OUR MISSION

EatingWell is the ultimate experience for consumers with a passion for food and wellness. We satisfy their cravings for flavors from around the globe and celebrate fresh ingredients and the farmers, artisans and chefs who bring them to our table. Through science-backed advice and smart stories about sustainability, we help readers live their best lives.

For more information, please contact TIFFANY EHASZ, Publisher, at 917-414-3800 or tiffany.ehasz@meredith.com, or your EatingWell sales representative.
2021 EDITORIAL CALENDAR

EatingWell

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- **JANUARY/FEBRUARY:**
  - **HEALTHY FOR LIFE**
  - This New Year, EatingWell is encouraging our readers to start healthy habits to carry with them throughout their lives.
  - AD CLOSE: 11/10/20  ON-SALE: 1/1/21

- **MARCH:**
  - **THE ESSENTIALS**
  - In our first-ever essentials issue, EatingWell provides advice and must-have products for living the good life every day.
  - AD CLOSE: 12/15/20  ON-SALE: 2/5/21

- **APRIL:**
  - **WHAT'S NEXT?**
  - At EatingWell, we always have our finger on the pulse of what’s happening. We’ll give readers a look inside what’s next in food innovation, sourcing, farming, technology and more.
  - AD CLOSE: 1/12/21  ON-SALE: 3/5/21

- **MAY:**
  - **MOMS**
  - Our second annual Moms Issue will celebrate moms and their love of feeding their families.
  - AD CLOSE: 2/16/21  ON-SALE: 4/9/21

- **JUNE:**
  - **GET OUTSIDE**
  - EatingWell serves up trail-friendly foods for outdoor adventures, a road trip down the California Coast and the one dish you need to master this summer!
  - AD CLOSE: 3/16/21  ON-SALE: 5/7/21

- **JULY/AUGUST:**
  - **GATHER/AMERICAN FOOD HEROES**
  - Summer entertaining is in full-swing and we’ve got the recipes to make every gathering an absolute hit. Plus, our fifth annual American Food Hero Awards!

- **SEPTEMBER:**
  - **IT’S ALL EASY**
  - It’s the most hectic time of year! EatingWell helps control the chaos of the back-to-school season with strategies and recipes for weeknight dinners and easy entertaining.
  - AD CLOSE: 6/15/21  ON-SALE: 8/6/21

- **OCTOBER:**
  - **AMERICAN FOOD TODAY**
  - With so many cultural influences from around the globe, America just might be the most exciting place to eat. We’ll take a look at the diverse and delicious food Americans are serving up.
  - AD CLOSE: 7/20/21  ON-SALE: 9/10/21

- **NOVEMBER:**
  - **THANKSGIVING COOKBOOK**
  - No matter where you fall on the Thanksgiving spectrum, we’ve got you covered! Fool-proof solutions for beginners, over-the-top ideas for experts, and superfast recipes for the time-crunched.
  - AD CLOSE: 8/17/21  ON-SALE: 10/8/21

- **DECEMBER:**
  - **HOLIDAYS**
  - From traditional to modern, we have menus and ideas for a low-stress holiday feast and recipes for brunch the next morning.
  - AD CLOSE: 9/21/21  ON-SALE: 11/12/21
## 2021 EATINGWELL RATE CARD

**RATE BASE 1,775,000**

### 4-COLOR GROSS RATE

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For specs, visit [MEREDITH.COM/AD-SPECS](http://MEREDITH.COM/AD-SPECS)

**BLEED:** No charge.

**INSERTS:** Limited availability. Please inquire.

**COMMISSION AND PAYMENT TERMS:**
Agency Commission: 15% to recognized advertising agencies. Payment Due: Net 10 days. 1.5% monthly charged on overdue accounts.

**CONTACT AND COPY REGULATIONS:**
Please refer to TERMS AND CONDITIONS.

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OUR EDITOR-IN-CHIEF

JESSIE PRICE

Editor-in-Chief of EatingWell since 2013, Jessie Price grew up in a family full of great cooks and food fanatics. After graduating from Williams College, she cooked in restaurants in California and Colorado, including the Relais and Chateaux Home Ranch near Steamboat Springs. She started out testing and developing recipes for EatingWell and joined the editorial team full time in 2004.

Jessie is the author of 10 EatingWell cookbooks, including the James Beard Award-winning The Simple Art of EatingWell, EatingWell Vegetables and, most recently, EatingWell Soups. She lives in Charlotte, Vermont, where she stays busy growing her own vegetables and tracking down great food products.

@JESSIEEATSWELL

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AWARD WINNING JOURNALISM

15-TIME JAMES BEARD AWARD WINNER
+ 26 ADDITIONAL NOMINATIONS

2019 + 2016 PUBLICATION OF THE YEAR

MAGAZINE OF THE YEAR
AD AGE 2016
THE EATINGWELL CONSUMER

TOTAL AUDIENCE  
7MM

RATEBASE  
1.775MM

MEDIAN AGE  
52

MEDIAN HHI  
$69K

MILLENNIALS  
30%

SOURCE: MRI DOUBLEBASE 2020

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### REGIONAL RATE BASE

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**TOTAL RATE BASE: 1,775,000**

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Source: Meredith Circulation, Jan 2020
The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of this publication (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to www.eatingwell.com. For Publisher’s Digital Editions Advertising Terms and Conditions, go to http://meredithtabletmedia.com/sfp/terms-conditions.php.

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 publication 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 a discount of two percent (2%) from 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 the date sixty (60) 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.

6. The following are certain terms and conditions governing the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion order, 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.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is a banner advertisement, text only, or display advertisement. In no event will Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

2. All advertising units less than 1/3 page size are accepted with written permission for each such use.

3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the costs of the insertion order or advertisement, and in no event will Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

4. The word “advertisement” will be placed above all insertions for which Publisher has provided creative services, and will not be used 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. 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.

5. All pricing information shall be the confidential information of Publisher, and no agency or advertiser will not result in any liability of Publisher for any act, error or omission for which it may be held legally responsible.

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 anyone’s rights or interests.

2. Any act, error or omission for which it may be held legally responsible shall not exceed the costs of the insertion order or advertisement, and in no event will Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

3. At the party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such party shall be placed in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser’s earnings discounts.

4. Any advertisement published by advertiser in the Magazine does not constitute an endorsement of the publisher of the Magazine’s editorial policies.

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.