



2022 PRINT MEDIA KIT

First *for women* | **Woman's World** A great week made easy!

EDITORIAL MISSION

Woman's World is a warm voice in a cold world, a comforting hug, a reliable friend. It's a feel-good read filled with everything the reader needs to make her week better and happier, to feel healthier, to express her creativity and to share her love. *Woman's World* stands alone as the only women's service magazine that makes a meaningful and lasting emotional connection with the reader, a connection that's evidenced by its place at the top of the newsstand.



First for Women offers women the tools and inspiration they need to look good, feel great and enjoy every aspect of their lives with guidance and encouragement on topics like beauty, fashion, health, food, home and family. Understanding how busy readers are, *First for Women* offers visually driven, reliable information in bite-sized nuggets within a larger, clearly organized framework. Bright, friendly, smart and engaging, *First for Women* is the go-to for women on the go.

AT A GLANCE



Total Audience	4,620,000
Median Age	59.4
Median HHI \$	\$61,857
Rate Base	800,000
Frequency	Weekly, 52x/Year
2022 P4C Gross Open Rate	\$89,250

Total Audience	2,202,000
Median Age	57.2
Median HHI \$	\$66,421
Rate Base	850,000
Frequency	Tri-weekly, 17x/Year
2022 P4C Gross Open Rate	\$76,820



Source: AAM June 2021; MRI Doublebase 2021

WOMAN'S WORLD 2022 RATES



EFFECTIVE: JANUARY 2022
RATE BASE: 800,000

4-COLOR

Page	\$89,250
1/2 Page	\$66,880
1/3 Page	\$44,625

COVERS

2nd Cover	\$111,565
4th Cover	\$138,075

B/W

Page	\$74,795
1/2 Page	\$56,145
1/3 Page	\$37,430

Rates are gross.
All special unit pricing available upon request.

PUBLISHED BY: A360 Media Sales, 4 New York Plaza, Second Fl., New York, NY 10004

CIRCULATION: Rates based on an annual (12 month) contract year average. Single copy price: \$2.49.

RATE INCREASES: Announcement of any change in rates will be made in advance of closing date for the issue affected. Orders for issues thereafter at rates then prevailing.

CANCELLATION DATES: Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. Cancellation of orders booked in advance of space close will not be accepted after the date, thirty (30) days prior to the issue closing date. All inserts printed by A360 Media Sales, and any regional inserts printed are non-cancellable ten (10) weeks prior to published issue close. If the insert is supplied by the advertiser, they are not cancellable 30 days prior to published issue space close date.

TERMS OF SALE: 30 days from the date of invoice. Interest will be charged at a rate of 1.5% per month on past-due balances.

FREQUENCY DISCOUNTS: Frequency discounts earned within 12-month period. Advertisers that do not meet earned frequency during contract year, will be short-rated back to earned frequency level.

*Prices subject to change at Publisher's discretion.
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WOMAN'S WORLD 2022 DATES

ISSUE NUMBER	COVER DATE	ON SALE DATE	SPACE CLOSE	MATERIAL DUE DATE	THEME
2203	01/17/22	01/07/22	11/26/21	12/06/21	
2204	01/24/22	01/14/22	12/03/21	12/13/21	
2205	01/31/22	01/21/22	12/10/21	12/20/21	
2206	02/07/22	01/28/22	12/17/21	12/27/21	Superbowl (2/13)
2207	02/14/22	02/04/22	12/23/21	01/03/22	Valentine's Day (2/14)
2208	02/21/22	02/11/22	12/30/21	01/10/22	
2209	02/28/22	02/18/22	01/07/22	01/14/22	
2210	03/07/22	02/25/22	01/14/22	01/24/22	Mardi Gras (3/1)
2211	03/14/22	03/04/22	01/21/22	01/31/22	
2212	03/21/22	03/11/22	01/28/22	02/07/22	St. Patrick's Day (3/17)
2213	03/28/22	03/18/22	02/04/22	02/14/22	
2214	04/04/22	03/25/22	02/11/22	02/18/22	Easter (4/4)
2215	04/11/22	04/01/22	02/18/22	02/28/22	
2216	04/18/22	04/08/22	02/25/22	03/07/22	
2217	04/25/22	04/15/22	03/04/22	03/14/22	
2218	05/02/22	04/22/22	03/11/22	03/21/22	Cinco de Mayo (5/5)
2219	05/09/22	04/29/22	03/18/22	03/28/22	Mother's Day (5/8)
2220	05/16/22	05/06/22	03/25/22	04/04/22	
2221	05/23/22	05/13/22	04/01/22	04/11/22	Memorial Day (5/20)
2222	05/30/22	05/20/22	04/08/22	04/18/22	
2223	06/06/22	05/27/22	04/15/22	04/25/22	
2224	06/13/22	06/03/22	04/22/22	05/02/22	
2225	06/20/22	06/10/22	04/29/22	05/09/22	Father's Day (6/19)
2226	06/27/22	06/17/22	05/06/22	05/16/22	
2227	07/04/22	06/24/22	05/13/22	05/23/22	July 4th (7/4)
2228	07/11/22	07/01/22	05/20/22	05/30/22	
2229	07/18/22	07/08/22	05/27/22	06/06/22	
2230	07/25/22	07/15/22	06/03/22	06/13/22	
2231	08/01/22	07/22/22	06/10/22	06/20/22	
2232	08/08/22	07/29/22	06/17/22	06/27/22	
2233	08/15/22	08/05/22	06/24/22	07/01/22	
2234	08/22/22	08/12/22	07/01/22	07/11/22	
2235	08/29/22	08/19/22	07/08/22	07/18/22	
2236	09/05/22	08/26/22	07/15/22	07/25/22	Labor Day (9/5)
2237	09/12/22	09/02/22	07/22/22	08/01/22	
2238	09/19/22	09/09/22	07/29/22	08/08/22	
2239	09/26/22	09/16/22	08/05/22	08/15/22	
2240	10/03/22	09/23/22	08/12/22	08/22/22	
2241	10/10/22	09/30/22	08/19/22	08/29/22	
2242	10/17/22	10/07/22	08/26/22	09/02/22	
2243	10/24/22	10/14/22	09/02/22	09/12/22	Halloween (10/31)
2244	10/31/22	10/21/22	09/09/22	09/19/22	Last Minute Halloween (10/31)
2245	11/07/22	10/28/22	09/16/22	09/26/22	
2246	11/14/22	11/04/22	09/23/22	10/03/22	Special Thanksgiving Issue (11/24)
2247	11/21/22	11/11/22	09/30/22	10/10/22	Thanksgiving (11/24)
2248	11/28/22	11/18/22	10/07/22	10/17/22	Last Minute Thanksgiving (11/24)
2249	12/05/22	11/25/22	10/14/22	10/24/22	
2250	12/12/22	12/02/22	10/21/22	10/31/22	Special Christmas Issue (12/25)
2251	12/19/22	12/09/22	10/28/22	11/07/22	Christmas (12/25); Hanukkah (12/18 – 12/26)
2252	12/26/22	12/16/22	11/04/22	11/14/22	Last Minute Christmas (12/25)
2301	01/02/23	12/23/22	11/11/22	11/21/22	New Year
2302	01/09/23	12/30/22	11/18/22	11/28/22	
2303	01/16/23	01/06/23	11/25/22	12/05/22	

*All edit themes, content and dates are subject to change.

Please contact Gail DeSantis, Gail.DeSantis@bauermedia.us, 201.569.6699 ext. 502 for material extension beyond due date above.

All fractionals must be booked one week prior to space close.

UPDATED: 11.8.21

WOMAN'S WORLD SPECIFICATIONS

PRODUCTION SPECS

PUBLICATION TRIM SIZE: 9" X 11"

	BLEED	TRIM	SAFETY
Single Page	9.25" x 11.25"	9" x 11"	8.5" x 10.5"
Two Page Spread	18.25" x 11.25"	18" x 11"	17.5" x 10.5"
1/2 Page Horizontal	9.25" x 5.75"	9" x 5.5"	8.5" x 5"
1/2 Page Horizontal Spread	18.25" x 5.75"	18" x 5.5"	17.5" x 5"
1/3 Page Vertical	3.25" x 11.25"	3" x 11"	2.5" x 10.5"
1/2 Page Vertical	4.75" x 11.25"	4.5" x 11"	4" x 10.5"

Keep safety 1/4" in from TRIM and BLEED is 1/8" out from TRIM. Image areas intended to bleed should extend 1/8" beyond the trim.

ALL FILES SHOULD BE SUBMITTED TO OUR AD PORTAL: BAUERMEDIA.SENDMYAD.COM

PREFERRED FILE FORMAT: Hi-res PDF files (made ONLY through Acrobat Distiller). No native application files accepted. PDF files MUST be made using Acrobat Distiller 5.0 (preferred) & also 4.0 (3.0 will NOT be accepted). The Hi-res PDF distilled files must have:

1. All fonts embedded (NO True Type fonts accepted).
2. The correct mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles (i.e. ICC profiles).
3. All spot colors MUST be converted to CMYK unless running 1, 2, or 3 color ads. NO file with PMS colors accepted unless pre-ordered.
4. OPI must NEVER be included in the file (see advanced tab in distiller).
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim & bleed marks for bleed ads.
7. Files must comply with SWOP standards.
8. Knockout type should be no smaller than 7 pt. Serifs should be .007 minimum thickness. Black type on ads should be solid black and not 4/C.

ADVERTISING MATERIAL: All materials should be uploaded to **BAUERMEDIA.SENDMYAD.COM**

Once the ad has been posted, please email the following information to Gail DeSantis, Gail.DeSantis@bauermedia.us

- Advertiser Name
- Publication Name
- Issue Number and Cover Date
- File Name that was uploaded
- Low Res PDF of the ad for file identification

*NOTE: If using a MAC to upload, Fire Fox is the preferred Browser.

PUBLISHER'S SERVICES: Services performed by The Publisher are non-commissionable. The Publisher will charge for all costs incurred in preparing submitted material which does not meet mechanical specifications. Detailed specifications and costs are available upon request. An early identification proof or facsimile of advertisement is to be used solely as an aid in positioning should be sent well in advance of closing date to The Publisher. All advertising material will be destroyed one year after last use unless otherwise instructed upon arrival.

FIRST FOR WOMEN 2022 RATES



EFFECTIVE: JANUARY 2022
RATE BASE: 850,000

4-COLOR

Page	\$76,820
1/2 Page	\$49,945
1/3 Page	\$38,435

COVERS

2nd Cover	\$96,025
3rd Cover	\$88,345
4th Cover	\$103,700

B/W

Page	\$65,710
1/2 Page	\$42,650
1/3 Page	\$32,880

Rates are gross.
All special unit pricing available upon request.

PUBLISHED BY: A360 Media Sales, 4 New York Plaza, Second Fl., New York, NY 10004

CIRCULATION: Rates based on an annual (12 month) contract year average. Single copy price: \$3.49.

RATE INCREASES: Announcement of any change in rates will be made in advance of closing date for the issue affected. Orders for issues thereafter at rates then prevailing.

CANCELLATION DATES: Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. Cancellation of orders booked in advance of space close will not be accepted after the date, thirty (30) days prior to the issue closing date. All inserts printed by A360 Media Sales, and any regional inserts printed are non-cancellable ten (10) weeks prior to published issue close. If the insert is supplied by the advertiser, they are not cancellable 30 days prior to published issue space close date.

TERMS OF SALE: 30 days from the date of invoice. Interest will be charged at a rate of 1.5% per month on past-due balances.

FREQUENCY DISCOUNTS: Frequency discounts earned within 12-month period. Advertisers that do not meet earned frequency during contract year, will be short-rated back to earned frequency level. **REGIONAL INSERTS AND SUPPLIED INSERTS:** Regional inserts, supplied inserts and pre-printed inserts will be delivered to their proper areas subject to an allowable variation of 5% to 10%, due to mechanical tolerances and local distribution patterns.

*Prices subject to change at Publisher's discretion.
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FIRST FOR WOMEN 2022 DATES

ISSUE	COVER DATE	ON SALE	AD CLOSING	MATERIAL DUE	THEME
2204	01/24/22	01/03/22	11/09/21	11/17/21	
2207	02/14/22	01/24/22	11/30/21	12/08/21	Superbowl
2210	03/07/22	02/14/22	12/21/21	12/29/21	Valentine's Day
2213	03/28/22	03/07/22	01/11/22	01/19/22	St. Patrick's Day
2216	04/18/22	03/28/22	02/01/22	02/09/22	Easter
2219	05/09/22	04/18/22	02/22/22	03/02/22	Mother's Day
2222	05/30/22	05/09/22	03/15/22	03/23/22	Memorial Day
2225	06/20/22	05/30/22	04/05/22	04/13/22	Summer Kickoff
2228	07/11/22	06/20/22	04/26/22	05/04/22	Fourth of July
2231	08/01/22	07/11/22	05/17/22	05/25/22	Kick Back And Relax
2234	08/22/22	08/01/22	06/07/22	06/15/22	Summer Living
2237	09/12/22	08/22/22	06/28/22	07/06/22	Back-To-School
2240	10/03/22	09/12/22	07/19/22	07/27/22	Cool Down
2243	10/24/22	10/03/22	08/09/22	08/17/22	Halloween
2246	11/14/22	10/24/22	08/30/22	09/07/22	Thanksgiving
2249	12/05/22	11/14/22	09/20/22	09/28/22	Christmas
2252	12/26/22	12/05/22	10/11/22	10/19/22	Last-Minute Christmas
2303	01/16/23	12/26/22	11/01/22	11/09/22	New Year

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UPDATED: 11.8.21

FIRST FOR WOMEN SPECIFICATIONS

PRODUCTION SPECS

PUBLICATION TRIM SIZE: 7.9375" X 10.5"

	BLEED	TRIM	SAFETY
Single Page	8.1875" x 10.75"	7.9375" x 10.5"	7.4375" x 10"
Spread	16.125" x 10.75"	15.875" x 10.5"	15.375" x 10"
1/2 Page Horizontal	8.1875" x 5.5"	7.9375" x 5.25"	7.4375" x 4.75"
1/2 Page Horizontal Spread	16.125" x 5.5"	15.875" x 5.25"	15.375" x 4.75"
1/2 Page Vertical	4.2187" x 10.75"	3.96875" x 10.5"	3.46875" x 10"
1/3 Page Vertical	2.89583" x 10.75"	2.64583" x 10.5"	2.14583" x 10"
2/3 Page Vertical	5.544" x 10.75"	5.294" x 10.5"	4.794" x 10"

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FULL-SIZE SPECIAL INTEREST PUBLICATIONS



SPECIAL INTEREST PUBLICATION TRIM SIZE: 8" X 10.875"

	BLEED	TRIM	SAFETY
Full Page	8.25" x 11.125"	8" x 10.875"	7.5" x 10.375"
Spread	16.25" x 11.125"	16" x 10.875"	15.5" x 10.375"

SPECIAL INTEREST PUBLICATION DATES

ISSUE	THEME	COVER DATE	ON SALE	AD CLOSING	MATERIALS DUE
2201	Heal Your Gut	04/04/22	01/03/22	10/29/21	11/12/21
2202	Magic of Lennon & McCartney	04/12/22	01/10/22	11/05/21	11/19/21
2202B	Keto	04/11/22	01/10/22	11/05/21	11/19/21
2203	Queen Elizabeth	04/18/22	01/17/22	11/12/21	11/26/21
2203B	Betty White Tribute	04/18/22	01/17/22	Rush to Market	Rush to Market
2204	Bon Jovi @ 60	04/25/22	01/24/22	11/19/21	12/03/21
2204B	Keto Over 50	04/25/22	01/24/22	Printed	Printed
2205B	Mysteries of the Bible	05/02/22	01/31/22	11/26/21	12/10/21
2205C	Bob Saget Tribute	05/02/22	01/31/22	Rush to Market	Rush to Market
2206	Ketolicious	05/09/22	02/07/22	12/03/21	12/17/21
2207B	Smoothies	05/16/22	02/14/22	12/10/21	12/24/21
2207C	John Madden Tribute	05/16/22	02/14/22	Rush to Market	Rush to Market
2208	Whoa Wait Spring	05/23/22	02/21/22	12/17/21	12/31/21
2209	Dayspring Spring	05/30/22	02/28/22	12/24/21	01/07/22
2210	Johnny Cash	06/06/22	03/07/22	12/31/21	01/14/22
2211	50th Anniversary: ABBA	06/13/22	03/14/22	01/07/22	01/21/22
2211B	Thyroid Diet	06/13/22	03/14/22	01/07/22	01/21/22
2211C	Drew Spring (WM)	06/13/22	03/14/22	01/26/22	01/28/22
2212B	Drew Spring (National)	06/20/22	03/21/22	01/26/22	01/28/22
2213	Denise Austin Spring	06/27/22	03/28/22	01/21/22	02/04/22
2213B	Star Trek	06/27/22	03/28/22	01/21/22	02/04/22
2214	Barbara Streisand @ 80	07/04/22	04/04/22	01/28/22	02/11/22
2215	Walk Off the Weight	07/11/22	04/11/22	02/04/22	02/18/22
2215B	Michael Jordan	07/11/22	04/11/22	02/04/22	02/18/22
2216	Clint Eastwood	07/18/22	04/18/22	02/11/22	02/25/22
2216B	Diabetes	07/18/22	04/18/22	02/11/22	02/25/22
2217	Mexican Food	07/25/22	04/25/22	02/18/22	03/04/22
2217B	Make Money From Home	07/25/22	04/25/22	02/18/22	03/04/22
2218	Kindfulness	08/01/22	05/02/22	02/25/22	03/11/22
2219	Flea Markets Across the US	08/08/22	05/09/22	03/04/22	03/18/22
2220	Joy The Baker Spring/Summer	08/15/22	05/16/22	03/11/22	03/25/22
2220B	The Beatles	08/15/22	05/16/22	03/11/22	03/25/22
2221	Whoa Wait Summer	08/22/22	05/23/22	03/18/22	04/01/22
2222	Dayspring Summer	08/29/22	05/30/22	03/25/22	04/08/22
2222B	Celebrate Summer	08/29/22	05/30/22	03/25/22	04/08/22
2223	Elvis	09/05/22	06/06/22	04/01/22	04/15/22
2224	Zendaya	09/12/22	06/13/22	04/08/22	04/22/22
2224B	Interior Design	09/12/22	06/13/22	04/08/22	04/22/22
2225	iD	09/19/22	06/20/22	04/15/22	04/29/22
2226	Denise Austin Summer	09/26/22	06/27/22	04/22/22	05/06/22
2226B	College Readiness	09/26/22	06/27/22	04/22/22	05/06/22
2227	Grill	10/03/22	07/04/22	04/29/22	05/13/22
2227B	DREW Summer (WM)	10/03/22	07/04/22	04/29/22	05/13/22
2227C	Start Your Own Business	10/03/22	07/04/22	04/29/22	05/13/22
2228B	Drew Summer (National)	10/10/22	07/11/22	04/29/22	05/13/22
2228	Rolling Stones: 60th Anniversary	10/10/22	07/11/22	05/06/22	05/20/22
2229B	TBD	10/17/22	07/18/22	05/13/22	05/27/22
2230	Murder Mystery	10/24/22	07/25/22	05/20/22	06/03/22
2230B	TBD	10/24/22	07/25/22	05/20/22	06/03/22
2231	Whoa Wait Fall	10/31/22	08/01/22	05/27/22	06/10/22
2232	Air Fryer	11/07/22	08/08/22	06/03/22	06/17/22
2232B	TBD	11/07/22	08/08/22	06/03/22	06/17/22
2233	Dirty Dancing: 35th Anniversary	11/14/22	08/15/22	06/10/22	06/24/22
2234	Celebrate Halloween	11/21/22	08/22/22	06/17/22	07/01/22
2235B	TBD	11/28/22	08/29/22	06/24/22	07/08/22
2236	Dayspring Fall	12/05/22	09/05/22	07/01/22	07/15/22
2236B	Pain Cures	12/05/22	09/05/22	07/01/22	07/15/22
2237	iD	12/12/22	09/12/22	07/08/22	07/22/22
2237B	TBD	12/12/22	09/12/22	07/08/22	07/22/22
2238	Tina Turner	12/19/22	09/19/22	07/15/22	07/29/22
2239	Denise Austin Fall	12/26/22	09/26/22	07/22/22	08/05/22
2239B	TBD	12/26/22	09/26/22	07/22/22	08/05/22
2240	Michael Jackson's Thriller: 40th Anniversary	01/02/23	10/03/22	07/29/22	08/12/22
2241	History of Boy Bands	01/09/23	10/10/22	08/05/22	08/19/22
2242	Christmas Table or Basics	01/16/23	10/17/22	08/12/22	08/26/22
2242B	TBD	01/16/23	10/17/22	08/12/22	08/26/22
2243	Whoa Wait Winter	01/23/23	10/24/22	08/19/22	09/02/22
2244	Celebrate Holiday	01/30/23	10/31/22	08/26/22	09/09/22
2244B	Grazing Boards	01/30/23	10/31/22	08/26/22	09/09/22
2245	Joy the Baker Holiday	02/06/23	11/07/22	09/02/22	09/16/22
2245B	Drew Holiday (WM)	02/06/23	11/07/22	09/02/22	09/16/22
2246B	Drew Holiday (National)	02/13/23	11/14/22	09/02/22	09/16/22
2246	David Venable	02/13/23	11/14/22	09/09/22	09/23/22
2247	Dayspring Winter	02/20/23	11/21/22	09/16/22	09/30/22
2247B	TBD	02/20/23	11/21/22	09/16/22	09/30/22
2248	Killers of the Ancient World	02/27/23	11/28/22	09/23/22	10/07/22
2249	Frank Sinatra 80th Anniversary Recording Career	03/06/23	12/05/22	09/30/22	10/14/22
2249B	TBD	03/06/23	12/05/22	09/30/22	10/14/22
2250	TBD	03/13/23	12/12/22	10/07/22	10/21/22
2251	Detox Diet	03/20/23	12/19/22	10/14/22	10/28/22
2251B	TBD	03/20/23	12/19/22	10/14/22	10/28/22
2252	Denise Austin Winter	03/27/23	12/26/22	10/21/22	11/04/22
2252B	TBD	03/27/23	12/26/22	10/21/22	11/04/22

*Editorial themes and closing/on sale dates subject to change

UPDATED: 3.8.22

DIGEST-SIZE SPECIAL INTEREST PUBLICATIONS



SPECIAL INTEREST PUBLICATION TRIM SIZE: 5.125" X 7.25"

	BLEED	TRIM	SAFETY
Full Page	5.375" x 7.5"	5.125" X 7.25"	4.625" X 6.75"
Spread	10.5" x 7.5"	10.25" X 7.25"	9.75" X 6.75"

SPECIAL INTEREST PUBLICATION DATES

ISSUE	THEME	COVER DATE	ON SALE	AD CLOSING	MATERIALS DUE
BDG-2216B	Thyroid Digest	04/18/22	01/17/22	11/12/21	11/26/21
BDG-2219B	Keto Digest	05/09/22	02/07/22	12/03/21	12/17/21
BDG-2221B	Mediterranean Digest	05/23/22	02/21/22	12/17/21	12/31/21
BDG-2223B	Air Fryer	06/06/22	03/07/22	12/31/21	01/14/22
BDG-2225B	Dayspring	06/20/22	03/21/22	01/14/22	01/28/22
BDG-2226B	Mini Mysteries Vol. 2	06/27/22	03/28/22	01/21/22	02/04/22
BDG-2230B	Look Great Over 50	07/25/22	04/25/22	02/18/22	03/04/22
BDG-2232B	TBD	08/08/22	05/09/22	03/04/22	03/18/22
BDG-2234B	Romance Digest	08/22/22	05/23/22	03/18/22	04/01/22
BDG-2237B	Brain Aging	09/12/22	06/13/22	04/08/22	04/22/22
BDG-2238B	Dayspring	09/19/22	06/20/22	04/15/22	04/29/22
BDG-2239B	Diabetes	09/26/22	06/27/22	04/22/22	05/06/22
BDG-2241B	TBD	10/10/22	07/11/22	05/06/22	05/20/22
BDG-2243B	TBD	10/24/22	07/25/22	05/20/22	06/03/22
BDG-2245B	TBD	11/07/22	08/08/22	06/03/22	06/17/22
BDG-2247B	TBD	11/21/22	08/22/22	06/17/22	07/01/22
BDG-2251B	Sleep Better Over 50	12/19/22	09/19/22	07/15/22	07/29/22
BDG-2252B	Dayspring	12/26/22	09/26/22	07/22/22	08/05/22
BDG-2253B	Thinning Hair	01/02/23	10/03/22	07/29/22	08/12/22
BDG-2255B	Mini Mysteries Holiday	01/16/23	10/17/22	08/12/22	08/26/22
BDG-2256B	Keto Over 50	01/23/23	10/24/22	08/19/22	09/02/22
BDG-2260B	TBD	02/20/23	11/21/22	09/16/22	09/30/22
BDG-2263B	Angels	03/13/23	12/12/22	10/07/22	10/21/22
BDG-2265B	Dayspring	03/27/23	12/26/22	10/21/22	11/04/22

*Editorial themes and closing/on sale dates subject to change

FULL-SIZE SPECIAL INTEREST PUBLICATIONS



SPECIAL INTEREST PUBLICATION TRIM SIZE: 8" X 10.875"

	BLEED	TRIM	SAFETY
Full Page	8.25" x 11.125"	8" x 10.875"	7.5" x 10.375"
Spread	16.25" x 11.125"	16" x 10.875"	15.5" x 10.375"

DIGEST-SIZE SPECIAL INTEREST PUBLICATIONS



SPECIAL INTEREST PUBLICATION TRIM SIZE: 5.125" X 7.25"

	BLEED	TRIM	SAFETY
Full Page	5.375" x 7.5"	5.125" X 7.25"	4.625" X 6.75"
Spread	10.5" x 7.5"	10.25" X 7.25"	9.75" X 6.75"

Keep safety 1/4" in from TRIM and BLEED is 1/8" out from TRIM. Image areas intended to bleed should extend 1/8" beyond the trim.

ALL FILES SHOULD BE SUBMITTED TO OUR AD PORTAL: BAUERMEDIA.SENDMYAD.COM

PREFERRED FILE FORMAT: Hi-res PDF files (made ONLY through Acrobat Distiller). No native application files accepted. PDF files MUST be made using Acrobat Distiller 5.0 (preferred) & also 4.0 (3.0 will NOT be accepted). The Hi-res PDF distilled files must have:

1. All fonts embedded (NO True Type fonts accepted).
2. The correct mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles (i.e. ICC profiles).
3. All spot colors MUST be converted to CMYK unless running 1, 2, or 3 color ads. NO file with PMS colors accepted unless pre-ordered.
4. OPI must NEVER be included in the file (see advanced tab in distiller).
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim & bleed marks for bleed ads.
7. Files must comply with SWOP standards.
8. Knockout type should be no smaller than 7 pt. Serifs should be .007 minimum thickness. Black type on ads should be solid black and not 4/C.

ADVERTISING MATERIAL: All materials should be uploaded to BAUERMEDIA.SENDMYAD.COM

Once the ad has been posted, please email the following information to Gail DeSantis, Gail.DeSantis@bauermedia.us

- Advertiser Name
- Publication Name
- Issue Number and Cover Date
- File Name that was uploaded
- Low Res PDF of the ad for file identification

*NOTE: If using a MAC to upload, Fire Fox is the preferred Browser.

PUBLISHER'S SERVICES: Services performed by The Publisher are non-commissionable. The Publisher will charge for all costs incurred in preparing submitted material which does not meet mechanical specifications. Detailed specifications and costs are available upon request. An early identification proof or facsimile of advertisement is to be used solely as an aid in positioning should be sent well in advance of closing date to The Publisher. All advertising material will be destroyed one year after last use unless otherwise instructed upon arrival.

DOT DOT DOT & COLORING BOOKS



DOT DOT DOT AND COLORING BOOK AD SPECIFICATIONS

PUBLICATIONS TRIM SIZE: 8" X 10.5"*

BLEED

TRIM

SAFETY

Full Page	8.25" x 10.75"	8" x 10.50"	7.50" x 10"
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DOT DOT DOT AND COLORING BOOK DATES

ISSUE	THEME	COVER DATE	ON SALE	AD CLOSING	MATERIALS DUE
2204	Dot Dot Dot	03/28/22	01/24/22	12/13/21	12/17/21
2205	Coloring Book	04/25/22	02/28/22	01/17/22	01/21/22
2206	Dot Dot Dot	05/30/22	03/28/22	02/14/22	02/18/22
2207	Coloring Book	06/27/22	04/25/22	03/14/22	03/18/22
2208	Dot Dot Dot	07/25/22	05/30/22	04/18/22	04/22/22
2209	Coloring Book	08/29/22	06/27/22	05/16/22	05/20/22
2210	Dot Dot Dot	09/26/22	07/25/22	06/13/22	06/17/22
2211	Coloring Book	10/31/22	08/29/22	07/18/22	07/22/22
2212	Dot Dot Dot	11/21/22	09/26/22	08/15/22	08/19/22
2213	Coloring Book	12/26/22	10/31/22	09/19/22	09/23/22
2214	Dot Dot Dot	01/23/23	11/21/22	10/10/22	10/14/22
2215	Coloring Book	02/27/23	12/26/22	11/14/22	11/18/22

*Editorial themes and closing/on sale dates subject to change

COPY AND CONTRACT

A. A360 Media Sales reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy for any reason at any time, whether or not the same has already been acknowledged and/or previously published. In addition, A360 Media Sales reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable. In the event of such cancellation or rejection by A360 Media Sales, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by the Advertiser or its Agency or failure of the Advertiser or its Agency to have published the specified number of pages automatically nullifies any rate discount, including any rate discount applied to previously published advertisements, and may result in a short-rate. In such event, the Advertiser or its Agency must reimburse A360 Media Sales for the short-rate, which is the difference between the rate charged on the contracted frequency and the higher rate based on reduced frequency, within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on A360 Media Sales and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and A360 Media Sales may, in its discretion, so label such copy.

D. Orders for advertising containing restrictions or specifying positions, facings, editorial adjacencies or other requirements may be accepted and inserted but such restrictions or specifications are at A360 Media Sales's sole discretion. In no event will adjustments, reinstatements or refunds be made because of the position in which an advertisement has been published. Notwithstanding the foregoing, if Advertiser has paid a premium for a particular position, reimbursement for failure to publish an advertisement in a particular position shall be limited to the refund of such premium to the Advertiser.

E. The Advertiser or its Agency may not cancel orders for or make changes in advertising materials after the closing date.

F. A360 Media Sales is not responsible for errors or omissions in any advertising materials provided by the Advertiser or its Agency (including errors in key numbers) or for changes made after the closing date. A360 Media Sales shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of A360 Media Sales because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of A360 Media Sales. In the event of errors in or omissions of any advertisement(s) which result from an error on the part of A360 Media Sales, A360 Media Sales' liability shall not exceed a refund of amounts paid to A360 Media Sales for the advertisement. A360 Media Sales is not responsible for errors in key numbers.

G. Inserts: (1) A facsimile of any furnished insert must be submitted to A360 Media Sales prior to printing of the insert. (2) A360 Media Sales is not responsible for errors or omissions in, or the production quality of, furnished inserts. (3) The Advertiser or its Agency shall be responsible for any additional charges incurred by A360 Media Sales arising out of the Advertiser or its Agency's failure to deliver furnished inserts pursuant to A360 Media Sales' specifications. (4) In the event that A360 Media Sales is unable to publish the furnished insert as a result of Advertiser's or its Agency's failure to comply with A360 Media Sales' specifications, the Advertiser or its Agency shall remain liable for the space cost of such insert.

H. All issues relating 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 A360 Media Sales 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

I. The Advertiser or its Agency each represent that they are authorized to publish the entire contents and subject matter of any advertisement submitted to A360 Media Sales and that any such advertising (including product samples) complies with all applicable laws and regulations and does not violate or infringe the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce A360 Media Sales to publish such advertisement, the Advertiser or its Agency each agree jointly and severally to indemnify, defend and hold harmless A360 Media Sales and its employees and representatives from and against any and all liability, losses, damages, and expenses of any nature (including without limitation, attorneys' fees) arising out of the copying, printing, publishing, distribution or transmission of such advertisements in A360 Media Sales including but not limited to any claims for libel, defamation, misappropriation, invasion of privacy, copyright or trademark infringement, violation of rights of privacy or publicity and/or any other claims or suits now known or hereinafter devised or created.

J. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

K. The Advertiser or its Agency agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes A360 Media Sales, at its election, to tender any bill to Advertiser's Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to A360

COPY AND CONTRACT

Media Sales.

The rights of A360 Media Sales shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

L. The Advertiser or its Agency may only use the advertising space for the advertisement as agreed to by A360 Media Sales. The Advertiser or its Agency may not use or authorize others to use the advertising space, either directly or indirectly, for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by A360 Media Sales.

M. A360 Media Sales reserves the right to use any of the commercially accepted printing processes.

N. The Advertiser or its Agency may not cancel orders for any inside advertising units unless such a request is submitted in writing to and received by A360 Media Sales 15 days prior to closing date. The Advertiser or its Agency may not cancel orders for supplied inserts unless such a request is submitted in writing to and received by A360 Media Sales by the first day of the fourth month preceding the date of issue. The Advertiser or its Agency may not cancel orders for any A360 Media Sales—produced inserts without the written agreement of A360 Media Sales. Should A360 Media Sales agree to cancel an existing order, the Advertiser will be responsible for the cost of any work performed or materials purchased on behalf of the Advertiser, including the cost of services, paper and/or printing.

O. The Advertiser and/or Agency agrees to reimburse A360 Media Sales for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

P. The copyright in any advertisement created by A360 Media Sales is owned by A360 Media Sales, and may not be otherwise used by the Advertiser or third parties without A360 Media Sales' prior written consent. The Advertiser and Agency agree that any advertisements published may, at A360 Media Sales' option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

Q. Rates and units of space are effective with the January 2022 issue. Announcement of any change in rate will be made thirty (30) days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing. All rate discounts must be used within six months after the end of the period in which they were earned. Unused rate discounts will expire six months after the end of the period in which they were earned.

R. Ratebase guarantees are made on an annual (12 month) contract-year average.

S. Terms of sale: Payment due thirty (30) days from date of invoice. Interest will be charged at rate of 1.5% per month on past due balances. A360 Media Sales reserves the right to change the payment terms to cash with order at any time.

T. In consideration of A360 Media Sales' reviewing for acceptance or acceptance of any advertising for publication in A360 Media Sales, the Advertiser or its Agency agrees not to make promotional or merchandising reference to A360 Media Sales in any way without the prior written permission of A360 Media Sales in each instance.

U. The foregoing terms and conditions shall govern the relationship between A360 Media Sales and the Advertiser and/or Agency. A360 Media Sales has not made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by A360 Media Sales, no other terms or conditions, printed or otherwise, appearing in contracts, orders, copy, instruction, or otherwise which conflict with, vary, or add to these terms and conditions or the provisions of A360 Media Sales' rate card will be binding on A360 Media Sales. A360 Media Sales has the right to insert the advertising anywhere in the magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. A360 Media Sales' inability or failure to comply with any such condition shall not relieve the Advertiser or its Agency of the obligation to pay for the advertising.

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