2014 EDITORIAL CALENDAR

FEB/MARCH
LOVE IS IN THE AIR
From Super Bowl party tips to romantic Valentine's Day ideas, you'll love the recipes inside this issue. Spice things up with full-flavor dishes for Mardi Gras and learn which spices are essential to have on-hand. Or, take things slow with slow cooker recipes that have more than 1,000 ratings each.

AD CLOSE: 11/19/13
ON-SALE: 1/14/14

APRIL/MAY
GATHERINGS & GET TOGETHERS
Delicious recipes and entertaining ideas for St. Paddy’s Day, Easter, Passover, April Fool’s Day, Cinco De Mayo, Mother’s Day, Memorial Day and more. You’ll be prepared for the most party-packed season of the year.

AD CLOSE: 1/14/14
ON-SALE: 3/11/14

JUNE/JULY
OUTDOOR ENTERTAINING
Filled with regional BBQ trends, beer-centric recipes for Father’s Day, Fourth of July desserts and campsite cuisine, this issue is a recipe for outdoor entertaining success.

AD CLOSE: 3/18/14
ON-SALE: 5/13/14

AUGUST/SEPTEMBER
SCHOOL IS IN SESSION
The kids aren’t the only ones getting an education. Learn about the most-saved recipes on Allrecipes.com, sure to be your new weekday “go-tos.” Plus, our afterschool snack ideas, canning tips and chicken wing recipes for your next tailgate will get you top grades with friends and family.

AD CLOSE: 5/13/14
ON-SALE: 7/8/14

OCTOBER/NOVEMBER
HALLOWEEN/THANKSGIVING ISSUE
Find recipes for fall’s favorite holidays—from a spooky “body parts” buffet to top-rated Thanksgiving Day dishes and next-day leftover ideas. Soups worthy of your meal rotation, tips for making supper stress free, plus the skinny on salt are items you’ll be thankful for.

AD CLOSE: 7/15/14
ON-SALE: 9/9/14

DECEMBER/JANUARY
SEASON’S EATINGS
Deciding what to serve and bake for Christmas, New Year’s, and the cold days in between just got a lot easier. Plus, find healthier spins on favorite recipes, as well as substitutions for ingredients you simply don’t have in the house.

AD CLOSE: 9/16/14
ON-SALE: 11/11/14

For more information, contact Publisher, Steven Grune at 212-455-1120, or steven.grune@meredith.com

Edit subject to change.

› What You Crave
The season’s most searched terms on Allrecipes.com

› Kitchen Sink
News, products, trends tools, tips and more

› Vice Versa
One dish, two ways: healthy and indulgent

› Save Time, Save $ Ways to make meals affordable and easy

› Recipe Knockoff Homemade copies of favorite foods

› What’s In Your Kitchen Kitchen gear, tools and essential ingredients

› Living The Dream An individual that has turned their passion for cooking into a profession

› Family Recipes Passed from one generation to the next

› Allrecipes Superstars Spotlight on a top-rated and reviewed recipe
Cheryl Brown, Editor in Chief

Cheryl Brown has a long history in the food-and-lifestyle category, in both the print and digital.

She was at Gourmet magazine for a decade, starting as an editorial assistant and working her way up to senior editor. She then joined the team that launched Wondertime magazine—a parenting/family title owned by Disney—coming on board as managing editor. Cheryl switched over to digital after Disney: she became a digital/editorial director at AOL, overseeing the company’s two food sites, KitchenDaily.com and Slashfood.com. She came to Meredith in 2011 to oversee Recipe.com.

Linda Fears, Editorial Director

Linda Fears is the VP/Editor-in-Chief of Family Circle and the Editorial Director of Food Content for Meredith Corporation's Food Content Center of Excellence. She is responsible for both the editorial strategy of Family Circle as well as for shaping the food content for Every Day with Rachael Ray and EatingWell. In addition, Fears was a driving force in the development of the editorial vision for Allrecipes magazine, which launches fall 2013.

Under her guidance, Family Circle magazine was nominated for a 2009 ASME (American Society of Magazine Editors) award in the Personal Service category, was included in Advertising Age’s 2009 A-List and was also selected as one of Adweek’s top ten magazines in 2010 for the third consecutive year. Prior to joining Meredith, Fears, a 27-year magazine industry veteran, served as Editor-in-Chief, New Business Development for G+J USA where she was responsible for overseeing the development of new products and magazine concepts for the women’s marketplace.

A graduate of Cornell University, Fears resides in Chappaqua, N.Y., with her husband and three children.
WE KNOW WHAT YOU’RE SEARCHING FOR.

In a world of unlimited recipe choices, Allrecipes magazine sifts through and serves up the best from Allrecipes.com, the world's largest online community of cooks. Combining our digital insights and editorial expertise, we share recipes from the people, for your people—with ratings, reviews and motivation to make it your own. It’s guaranteed that when you cook what they cook, you’ll get your own 5-star reviews.
RATE BASE PROJECTION

<table>
<thead>
<tr>
<th>Month</th>
<th>Rate Base</th>
<th>Audience</th>
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<td>DEC/JAN 2015</td>
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</tbody>
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SOURCE: Audience based on GfK MRI Spring 2013 Prototype

For more information, contact Publisher, Steven Grune at 212-455-1120, or steven.grune@meredith.com
Allrecipes magazine’s MRI prototype is based on a blend of adults who have looked for a recipe online in the past 30 days with adults who agree with 2 of 4 psychographic lifestyle/cooking statements.

- **Gender**
  - 28% Female
  - 72% Male

- **Mean Household Income**
  - $74,999

- **Median Age**
  - 40.9 years old

- **Attended/Graduated College**
  - 73%

- **Employed**
  - 68%

- **Married**
  - 59%

- **Any Kids in Household**
  - 46%

SOURCE: GfK MRI Spring 2013 Prototype

For more information, contact Publisher, Steven Grune at 212-455-1120, or steven.grune@meredith.com
### RATE CARD

#### RATE BASE

<table>
<thead>
<tr>
<th>Rate Base</th>
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<th><strong>GROSS RATE</strong></th>
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<td>$32,640</td>
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<td>$15,160</td>
<td>$20,980</td>
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</table>

For more information, contact Publisher, Steven Grune at 212-455-1120, or steven.grune@meredith.com
## 2014 CLOSING SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>ON-SALE</th>
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<tr>
<td>FEB/MAR</td>
<td>11/19/13</td>
<td>1/14/14</td>
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<tr>
<td>APR/MAY</td>
<td>1/14/14</td>
<td>3/11/14</td>
</tr>
<tr>
<td>JUN/JUL</td>
<td>3/18/14</td>
<td>5/13/14</td>
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<tr>
<td>AUG/SEPT</td>
<td>5/13/14</td>
<td>7/8/14</td>
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<td>OCT/NOV</td>
<td>7/15/14</td>
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<tr>
<td>DEC/JAN</td>
<td>9/16/14</td>
<td>11/11/14</td>
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## UNIT SIZE

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<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>8-1/2” x 11-1/8”</td>
<td>7-3/4” x 10-3/8”</td>
<td>8-1/4” x 10-7/8”</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5” x 10-3/8”</td>
<td>5-1/2” x 11-1/8”</td>
<td>4-3/4” x 10-3/8”</td>
<td>5-1/4” x 10-7/8”</td>
</tr>
<tr>
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<td>3-3/4” x 10-3/8”</td>
<td>4-1/4” x 11-1/8”</td>
<td>3-1/2” x 10-3/8”</td>
<td>4” x 10-7/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7-3/4” x 5”</td>
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<td>7-3/4” x 4-7/8”</td>
<td>8-1/4” x 5-3/8”</td>
</tr>
<tr>
<td>1/2 Horizontal Spread (2 pages)</td>
<td>16” x 5”</td>
<td>16-3/4” x 5-5/8”</td>
<td>16” x 4-7/8”</td>
<td>16-1/2” x 5-3/8”</td>
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<tr>
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<td>3” x 11-1/8”</td>
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<td>4-3/4” x 4-7/8”</td>
<td>5-1/4” x 5-3/8”</td>
</tr>
</tbody>
</table>

## MATERIAL DELIVERY

**MEREDITH AD EXPRESS:**
To join go to: [https://meredith.sendmyad.com](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: Allrecipes
- Choose Issue: e.g. March
- Send Color Proofs to Julee Evans at the address below.

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

## 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.

For more information, contact **Publisher, Steven Grune** at 212-455-1120, or steven.grune@meredith.com

Specifications are subject to change.
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 in 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-bleeds 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 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.

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