOuR COLOr</th>
<th>BlaCK &amp; WItH</th>
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<tbody>
<tr>
<td>Page</td>
<td>$205,700</td>
<td>$144,300</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$165,800</td>
<td>$101,100</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$144,100</td>
<td>$86,600</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$113,800</td>
<td>$58,500</td>
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</tbody>
</table>

#### COVERS—NON CANCELABLE

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<tbody>
<tr>
<td>2nd</td>
<td>$236,400</td>
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<tr>
<td>3rd</td>
<td>$236,400</td>
</tr>
<tr>
<td>4th</td>
<td>$259,000</td>
</tr>
</tbody>
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#### traveler’s guide rates

<table>
<thead>
<tr>
<th></th>
<th>1 ISSUE</th>
<th>3 ISSUES</th>
<th>4 ISSUES</th>
<th>6 ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Inch 4/C</td>
<td>$26,222</td>
<td>$25,473</td>
<td>$24,599</td>
<td>$23,850</td>
</tr>
<tr>
<td>4 Inch B&amp;W</td>
<td>$22,351</td>
<td>$21,727</td>
<td>$20,978</td>
<td>$20,353</td>
</tr>
<tr>
<td>2 Inch 4/C</td>
<td>$14,984</td>
<td>$14,485</td>
<td>$14,110</td>
<td>$13,611</td>
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Discounts are earned for the 12-month, 4-issue period beginning with the issue of first insertion. Advertisers who place their advertisements without an advertising agency, and who supply required film materials, may deduct 15% from earned rates. Traveler’s Guide rates are applicable to a variety of businesses—hotels, visitor bureaus, festivals, attractions, etc.

**Note:** All rates are GROSS.

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### print ad specifications

[MEREDITH.COM/AD-SPECS](http://MEREDITH.COM/AD-SPECS)

These rates and all advertising transactions are subject to the 2024 Advertising Terms and Conditions of Dotdash Meredith/Meredith Operations Corporation. Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.
The liability of Publisher for any act, error, omission or other matter 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. The foregoing limitations shall apply to the greatest extent permitted by law and regardless of the theory under which liability is asserted.

**MISCELLANEOUS**

Agency and Advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine, and all materials contained therein (collectively, the "Ad Materials") included, but not limited to, Ad Materials for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law, infringes any right of any party, and/or is libelous, defamatory, obscene, disparaging, racist, pornographic or scandalous. 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, fees, penalties, and related costs and expenses (including attorneys’ fees) (collectively, “Losses”) arising from publication of such Ad Materials in any 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; or (b) the failure of such Ad Materials 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; or (c) any products, goods, services, programs, events, offers and promotions that are promoted by or referenced in the Ad Materials (and the fulfillment or non-fulfillment thereof).

Publisher may, in Publisher’s sole discretion and without penalty to Publisher, reject and refuse to run any Ad Materials that Publisher believes: (a) do or may violate Agency’s and Advertiser’s representations and warranties set forth above; (b) are reasonably likely to be considered objectionable by a reasonable person; and/or (c) are likely to expose Publisher, Agency and/or Advertiser to heightened legal or reputational liability or risk for any reason.

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 all 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 such claims.

Publisher’s acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No Agency or Agency may use the Magazine’s name or logo without Publisher’s prior written permission for each such use.

The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resemble editorial matter.

All terms and conditions of this Rate Card and associated insertion orders, including but not limited to 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.

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. Agency and Advertiser each hereby 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. ALL PARTIES WAIVE ALL RIGHTS TO TRIAL BY JURY.

### ADDITIONAL COPY AND CONTRACT REGULATIONS

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.

Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.

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.

Insert image contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.

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 achieves a higher spending level, resulting in the retroactive lowering of all rebates and advertising rates. Rebate shall be in the form of an ad space credit to be applied against not-yet-paid media invoices. In the event that Advertiser fails to achieve a spending level for which it has been billed, Advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.

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**STIPULATIONS ON INSERTION ORDERS AS REQUESTS.** Publisher will not consider any objections to positioning of an advertisement beyond Publisher’s control.

**PUBLIC HEALTH EMERGENCIES, FAILURE OF TRANSPORTATION, STRIKES, ACTS OF GOVERNMENTS, TERRORISM OR OTHER OCCURRENCE.** 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, pandemics, public health emergencies, failures of transportation, strikes, acts of governments, terrorism or other occurrences beyond Publisher’s control.

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, and is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers.

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.
contact

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