

2020 EDITORIAL THEMES

MARCH/ APRIL

TOOLS OF THE YEAR

SPACE CLOSE: JAN 14
ON-SALE: FEB 25

What Are You Building This Year?

- PM'ers Who Have Built Everything - From A Winning Trebuchet, To A Top-Ranked App
- Legacy Building - How To Make Something That Will Outlast You
- The First Thing I Ever Built - Famous Makers Give The Story And Plans Behind Their First Time
- If You Build It, They Will Come: PM'ers Who Built Something Famous
- Amazing Animal Architects: Bees, Ants, Termites, Prairie Dogs And More



MAY/ JUNE

HOME AWARDS

SPACE CLOSE: MARCH 17
ON-SALE: APRIL 28

Home

- The Best Thing You Can Do For Your Home... In 5 Minutes, 30 Minutes, One Night, A Weekend, A Month, A Year, A Lifetime
- How To Move A Home
- Homes That Aren't Houses
- How To Prep Your Home For Anything, Everything, And Things That Will Never Happen, But You Never Know
- When Is A Home Finished? A Think Piece on Working Around the House



SEPT/OCT

READER'S CHOICE AWARDS

SPACE CLOSE: JULY 14
ON-SALE: SEPT 1

How to Take Control of Your Life

- It's time to seize back control of your life. Learn the ways to make automation work for you - in your home, car, work and play - Popular Mechanics will provide the skills and wisdom required to do so.

JULY/ AUGUST

OUTDOOR GEAR AWARDS

SPACE CLOSE: MAY 12
ON-SALE: JUNE 30

Science of Adventure [& Adventure of Science]

- Scientists Who Are Badass Outdoorspeople
- What You Need To Understand About How Weird It Is In The World Of Quantum Mechanics
- Math - The Most Dangerous Game
- How Tech Has Redefined Adventure, Discovery, Danger And Excitement

NOV/DEC

GAMES & TOYS OF THE YEAR

SPACE CLOSE: SEPT 8
ON-SALE: OCT 27

The Happiness Formula

- The Math Equation that Proves There is a Simple Way to be Happy
- 101 Things Guaranteed to Spark Joy
- The Science of Play - Why It Just Might Be The Most Important Human Activity of All



WINTER 2021

GEAR AWARDS

SPACE CLOSE: OCT 27
ON-SALE: DEC 15

Everything is a Tool. Here Are the Best

- 100 Amazing Products - The Stories & Makers Behind Them, And How To Get The Most Out Of Them

Please note: dates, themes, context, etc. are all subject to change or cancellation.

POPULAR MECHANICS

ADVERTISING RATES

4-COLOR	RATES
Full Page	\$174,040
2/3 Page	\$125,310
1/2 Page*	\$99,205
1/3 Page**	\$71,360
Cover 2	\$208,850
Cover 3	\$200,150
Cover 4	\$226,255

EFFECTIVE

MARCH / APRIL 2020 ISSUE

CIRCULATION

985,000

PLEASE NOTE: All rates are gross

For more information,
contact
WILLIAM UPTON
AT 212-649-2904 OR
WILLIAM.UPTON@HEARST.COM

ISSUE AND CLOSING DATES

Published 6 times a year by Hearst Magazines. Issued approximately the Tuesday prior to cover date. Insertion orders must be received by the space close.

INSERTS

Rates and specifications available upon request. Specifications are based on insert qualifying, at a Periodicals Rate [formerly Second Class]. If Post Office finds insert does not meet the qualifications, it will be classified as Standard A Rate [formerly Third Class] and all additional postage will be billed back to the advertiser. A final dummy of the insert must be submitted to Hearst Magazines Production before printing in order for it to be acceptable for binding.

SPLIT RUN ADVERTISING Split runs are available. Rates upon request.

REGIONAL ADVERTISING Regional rates available upon request.

CIRCULATION

Member of the Alliance for Audited Media. Subscriptions \$12.00 per year. Single copy price \$4.99 U.S., \$5.99 Canada.

- * Half page horizontal only
- ** Minimum rateholder. Failure to achieve contracted frequency level will result in a short rate to next lower rate break.

For the full terms and conditions please refer to the General Conditions within the Popular Mechanics media kit at WWW.POPULARMECHANICSMEDIAKIT.COM

**POPULAR
MECHANICS**

CLOSING DATES

ISSUE	SPACE	MATERIAL	ON SALE
MARCH/APRIL '20	1/14/20	1/14/20	2/25/20
MAY/JUNE '20	3/17/20	3/17/20	4/28/20
JULY/AUGUST '20	5/12/20	5/12/20	6/30/20
SEPT/OCT '20	7/14/20	7/14/20	9/01/20
NOV/DEC '20	9/08/20	9/08/20	10/27/20
WINTER '21	10/27/20	10/27/20	12/15/20

ISSUE AND CLOSING DATES

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by Hearst Magazines.

Insertion orders must be received
by the space close.

**POPULAR
MECHANICS**

MECHANICAL SPECS

SPACE	LIVE / NON BLEED (WIDTH X DEPTH)	BLEED (WIDTH X DEPTH)	TRIM (WIDTH X DEPTH)
2 PAGE SPREAD	13 ½" x 9 ½"	14" x 10 ¼"	14" x 10"
FULL PAGE	6 ½" x 9 ½"	7 ¼" x 10 ¼"	7" x 10"
2/3 PAGE VERTICAL	4" x 9 ½"	4 ¾" x 10 ¼"	4 ½" x 10"
1/2 PAGE HORIZONTAL	6 ½" x 4 ¾"	7 ¼" x 5 ½"	7" x 4 ¾"
1/2 PAGE HORIZONTAL SPREAD	13 ½" x 4 ¾"	14 ¼" x 5 ½"	14" x 4 ¾"
1/3 PAGE VERTICAL	1 ¾" x 9 ½"	2 ½" x 10 ¼"	2 ¼" x 10"
1/3 PAGE SQUARE	4" x 4 ¾"	4 ¾" x 5 ½"	4 ½" x 4 ¾"

FINAL TRIM SIZE: 7" W x 10" D

BLEED: 1/8"

BINDING METHOD: Perfect Bound

JOG POSITION: Foot

LIVE MATTER SAFETY: Leave 1/4"
from all trim edges

REQUIRED FILE FORMAT: PDF X1-a File

RESOLUTION: All color and grayscale
photos: 300 dpi or better [save
all color art in CMYK mode]

BLACK-AND-WHITE ART: 1200 dpi or
better

INK COVERAGE: Maximum coverage 320%

RICH BLACK: Avoid using rich
black in small text [under 15 pt.]

SPOT COLORS: No spot colors
[Pantone] should be used

For complete advertising
specifications, and to submit
your ads electronically, go to
[HTTP://ADS.HEARST.COM](http://ads.hearst.com)

For material extensions or
questions, please contact
TALINA BUJDUD CERVANTES AT
414-622-2889 OR
TBUJDUDCERVA@QUAD.COM

For supplied insert extensions
or questions, please contact
DAVID BRICKEY AT
305-859-0159 OR
DAVID.BRICKEY@PUBWORX.COM

**POPULAR
MECHANICS**

HEARST DIRECT MEDIA

PM MARKETPLACE

SPACE	MECHANICAL SPECIFICATIONS	RATES
1"	2"w X 1"h	\$2,790
2"	2"w X 2"h	\$5,230
1/12"	2"w x 2 $\frac{1}{4}$ "h [2"w x 2.25"h]	\$6,460
1/6V	2"w x 4 $\frac{5}{8}$ "h [2"w x 4.625"h]	\$12,310
1/6H	4 $\frac{1}{4}$ "w x 2 $\frac{1}{4}$ "h [4.25"w x 2.25"h]	\$12,310
1/3S	4 $\frac{1}{4}$ "w x 4 $\frac{5}{8}$ "h [4.25"w x 4.625"h]	\$23,635
1/3V	2"w x 9 $\frac{1}{2}$ "h [2"w x 9.5"h]	\$23,635

EFFECTIVE

MARCH/APRIL 2020

CIRCULATION

985,000

NOTE: All rates are gross

For complete advertising specifications, and to submit YOUR ADS ELECTRONICALLY, GO TO [HTTP://ADS.HEARST.COM](http://ADS.HEARST.COM)

For material extensions or questions, please contact TALINA BUJDUD CERVANTES AT 414-622-2889 OR TBUJDUDCERVA@QG.COM

For the full terms and conditions please refer to General Conditions within the Popular Mechanics media kit at WWW.POPULARMECHANICSMEDIAKIT.COM

REQUIRED FILE FORMAT: PDFX1-a File

RESOLUTION: All color and grayscale photos: 300 dpi or better [save all color art in CMYK mode]

BLACK AND WHITE ART: 1200 dpi or better

INK COVERAGE: Maximum coverage 320%

RICH BLACK: Avoid using rich black in small text [under 15 pt.]

SPOT COLORS: No spot colors [pantone] should be used.

For more information, please contact
BRAD GETTELFINGER AT
212-649-4204 OR
BGETTELFINGER@HEARST.COM

**POPULAR
MECHANICS**

PRINT AUDIENCE

In each issue, Popular Mechanics features its **WORK/SHOP**, a promotional page that helps connect readers with valuable products, services and promotions from Popular Mechanics partners. The Work/Shop page is ideal for advertisers who want to launch a new product or service, drive readers to their website for more information or promote an upcoming sweepstakes or special offer. There are only 4-5 products/offers featured on Work/Shop each month, giving each advertiser optimum bonus exposure and extended brand awareness.

POPULAR MECHANICS
WORK/SHOP
A COLLECTION OF PRODUCTS & OFFERS FROM OUR PARTNERS

TAKE A LOAD OFF YOUR BACK—STAND ON AIR
State of the art air-spring design improves Circulation by Stimulating healthy Micro-Movements. Fully Adjustable—soft, bouncy or firm—for your own weight and needs. Think more clearly at Work; strengthens back, legs and feet. Burn more calories. Wurf board...The healthiest way to stand!
Call (888) 901-5867 or visit Wurf.com/PM for up to 20% off for Popular Mechanics readers.

AMERICA'S ORIGINAL CRAFT VODKA
In 1997, Bert "Tito" Beveridge, now a 50-something geophysicist, obtained the first legal permit to distill in Texas and created Tito's Handmade Vodka. Tito distills his corn-based vodka using old-fashioned copper pot stills and the vodka is naturally Gluten-Free.
www.titosvodka.com

SCIENTIFIC PROOF THAT TRUE LOVE CAN LAST
Our one carat DiamondAura® Everlasting Anniversary sterling silver ring fuses modern science and old-fashioned romance! Our exclusive lab-created stones burn with more fire than mined diamonds. Everlasting Anniversary Ring — Only \$59 + S&P
1-800-333-2045 Your offer code: EAR245-02 www.stauer.com

DICKIES DENIM: PERFORMANCE • COMFORT GUARANTEED
Dickies Denim is crafted to deliver durability and comfort backed by an unconditional satisfaction guarantee. As the world's leading performance workwear brand, Dickies offers comfortable styles and washes that are built to work, and engineered to last.
Learn more at DICKIES.COM/DENIM

@ThePMWorkshop

2020 ISSUES	DEADLINES
MARCH/APRIL	1/7/20
MAY/JUNE	3/10/20
JULY/AUGUST	5/5/20
SEPT/OCT	7/7/20
NOV/DEC	9/1/20
WINTER 2021	10/20/20

NOTE: Opportunity is on a first-come, first-served basis. Program details are subject to change pending final approval.

SPECS:

- Product shot or Logo
- Headline - 30 characters or less
- Up to 40 words of copy
- Call to action - URL, social handle, etc.

For questions or inquiries, please contact your account representative or JACLYN D'ANDREA, INTEGRATED MARKETING COORDINATOR, AT JACLYN.D'ANDREA@HEARST.COM OR 212-649-4123

POPULAR MECHANICS

PRINT AUDIENCE

ADULTS	TOTAL AUDIENCE	% COMP
Adults	6,295,000	100.0
Men	5,665,000	90.0
Women	630,000	10.0
AGE		
Age 18-34	1,373,000	21.8
Age 18-24	454,000	7.2
Age 25-34	919,000	14.6
Age 35-49	1,951,000	31.0
Age 50+	2,971,000	47.2
Age 21+	6,067,000	96.4
Median Age	48.7	
MARITAL STATUS		
Never Married	1,472,000	23.4
Now Married	3,904,000	62.0
EDUCATION		
Bachelor's Degree/Post Grad	1,782,000	28.3
Any College	3,876,000	61.6
HOUSEHOLD INCOME		
50K+	4,423,000	70.3
75K+	3,193,000	50.7
100K+	2,188,000	34.8
Median HHI	\$76,125	
OCCUPATION		
Median Value Of Owned Home	\$237,696	
RPC Adults	5.63	

PRINT AUDIENCE

MEN

ADULTS	TOTAL AUDIENCE	% COMP
MEN	5,665,000	
AGE		
AGE 18-34	1,264,000	22.3
AGE 18-24	397,000	7.0
AGE 25-34	867,000	15.3
AGE 35-49	1,706,000	30.1
AGE 50+	2,695,000	47.6
AGE 21+	5,440,000	96.0
MEDIAN AGE	48.9	
MARITAL STATUS		
NEVER MARRIED	1,343,000	23.7
NOW MARRIED	3,580,000	63.2
EDUCATION		
GRADUATED COLLEGE+	1,580,000	27.9
ANY COLLEGE	3,463,000	61.1
HOUSEHOLD INCOME		
\$50,000+	4,037,000	71.3
\$75,000+	2,897,000	51.1
\$100,000+	1,959,000	34.6
MEDIAN HHI \$	\$76,720	
MEDIAN VALUE OF OWNED HOME	\$238,051	
RPC ADULTS	5.04	

DIGITAL AUDIENCE

ADULTS	TOTAL AUDIENCE	% COMP
Adults	7,237,000	100.0
Men	3,991,000	55.1
Women	3,247,000	44.9
AGE		
Age 18-34	1,881,000	26.0
Age 18-24	712,000	9.8
Age 25-34	1,169,000	16.2
Age 35-49	1,988,000	27.5
Age 50+	3,368,000	46.5
Age 21+	6,876,000	95.0
Median Age	48.3	
MARITAL STATUS		
Never Married	1,971,000	27.2
Now Married	4,129,000	57.0
EDUCATION		
Bachelor's Degree/Post Grad	2,799,000	38.7
Any College	4,129,000	67.4
HOUSEHOLD INCOME		
50K+	4,999,000	69.1
75K+	3,874,000	53.5
100K+	2,798,000	38.7
Median HHI	\$80,920	
OCCUPATION		
Median Value Of Owned Home	\$267,298	

Source: GfK MRI Spring 2019 Report

**POPULAR
MECHANICS**

DIGITAL AUDIENCE

MEN

ADULTS	TOTAL AUDIENCE	% COMP
MEN	3,991,000	
AGE		
AGE 18-34	958,000	24.0
AGE 18-24	284,000	7.1
AGE 25-34	674,000	16.9
AGE 35-49	1,145,000	28.7
AGE 50+	1,889,000	47.3
AGE 21+	3,822,000	95.8
MEDIAN AGE	48.7	
MARITAL STATUS		
NEVER MARRIED	1,027,000	25.7
NOW MARRIED	2,439,000	61.1
EDUCATION		
GRADUATED COLLEGE+	1,461,000	36.6
ANY COLLEGE	2,571,000	64.4
HOUSEHOLD INCOME		
\$50,000+	2,775,000	69.5
\$75,000+	2,141,000	53.6
\$100,000+	1,505,000	37.7
MEDIAN HHI \$	\$80,733	
MEDIAN VALUE OF OWNED HOME	\$238,051	
RPC ADULTS	5.04	

FUSION AUDIENCE

ADULTS	TOTAL AUDIENCE	% COMP
Adults	12,734,000	100.0
Men	10,232,000	80.4
Women	2,502,000	19.6
AGE		
Age 18-34	3,225,000	25.3
Age 18-24	1,295,000	10.2
Age 25-34	1,929,000	15.1
Age 35-49	3,442,000	27.0
Age 50+	6,067,000	47.6
Age 21+	12,132,000	95.3
MEDIAN AGE	48.7	
MARITAL STATUS		
Never Married	3,381,000	26.6
Now Married	7,340,000	57.6
EDUCATION		
Bachelor's Degree/Post Grad	4,358,000	34.2
Any College	8,254,000	64.8
HOUSEHOLD INCOME		
\$50,000+	9,062,000	71.2
\$75,000+	6,640,000	52.1
\$100,000+	4,682,000	36.8
MEDIAN HHI \$	\$78,491	
Median Value Of Owned Home	\$252,539	

Source: 2018 comScore Multi-Platform
//GfK MRI Media Fusion (07-18/S18)

**POPULAR
MECHANICS**

FUSION AUDIENCE

MEN

ADULTS	TOTAL AUDIENCE	% COMP
Men	10,237,000	100.0
AGE		
Age 18-34	2,676,000	26.1
Age 18-24	775,000	7.6
Age 25-34	1,901,000	18.6
Age 35-49	2,362,000	23.1
Age 50+	5,199,000	50.8
Age 21+	9,908,000	96.8
Median Age	50.5	
MARITAL STATUS		
Never Married	2,737,000	26.7
Now Married	5,962,000	58.2
EDUCATION		
Graduated College+	3,237,000	31.6
Any College	6,578,000	64.3
HOUSEHOLD INCOME		
\$50,000+	6,956,000	67.9
\$75,000+	5,024,000	49.1
\$100,000+	3,636,000	35.5
Median HHI \$	\$73,795	
Median Value Of Owned Home	\$235,978	

Source: 2018 comScore Multi-Platform //
GfK MRI Media Fusion (07-18/S18)

**POPULAR
MECHANICS**

TERMS & CONDITIONS FOR INSERTION ORDERS PLACED IN 2020

1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Magazine Media, Inc. ("Publisher") during 2020. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.

2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Hearst Magazines without the prior written permission of the Publisher.

3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.

4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion.

5. The Advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.

6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.

7. All agencies or direct Advertisers must supply Publisher with a legal street address and not just a post office box.

8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

9. Advertisements in other than standard sizes are subject to Publisher's approval.

10. Publisher is a member of the Alliance for Audited Media (AAM). Publisher reports its total circulation on an issue-by-issue basis which is audited by AAM. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported to AAM are used only as a basis for determining rates. Publisher is entitled to a 5% shortfall on estimates for ads placed on a regional basis.

11. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.

12. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.

13. Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.

14. Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.

15. No rebate will be allowed for insertion of wrong key numbers.

16. The Advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.

The Advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures

of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims").

18. In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the Advertiser including, without limitation, those arising from any Claims.

19. The Advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication 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.

20. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Hearst Magazines.

21. All Advertisements must be clearly identified by the trademark or signature of the advertiser.

22. Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter.

23. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.

24. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.

25. The Advertiser agrees to reimburse Publisher for all fees and expenses, including its attorney's fees, incurred by Hearst in collecting or attempting to collect charges owed for advertising placed pursuant to this Agreement.

26. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

27. Should Hearst Publisher acquire any new magazines beyond the current list of publications, the Advertiser will not be entitled to any discount with respect to such newly acquired titles during the term of this Agreement.

28. Claims for circulation base shortfalls must be made within 6 months after publication of final AAM statements (the white sheets).

29. The Advertiser is responsible for any and all rate base increases that occur throughout the contract period. Rate base adjustments are NON-NEGOTIABLE.

30. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by Advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts.

TERMS AND CONDITIONS APPLICABLE TO DIGITAL ADVERTISING

Terms governed by IAB Terms & Conditions 3.0 (https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf) with the exception of the following (which govern in the event of any discrepancy with the IAB Terms & Conditions):

By placing an Insertion Order for advertising on a Web site or in an email of Hearst Digital Media, a unit of Hearst Magazines Division, Hearst Magazine Media, Inc. ("Hearst Digital Media"), Advertiser agrees to the following terms and conditions with respect to such advertising (collectively, "Terms"). All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.

1. Insertion Order; Optimization; Ad Servers. Hearst Digital Media agrees to deliver, and Advertiser each agree to pay for the services on the applicable Insertion Order which Insertion Order is incorporated herein by this reference (collectively, "Services"), according to rates specified on the Insertion Order and subject to these Terms. Subject to available inventory and appropriate rate adjustment, positions on the Insertion Order may be adjusted (each, an "Optimization"); provided that the total financial obligation of the Advertiser under the Insertion Order is not reduced. Optimizations are subject to Hearst Digital Media's prior approval, with applicable terms documented via email, and the confirmation of acceptance by Advertiser via reply email, and such terms shall be binding on Advertiser and made part of the Insertion Order as though fully set forth therein.

2. Ad Servers and Counting. Hearst Digital Media shall only recognize its third party ad servers and other nationally recognized third party ad servers as may be agreed upon in writing by Hearst Digital Media and the Advertiser in advance. Any of Advertiser's and/or its agency's third party ad server reporting that is not pre-approved by Hearst Digital Media in writing is not accepted. (a) Shortfall in Campaign. If actual impressions delivered with respect to a particular advertisement placement falls below guaranteed levels on the Insertion Order according to the agreed-upon ad server counts by more than 10%, and/or if there is an omission of any advertisement (placement or creative unit), Hearst Digital Media will continue the campaign until such time as the level of impressions equals the guarantee on the Insertion Order. Makeups of shortfalls are not available (a) when under-delivery or omission of an advertisement is attributable to Advertiser's and/or agency's (i) delayed, incorrect or incompatible Ad Materials or (ii) failure to follow applicable Policies (as defined in Section 4 below), (b) for failure to deliver impressions according to any specific daily or weekly distribution, (c) for impressions marked on the Insertion Order as "estimated" or "not guaranteed", (d) for sponsorship, exclusive or similar placements, or (e) for preemptive placements and/or impressions. This section sets forth the sole and exclusive remedy for any failure of Hearst Digital Media to fulfill its obligations under the Insertion Order.

(b) Bonus Impressions. Placements for a specified term shall run for the specified time regardless of over-delivery, unless the Insertion Order establishes an impression cap for third party ad served activity, and Advertiser shall not be charged by Hearst Digital Media for any additional advertisements above any level guaranteed in the Insertion Order. If a previously approved third party ad server is being used and Advertiser notifies Hearst Digital Media that the guaranteed level stated in the Insertion Order has been reached, Hearst Digital Media will use commercially reasonable efforts to suspend delivery promptly. If the over-delivery exceeds the guaranteed level in the Insertion Order by an amount in excess of 10% and Advertiser is using a third party ad server, then Hearst will reimburse or credit Advertiser for fees, if any, charged by the third party ad server for trafficking ads in excess of 10% above the guarantee.

3. Cancellation. (a) Cancellation of custom programs will result in billing for costs incurred. (b) Sponsorship dates cannot be moved after booked.

Cancellation and alteration notification must be sent via email to your account executive or hdm_account_management@hearst.com to be followed by revised paperwork.

4. Ad Materials; Late Creative. Artwork, copy, other content, active URL s and other components of the advertisement (collectively, "Ad Materials") must comply with Hearst Digital Media's criteria and specifications for its applicable Web site(s) (collectively, the "Policies"), as updated from time-to-time in Hearst Digital Media's discretion. Ad Materials must be received at least five (5) business days prior to the scheduled start date or within the timeframe in the Policies for the applicable ad type if such timeframe is greater. If Ad Materials are not received within such timeframe, or if provided incorrectly or inconsistent with the Policies, then guaranteed impressions and Hearst Digital Media's obligations will be reduced pro-rata for the period of time that reserved space was not filled; however, Advertiser will remain liable for the full fee set forth in the Insertion Order for all impressions ordered and inventory reserved. All Ad Materials are subject to Hearst Digital Media's approval, which may be denied for any reason in Hearst Digital Media's sole discretion. Hearst Digital Media reserves the right, at any time and for any reason in its discretion, to cancel or cease publication of any Ad Materials, space reservation, or position commitment, without any liability, and in such event, Advertiser will be liable to pay only for those impressions actually served.

5. Payment Terms; Taxes. If Hearst Digital Media approves credit, Advertiser will be invoiced promptly at the end of each month for amounts set forth on the Insertion Order and payment shall be made to Hearst Digital Media within thirty (30) days from the date of invoice ("Due Date"). If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by Hearst Digital Media in collecting such amounts. Hearst Digital Media reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make

timely payment. Fees on the Insertion Orders are exclusive of all taxes. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on Hearst Digital Media's net income. If agency is the signing party placing an Insertion Order for the benefit of its client, then agency is responsible for all payments hereunder regardless of whether it has received payment from its client. However, Hearst Digital Media reserves the right to hold agency and Advertiser jointly and severally liable for all payments. No fees payable hereunder may be reduced as a result of any claim, rebate, makegood or other claim of set-off that Advertiser may have or claim to have as a result of an insertion of print advertising in any magazines published by Hearst Communications, Inc. or its affiliates.

6. Warranties; Indemnity. Advertiser hereby represents and warrants to Hearst Digital Media that Advertiser has the right to publish the Ad Materials in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. This representation and warranty also applies to Ad Materials created by Hearst Digital Media. Advertiser agrees, at its own expense, to indemnify, defend and hold harmless Hearst Digital Media, its parent companies, employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including reasonable attorneys' fees and costs) arising out of or related to (a) the publication of any advertisement hereunder, (b) the Ad Materials or any matter or thing contained in any advertisement, and/or (c) any material of Advertiser to which users can link through any advertisement (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy or data protection violation, false, deceptive or misleading advertising or sales practices). HEARST DIGITAL MEDIA MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS WEB SITES OR SERVICES TO BE DELIVERED HEREUNDER AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED,

INCLUDING WITHOUT LIMITATION, ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ALL SERVICES ARE PROVIDED ON AN AS IS BASIS WITHOUT GUARANTEE.

7. Limitation of Liability. HEARST DIGITAL MEDIA SHALL NOT BE LIABLE TO THE ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY

THEORY OF LAW OR EQUITY, AND WHETHER OR NOT HEARST DIGITAL MEDIA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL HEARST DIGITAL MEDIA'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO HEARST DIGITAL MEDIA FOR THE ADVERTISEMENT GIVING RISE TO SUCH LIABILITY.

8. Miscellaneous. Hearst Digital Media shall not be liable to Advertiser for delay or default in the performance of or completion of Services under the Insertion Order or these Terms, if caused by conditions beyond its control, including but not limited to, any act of God, governmental authority, or war, terrorist act, riot, labor stoppage or slowdown, fire, flood, severe weather, earthquake, accident, telecommunications or network failures, failure of the Internet, or electrical outages. These Terms, together with the Insertion Order, shall be governed and construed in accordance with the laws of the state of New York, without regard to its conflicts of law principles. Any action brought by Advertiser against Hearst Digital Media relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts. These Terms (together with the IAB terms) and the Insertion Order are the complete and exclusive agreement between the parties with respect to the subject matter and supersede any prior or contemporaneous agreements, negotiations and communications, whether written or oral, between the parties regarding such subject matter. The Terms and Insertion Order (except in the case of Optimizations) may only be modified, or any rights under it waived, by a written document executed by both parties. Hearst Digital Media will not be bound by any terms or conditions, printed or otherwise, appearing on any purchase order, copy instructions, contract or other documents submitted by Advertiser or its Agency, or expressed orally. To the extent of any conflict, these Terms shall prevail over the Insertion Order. These Terms and the Insertion Order are specifically between and for the benefit of Hearst Digital Media and Advertiser, and no other person or entity whatsoever (including without limitation, Advertiser's agency) shall have any rights, interests or claims hereunder or be entitled to any benefits under or on account of these Terms or the Insertion Order as a third party beneficiary or otherwise. All obligations and liabilities which by their nature are intended to survive shall survive termination or expiration of these Terms and the Insertion Order for any reason. If the Insertion Order is signed by an Agency, the Agency represents and warrants that it has full authority to bind Advertiser and to enter this Agreement on its behalf.

PUBLISHER INITIALS: _____

CLIENT/AGENCY INITIALS: _____