2022 PUBLISHING SCHEDULE

SPRING/SUMMER
Ad Close: 2/1/22
On-Sale: 4/1/22

FALL/WINTER*
Ad Close: 8/22/22
On-Sale: 10/21/22

*Scheduled and subject to change.

ESTIMATED DISTRIBUTION: 350,000
National distribution in over 40,000 stores. Available in all retailers where magazines are sold including but not limited to Walmart, Target, Kroger, Albertsons, Publix, CVS, Walgreens and Barnes & Noble.

FOR MORE INFORMATION CONTACT MARK JOSEPHSON, SVP, PUBLISHER, AT MARK.JOSEPHSON@MEREDITH.COM OR YOUR ACCOUNT EXECUTIVE.
MISSION STATEMENT

Introducing SWEET JULY, Ayesha Curry’s new magazine, focused on her approach to the most fulfilling life. In every issue, Ayesha shares her unique advice and perspective on food, family, faith, happiness, community and wellness—the core values that drive her. Ayesha also spotlights others creating an impact, celebrating the doers, makers, and groundbreakers who inspire her daily.

SWEET JULY

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AYESHA’S AUDIENCE

Millennials, who have been following her many accomplishments as an entrepreneur and influencer. They are inspired by her dynamic and all-inclusive approach to life and share her passions for food, family, wellness, community and home. Like Ayesha, her audience is motivated by the examples set by the women and men making a positive impact on the community, and the world at large.

Her fans are looking for a rich and deeply satisfying life that includes healthy habits and spiritual contentment, without the stress of aiming for perfection. As a role model, Ayesha makes it clear that **every day should be fun, accessible, and full of possibilities.**

SWEET JULY

50% OF SWEET JULY READERS ARE MILLENNIALS

<table>
<thead>
<tr>
<th>Median Age</th>
<th>Married/In A Partnership</th>
<th>Kids In Household</th>
<th>Employed</th>
<th>Median HHI</th>
<th>Graduated College</th>
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<tbody>
<tr>
<td>37</td>
<td>57%</td>
<td>38%</td>
<td>75%</td>
<td>$64K</td>
<td>64%</td>
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SOURCE: SWEET JULY SIM READER SURVEY, 2020

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• COMMUNITY, where we meet Ayesha and the people in her life, and get at that sense of comfort, support and faith.

• TASTE, which will cover entertaining, socializing, and recipes, plus the idea of nurturing loved ones, bonding as a family over cooking and food, and the importance of values and rituals.

• IMPACT will address the broader world by spotlighting the doers, givers and makers that inspire Ayesha.

• SELF-CARE focuses on Ayesha’s wellness, beauty and style routines/picks, providing the reader with a self-care role model and the tools to incorporate habits and tips into their own lives.