Mission Statement

Rachael Ray Every Day serves up Rachael’s can-do spirit and relax-the-rules attitude. We give you delicious recipes you can’t wait to make, smart shopping tricks that save you time and money and new ideas for cool places to go and fun things to do with family and friends.

We’re all about spicing up your routine and moving fun to the top of your to-do list.
2019 Editorial Calendar

January/February:
NEW YEAR, DO YOU.
AD CLOSE: 11/9/18  ON SALE: 1/11/19

We’re all for New Year’s resolutions, but sometimes achieving your goals means breaking the rules—in the kitchen and in life. We’re giving you all the inspiration you need to make 2019 the best year yet. Plus, new beauty routines and tips to make your home the healthiest and happiest. For Super Bowl, we’re hitting the supermarket for a winning spread.

March:
LIKE A BOSS
AD CLOSE: 12/21/18  ON SALE: 2/15/19

The issue will be flagged our second Women in Food issue and will feature a diverse round-up of women throughout. Anchoring the well will be a feature exploring the dearth of women of color in the elite culinary world. We’ll also be highlighting women makers around the country who are breaking ground with their businesses. And, like last year, Rachael Ray Every Day will spotlight the culinary pros who are most often named as role models and direct mentors.

April:
GO GREEN!
AD CLOSE: 1/18/19  ON SALE: 3/22/19

Spring is finally here and we’re ready to trade hearty stews for all the greens: asparagus, peas, and fava beans, oh my! For Earth Day, we’re exploring eco-friendly finds at the grocery store and in the beauty aisle, and making a commitment to reusable plates and utensils. Renovation season is coming, we’re thinking high-low with a kitchen makeover, plus easy, inexpensive ideas for our favorite weeknight staple: chicken! Finally, we’re traveling to Denver, CO, to explore the movers and shakers of the food world.

May:
INSIDE OUT: THE BEAUTY ISSUE
AD CLOSE: 2/22/19  ON SALE: 4/19/19

Hello, gorgeous! This month is our beauty and wellness issue featuring all the best advice for what to eat and put on your face to feel beautiful, inside and out. Food stylists share their secrets for dressing up dinner, an old-school dessert gets some modern (and stunning) makeovers, and if you’ve been thinking about a healthy escape, we’ve got a retreat for you.

IN EVERY ISSUE

ON OUR RADAR
A bitsy, beautiful front-of-book section full of news and trends spotted by our team of in-the-know editors and Rachael herself.

REAL FOOD
A series of visually distinct recipe franchises that hit the busy person’s bull’s-eye—fast, easy, fresh, and delicious.

FAST & FRESH
Quick and easy recipes and ideas

DINNER, DONE!
Formulas for weeknight meals

TWISTS ON A DISH
Variations on your favorite classic recipes

KIDS WHO COOK
Celebs and chefs cooking with their kids in their homes IRL

SHOP TALK
Tips & trends from the grocery aisle

REAL LIFE
All about your home and the people (and animals!) who fill it—interior upgrades, DIY decorating, entertaining, family moments, and heartstring-tugging pet stories.

PERSONAL SPACE
Rachael Ray Every Day influencers’ favorite rooms with ideas and buying guides

ROOM REDO
Simple tips to refresh one great room

SEIZE THE EVERY DAY
Our readers share how they make the most of every day

FAVES
On-trend products recommended by Rachael Ray Every Day

PET, ETC.
Tips for fur baby parents, rescue stories and more!

HEALTH BITES
The latest health trends explained

GET TOGETHER
Real people having a real party with entertaining tips threaded throughout

TEST KITCHEN
Workbook section with great service and product recommendations

BURGER OF THE MONTH
Rachael’s iconic burger recipe of the month

For more information contact Karla Partilla, VP, Publisher, at Karla.Partilla@m Meredith.com or your Rachael Ray Every Day account executive.

All editorial subject to change.
June: 
THE ADVENTURE ISSUE
AD CLOSE: 3/22/19  ON SALE: 5/24/19
We’re feeling adventurous, and we’re inviting you to come along for the ride. Where are we headed? Outside your comfort zone! We’re traveling near and far with Rach’s must-see international cities and American destinations our staff loves. But exploring doesn’t have to mean leaving home: try new ingredients, test out the latest beauty trends, master the campfire cookout, and, for Father’s Day, throw a beachside picnic. Summer is here—let’s make every day count!

July/August: 
RED, HOT & BLUE
AD CLOSE: 4/26/19  ON SALE: 6/21/19
We’re celebrating America’s birthday (and Rach’s!) with our most patriotic issue ever, a tribute to the red, white, and blue—with our own unique twist, of course. We’ve got foods to heat you up, drinks to cool you down, and all the things you’ll want to bring to a barbecue. We’re traveling to Washington D.C., the nation’s capital. For beauty, revisiting that American standard: the ponytail. It’s time to sit back, relax, and enjoy the fruits a little. Because Rach’s motto is: Today should be more fun than yesterday.

October: 
BACK TO BASICS
AD CLOSE: 7/26/19  ON SALE: 9/20/19
When did #basic become a dirty word? We’re embracing it, with insider secrets for the simplest, fastest, easiest ways to do all things. Did you say childhood favorites? We say, “Yes, please!” to mac-and-cheese and chicken soup. We’ll answer all those questions you’re constantly googling on food safety. We’re sharing our smartest tips for buying the couch of your dreams. Oh and no recipe in the entire issue has more than eight ingredients!

November: 
LOVEFOODFAMILY
AD CLOSE: 8/23/19  ON SALE: 10/18/19
‘Tis the season for our two favorite things: food and family—including the family you choose (your tribe, your people, your friendsgivers). Whether you’re hosting or just showing up, we’re rallying our favorite entertaining and decorating influencers to tell us how to make the most of the holiday season. We’ve also got an easy weeknight dinner plan that lets you shop once and eat all week. And in case you’re thinking of a great escape, we’re visiting Orlando, that oh-so-famous family destination.

September: 
#NOSTRUGGLEHERE
AD CLOSE: 5/21/19  ON SALE: 8/23/19
This month we’re all about the shortcuts and tips and tricks—from meal prep to attitude adjustment—and making weeknights fun again. We’ll show you how to make meal planning easy and get dinner on the table in 30 minutes. Plus: get beautiful while you catch some Z’s, fake a redecoration, and get school lunch inspiration from mom and Repertoire author Jessica Battilana.

December: 
IT’S GO TIME!
AD CLOSE: 9/27/19  ON SALE: 11/22/19
This is our entertaining blowout issue and guide to being the best hostess you can be. Get your bar cart party-ready, win your holiday cookie swap, and finally throw that holiday dinner party without breaking the budget. For New Year’s Eve, we’re thinking classic with a twist (champagne cocktails and canapes). Then again, if you really go all out, it’s got to be Vegas, baby!
Established & Sustained Circulation

1.7 MILLION

For more information contact Karla Partilla, VP, Publisher, at Karla.Partilla@meredith.com or your Rachael Ray Every Day account executive.

Source: Alliance for Audited Media
### Audience Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Aud (000)</th>
<th>Comp (%)</th>
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<tbody>
<tr>
<td><strong>Total Adults</strong></td>
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<tr>
<td><strong>Women</strong></td>
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<td><strong>Men</strong></td>
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<td><strong>Presence of Children</strong></td>
<td>2,231</td>
<td>39</td>
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*Source: GfK MRI Doublebase 2018*

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**Ratecard**

**EFFECTIVE JANUARY/FEBRUARY 2019 ISSUE**

**RATE BASE: 1,700,000**

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<tr>
<td>Cover 4&quot;</td>
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</tr>
</tbody>
</table>

*Closing date one month prior to published ad close*

*For more information contact Karla Partilla, VP, Publisher, at Karla.Partilla@meredith.com or your Rachael Ray Every Day account executive.*
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For more information contact Karla Partilla, VP, Publisher, at Karla.Partilla@meredith.com or your Rachael Ray Every Day account executive.
Active & Engaged Readers

ENGAGED IN THE MAGAZINE
Rachael Ray Every Day readers rank:

#1 read 4/4 issues  #1 read 31+ minutes

AND,
TAKING ACTION
Rachael Ray Every Day
ranks #1 for:

NOTING YOUR AD
and
PURCHASING PRODUCT

For more information contact Karla Partilla, VP, Publisher, at Karla.Partilla@meredith.com or your Rachael Ray Every Day account executive.
Advertising Terms & Conditions

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of Rachael Ray Every Day magazine (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to .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. Payment 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 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 print circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees print circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average print 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 print circulation to regional advertisers, and regional print circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine’s advertising rates.

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
Advertising Terms & Conditions

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 TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

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. 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, resembles 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 ½ 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 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.

REBATES AND SHORTRATES

Publisher shall rebate advertiser if advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.
### 2019 Production Schedule

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<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>ON-SALE</th>
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<td>January 11</td>
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<tr>
<td>March</td>
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<td>April</td>
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<td>May</td>
<td>February 22</td>
<td>April 19</td>
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<tr>
<td>June</td>
<td>March 22</td>
<td>May 24</td>
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<tr>
<td>July/August</td>
<td>April 26</td>
<td>June 21</td>
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<td>September</td>
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<td>August 23</td>
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