THE BRIGHT IDEAS ISSUE
Eat the rainbow! From seasonal ingredients to dishes resembling art, we’re spotlighting aesthetically pleasing and delicious ways to bring colorful ingredients into your kitchen.
SEASONAL EDIT: Community Choice Awards, Superbowl, Valentine’s Day, Black History Month, St. Patrick’s Day, Persian New Year/Nowruz, Holi
AD CLOSE: 12/15/20 ON-SALE: 2/12/21

GOOD-FOR-YOU
A healthy takeover – from your kitchen to your home – to revamp and refresh your Spring routine mindfully.
SEASONAL EDIT: Passover, Easter, Earth Day, Kentucky Derby, May Day, Mother’s Day, Memorial Day, Spring Break, Spring Cleaning
AD CLOSE: 2/2/21 ON-SALE: 3/26/21

VEG UP! GRILL UP!
Make the most of summer with a season’s worth of fresh produce, outdoor grilling and frozen treats to help keep you stay cool.
SEASONAL EDIT: Father’s Day, Fourth of July

ALLSTAR ISSUE
We’re dedicating this issue to the Allrecipes community, spotlighting the Allrecipes Allstars and tried-and-true recipes from our seasoned home cooks.
SEASONAL EDIT: Back-to-School, Labor Day, Rosh Hashanah
AD CLOSE: 6/15/21 ON-SALE: 8/6/21

GATHER & GIVE
Make the holiday season a little less stressful with entertaining tips and comforting holiday classics to gather around the table and give to your loved ones.
SEASONAL EDIT: Day of the Dead, Halloween, Diwali, Thanksgiving, Diabetes Month, Native American Heritage Month
AD CLOSE: 8/24/21 ON-SALE: 10/15/21

BAKE IT MERRY
The best in refreshed holiday recipes, entertaining inspiration and perfect gifts for everyone on your list – whether you’re hosting or just celebrating the season.
SEASONAL EDIT: Christmas, Hanukkah, New Year’s
AD CLOSE: 10/5/21 ON-SALE: 11/26/21

All editorial and dates subject to change.

For more information, contact SVP/PUBLISHER MARK JOSEPHSON at 212-455-1344 or Mark.Josephson@meredith.com.
Stir up SOMETHING NEW

In a world of unlimited choices, Allrecipes magazine sifts through and serves up the best from Allrecipes.com, the world’s largest online community of cooks.

We changed up the food world by bringing trusted connections and relationships to her kitchen. She shares more than recipes—she enjoys the expertise and encouragement of her community. Allrecipes is the place where she’s celebrated and inspired to try something new.
Rate Base Growth

For more information, contact SVP/PUBLISHER MARK JOSEPHSON at 212-455-1344 or Mark.Josephson@meredith.com.
**MAGAZINE Audience**

**TOTAL ADULTS**
9.2 MILLION

**TOTAL WOMEN**
7.3 MILLION

**MEDIAN HOUSEHOLD INCOME**
$80,462

**MEDIAN AGE**
48 Years Old

**AUDIENCE (000) COMPOSITION**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Audience (000)</th>
<th>Composition</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>2,201</td>
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<tr>
<td>25-54</td>
<td>5,219</td>
<td>57%</td>
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<td>35-54</td>
<td>3,583</td>
<td>39%</td>
</tr>
<tr>
<td>Millennials</td>
<td>3,307</td>
<td>36%</td>
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**GENDER**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Male</td>
<td>20%</td>
</tr>
<tr>
<td>Female</td>
<td>80%</td>
</tr>
</tbody>
</table>

**OWN HOME**

67%

**ATTENDED OR GRADUATED COLLEGE**

57%

**MARRIED**

58%

**ANY KIDS IN HOUSEHOLD**

41%


For more information, contact SVP/PUBLISHER MARK JOSEPHSON at 212-455-1344 or Mark.Josephson@meredith.com.
2021 RATE CARD

Rate Base 1,400,000

<table>
<thead>
<tr>
<th>4-Color</th>
<th>Gross</th>
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<tbody>
<tr>
<td>Page</td>
<td>$136,900</td>
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<tr>
<td>2/3 Page</td>
<td>$109,600</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$95,900</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$61,600</td>
</tr>
</tbody>
</table>

Covers — Non-Cancelable

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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<tr>
<td>2nd Cover</td>
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<tr>
<td>3rd Cover</td>
<td>$157,400</td>
</tr>
<tr>
<td>4th Cover</td>
<td>$171,100</td>
</tr>
</tbody>
</table>

Black/White

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<td>Page</td>
<td>$95,900</td>
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<tr>
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<tr>
<td>1/2 Page</td>
<td>$67,300</td>
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<td>$43,200</td>
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For specs, visit meredith.com/ad-specs.
## 2021 Publishing Schedule

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<tr>
<th></th>
<th>Ad Close</th>
<th>On-Sale</th>
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</thead>
<tbody>
<tr>
<td>February/March</td>
<td>12/15/20</td>
<td>2/12/21</td>
</tr>
<tr>
<td>April/May</td>
<td>2/2/21</td>
<td>3/26/21</td>
</tr>
<tr>
<td>June/July</td>
<td>4/13/21</td>
<td>6/4/21</td>
</tr>
<tr>
<td>August/September</td>
<td>6/15/21</td>
<td>8/6/21</td>
</tr>
<tr>
<td>October/November</td>
<td>8/24/21</td>
<td>10/15/21</td>
</tr>
<tr>
<td>December/January</td>
<td>10/5/21</td>
<td>11/26/21</td>
</tr>
</tbody>
</table>

For specs, visit [meredith.com/ad-specs](http://meredith.com/ad-specs).

For more information, contact **SVP/PUBLISHER MARK JOSEPHSON** at 212-455-1344 or Mark.Josephson@meredith.com.
ALLRECIPES.COM

Allrecipes.com, the world’s leading digital food site is home to recipes, tools, videos and grocery offers that energize home cooks with confidence at every phase of their cooking journey.

AUDIENCE PROFILE:
26% Male / 74% Female

Median HHI: $82,698

Median Age: 47

DIGITAL FOOTPRINT:
60MM
Digital Monthly UVs

8MM
Social Followers

69.5MM
Touch Points
Across Our Brand*

1.5MM

Source: ComScore Dec 2019. * Total 360° delivery; Source: AAM Brand Audience Report for YTD June 2020 (January-June)

For more information, contact SVP/PUBLISHER MARK JOSEPHSON at 212-455-1344 or Mark.Josephson@meredith.com.
Digital Sponsorship

OPPORTUNITIES & EXTENSIONS

EDITORIAL
America’s Best Recipes: showcases the best-of-the-best recipes across all categories—cooked, rated, and reviewed by America’s home cooks

Budget Crunch: budget-friendly recipes and money-saving shopping tips to get most value from your grocery dollars

Community Choice Awards: the Allrecipes community shared the favorite pantry staples they turn to time and time again

Dinner Fix: recipes and dinnertime inspiration, hacks and meal plans to help busy cooks get supper on the table

Global Kitchen: dives deep into a regional cuisine with recipes and tips for how to master cooking it at home

Good Times Good Food: recipes for everyday cooks who like to make every day special—not just big holidays, but all the fun times in-between as well

Sweet Spot: for dessert lovers who want to make and share everyday treats or special occasion sweets

The Weekend Baker: a curated collections of baking how-to and inspiration for those who bake as creative outlet

For more information, contact SVP/PUBLISHER MARK JOSEPHSON at 212-455-1344 or Mark.Josephson@meredith.com.
Marketing CAPABILITIES

Extend your brand message with multi-platform opportunities that connect with our engaged community throughout multiple touchpoints.

- Allrecipes Allstars
- Native and branded content solutions
- High-impact cover and in-book units
- Community Choice Awards
- Events & Targeted Sampling
- Custom Research
- Seasonal and Holiday Integrated Programs
- In-Store Sampling
- Cross-brand Partnerships: PEOPLE, Real Simple, Southern Living

For more information, contact SVP/PUBLISHER MARK JOSEPHSON at 212-455-1344 or Mark.Josephson@meredith.com.
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.

Material extensions, file specs and ad portal contact:
Joseph Catron
515-284-2366
Joseph.Catron@meredith.com
Effective Feb/March 2021 issue contact:
Christian Colin Hernandez
CCOLINHERNAN@quad.com
414-622-2888

FILE TYPES AND DELIVERY:
- Submit PDF-X1a FILES via Meredith Ad Express: https://meredith.sendmyad.com
- 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 1/8” 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.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>TRIM SIZE</th>
<th>NON-BLEED</th>
<th>BLEED SIZE</th>
<th>BLEED SAFETY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8 1/4” x 10 7/8”</td>
<td>7 3/4” x 10 3/8”</td>
<td>8 1/2” x 11 1/8”</td>
<td>7 3/4” x 10 3/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>16 1/2” x 10 7/8”</td>
<td>16” x 10 3/8”</td>
<td>16 3/4” x 11 1/8”</td>
<td>16” x 10 3/8”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4” x 10 7/8”</td>
<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>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2 3/4” x 10 7/8”</td>
<td>2 3/8” x 10 3/8”</td>
<td>3” x 11 1/8”</td>
<td>2 1/4” x 10 3/8”</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5 1/4” x 10 7/8”</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>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8 1/4” x 5 3/8”</td>
<td>7 3/4” x 5”</td>
<td>8 1/2” x 5 5/8”</td>
<td>7 3/4” x 4 7/8”</td>
</tr>
<tr>
<td>1/2 Sprd Horizontal</td>
<td>16 1/2” x 5 3/8”</td>
<td>16” x 5”</td>
<td>16 3/4” x 5 5/8”</td>
<td>16” x 4 7/8”</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>5 1/4” x 5 3/8”</td>
<td>5” x 5”</td>
<td>5 1/2” x 5 5/8”</td>
<td>4 3/4” x 4 7/8”</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>N/A</td>
<td>2 1/4” x 4 7/8”</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/6 Horizontal</td>
<td>N/A</td>
<td>4 5/8” x 2 3/8”</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>N/A</td>
<td>2 1/4” x 2 3/8”</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of Allrecipes magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to www.allrecipes.com. For Publisher’s Digital Editions Advertising Terms and Conditions, go to http://meredithtabletmedia.com/sfp/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 thirty (30) 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. 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.

6. 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.

7. 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 Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM’s reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average 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 AAM 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 AAM audited 6-month average. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine’s advertising rates.

Specifications are subject to change.

For more information, contact **SVP/PUBLISHER MARK JOSEPHSON** at 212-455-1344 or Mark.Josephson@meredith.com.
**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, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL NOT BE LIABLE FOR ANY INDIRECT, CONSEQUENTIAL, SPECIAL OR INCIDENTAL DAMAGES ARISING FROM OR RELATED TO POSITIONING ERRORS.

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, 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.

**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. 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.

**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. 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.

**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 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.

Specifications are subject to change.

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