Midwest Living is the leading lifestyle media brand that explores the Midwest region, savor its uniqueness and celebrates its way of life. With a deep Midwest knowledge, spirit and relevance, the brand inspires its community to experience the best of the region in travel, food, home and lifestyle.
### 2021 Editorial Calendar

**Midwest Living**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>10/23/20</td>
<td>12/18/20</td>
</tr>
<tr>
<td>Women’s Issue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March/April</td>
<td>12/23/20</td>
<td>2/19/21</td>
</tr>
<tr>
<td>Live Well/Green Issue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May/June</td>
<td>2/19/21</td>
<td>4/16/21</td>
</tr>
<tr>
<td>The Second Annual Water Issue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July/August</td>
<td>4/23/21</td>
<td>6/18/21</td>
</tr>
<tr>
<td>The Middle of Everywhere</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September/October</td>
<td>6/25/21</td>
<td>8/20/21</td>
</tr>
<tr>
<td>Adventure/New Experiences</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November/December</td>
<td>8/20/21</td>
<td>10/15/21</td>
</tr>
<tr>
<td>Holiday/Winter – Traditions/Classics</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Annual Meredith Premium Publishing**

| Best of the Midwest Travel 2021 | 2/26/21 | 4/30/21 |

Editorial and dates subject to change.
print audience

RATEBASE  950,000
AUDIENCE  2.7MM
READERS PER COPY  2.9
FREQUENCY  6x
M/F SPLIT  21%/79%
MEDIAN AGE  58
MEDIAN HHI  $65,938
OWN A HOME  77.7%
ATTENDED COLLEGE/GRAD+  66%
BOOMER  39.9%
GEN X  18.2%
MILLENNIAL  23.6%

Source: MRI Doublebase 2020
CROSS CHANNEL SCALE

**digital**

- UNIQUE VISITORS: 612,000
- MEDIAN AGE: 43.5
- MEDIAN HHI: $122,947
- OWN A HOME: 82%
- GRAD COLLEGE+: 34%
- BOOMER: 37%
- GEN X: 17%
- MILLENNIAL: 28%

**总量**: 448,413
- FACEBOOK: 197,467
- INSTAGRAM: 76,800
- TWITTER: 12,974
- PINTEREST: 161,172

**social**

Source: MRI Fusion 12-19 sp19; *As of 10/8/2020*
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
# 2021 Rate Card

**Rate Base: 950,000**

## 2021 Issue Dates

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</tbody>
</table>

## National Display Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>Four Color</th>
<th>Black &amp; White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$201,300</td>
<td>$141,100</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>162,300</td>
<td>98,800</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>140,900</td>
<td>84,600</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>111,300</td>
<td>57,000</td>
</tr>
</tbody>
</table>

**Covers—Non Cancelable**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>2nd</td>
<td>$231,400</td>
</tr>
<tr>
<td>3rd</td>
<td>231,400</td>
</tr>
<tr>
<td>4th</td>
<td>253,500</td>
</tr>
</tbody>
</table>

## Traveler’s Guide Rates

<table>
<thead>
<tr>
<th>Issue</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>$21,630</td>
<td>$21,012</td>
<td>$20,291</td>
<td>$19,673</td>
</tr>
<tr>
<td>4 Inch B&amp;W</td>
<td>18,437</td>
<td>17,922</td>
<td>17,304</td>
<td>16,789</td>
</tr>
<tr>
<td>2 Inch 4/C</td>
<td>12,360</td>
<td>11,948</td>
<td>11,639</td>
<td>11,227</td>
</tr>
</tbody>
</table>

Discounts are earned for the 12-month, 6-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.

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**Copy Split Changes**

**A-B Split and Geographical Split:**

A-B split runs, disregarding geographic areas, result in one half of the newstand and subscriber copies carrying ad “A,” and the other half ad “B.” Magazines are bound in an A-B, A-B sequence. Available only to individual advertisers using a half-page or larger space. Advertisers using the same size and color space units may make A-B copy or geographical split changes at the following premium:

**GEO Split—Four Color or Black & White:**

$3,300 per page

All copy charges are non-commissionable.

**A-B Split—4C or Black & White:**

$4,390 per page

**Fifth Color:** Rates available upon request
**file types and delivery**

Effective Jan/Feb 2021 issue, upload PDF-X1a files to Quad Ad Shuttle (can start sending files on October 5, 2020): https://www.adshuttle.com/Meredith

For instructions on how to create a PDF-X1a go to: http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf

Prepare files to Meredith's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

**file specifications/general guidelines**

Include/embed all fonts and artwork.
Max density (total area coverage) is 300%
Image resolution is 300 dpi, Line illustration is 2400 dpi.
Convert any spot colors not intended to print into CMYK.
RGB elements must be converted to CMYK.
5/c ads: Use the Pantone Library.
Files must be properly trapped.

Limit file name to 24 characters including the extensions.
Files must be single pages or spreads, no multipage files.
Do not nest PDF files in other PDFs, EPS files in other EPSs.
Do not use illegal characters such as ("(){}%*$^&\`
in file names.
5%-minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

**document settings**

Ads should be built at 100% trim size.
Bleed ads, extend bleed to 1/8” beyond trim on all sides.
Keep live matter 1/4” inside trim dimensions on all sides.
Borders must be a minimum of 1/4” wide within trim, plus 1/16” bleed. Press and bind allowed variance is up to 1/8” in either direction from trim and will result in varying border thickness.
Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed.
Offset marks .167” so not to touch live image or bleed areas. See PDF Guide link above.
Spread Ads: Keep live matter 1/4” away from either side of center or 1/2” total across the gutter.
Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

**fonts**

4-color black type is not allowed.
To create rich black use 100% K and 60% C.
Free fonts or system fonts should not be used. If used, they must be outlined.
Do not apply styles to basic fonts, use the actual font.
4-color type should not exceed 300% density.
To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
Color or reverse type with colored background, and line art should not be less than .5 pts (.007”) at the thinnest area.
Single color type and line art should not be less than .3 pts (.004”) at the thinnest area.

**proofs**

Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to industry SWOP Standards for Publication Printing. Refer to www.swop.org for additional information.

**notes**

Meredith does not make any changes to ads or files. Retention of materials is 13 months.

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**MATERIAL EXTENSIONS, FILE SPECS, AND QUAD AD SHUTTLE CONTACT:**

Chrystian Colin Hernandez  
ccolinhernan@quad.com  
414.622.2888
to create an ad

1. Go to [https://www.adshuttle.com/meredith](https://www.adshuttle.com/meredith) if you have not already done so.
2. CREATE AN ACCOUNT if you have not already done so.
3. CHOOSE APPROPRIATE PUBLICATION:
   Midwest Living or Best of the Midwest.
4. SELECT AN ISSUE FROM THE DROPDOWN MENU: i.e. March/April.
5. Click the “CREATE AN AD” checkbox.
6. CHOOSE TEMPLATE SIZE: i.e. Single or Double.
7. COMPLETE REQUIRED FIELDS: i.e. Advertiser, Product, Headline.
8. Enter any SPECIAL NOTES in the Notes field (not required).
9. Click the “PROCEED TO FILE CREATION” button.
10. UPLOAD IMAGE: Must be jpg or tiff, CMYK color profile, 300 dpi minimum resolution.
11. ADJUST THE IMAGE SIZE/CROPPING if necessary.
12. ENTER HEADLINE: Maximum of two lines.
13. ENTER BODY TEXT: Maximum of four lines.
14. ENTER PHONE NUMBER AND WEBSITE: Maximum two lines.
15. PREVIEW AND CONTINUE AD: i.e. positioning of text and image(s).
16. REVIEW your ads, download a copy if you wish.

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**MATERIAL EXTENSIONS, FILE SPECS, AND QUAD AD SHUTTLE CONTACT:**

Chrystian Colin Hernandez
ccollinhernan@quad.com
414.622.2888
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 infringes 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 sweeps 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 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 V3 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 image contributes to corporate page levels based on the ratio of the open rate of the insert to the open national H4 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 achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media 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.
contact

DEIRDRE FINNEGAN, PUBLISHER
Deirdre.Finnegan@meredith.com
212.455.1276