Southern Living

MISSION STATEMENT

Our mission is to bring enjoyment, fulfillment, and inspiration to our readers by celebrating the best of the Southern lifestyle. We inspire creativity in their homes, their kitchens, their gardens, and their personal style. We are relentless champions of our region, and we set the standard for excellence in Southern content regardless of platform or medium.
Southern Living celebrates the essence of life in the South, covering the best in Southern food, home, travel, and style.
Southern Living

EDITORIAL MIX

FOOD 34%

TRAVEL & CULTURE 20%

HOME 30%

BEAUTY & STYLE 9%

FAMILY 3%

OTHER 6%

Source: MediaRadar (January-December 2016), based on 1,125+ Total Pages.
<table>
<thead>
<tr>
<th>Month</th>
<th>Issue Close</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>10/30/17</td>
<td>12/22/17</td>
</tr>
<tr>
<td></td>
<td>Lost Classics</td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>11/29/17</td>
<td>1/19/18</td>
</tr>
<tr>
<td></td>
<td>Cooking School</td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td>1/2/18</td>
<td>2/23/18</td>
</tr>
<tr>
<td></td>
<td>Southern Style Now</td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>1/30/18</td>
<td>3/23/18</td>
</tr>
<tr>
<td></td>
<td>South’s Best</td>
<td></td>
</tr>
<tr>
<td>MAY</td>
<td>2/28/18</td>
<td>4/20/18</td>
</tr>
<tr>
<td></td>
<td>Outdoor Living</td>
<td></td>
</tr>
<tr>
<td>JUNE</td>
<td>4/2/18</td>
<td>5/25/18</td>
</tr>
<tr>
<td></td>
<td>Color Your World</td>
<td></td>
</tr>
<tr>
<td>JULY</td>
<td>4/30/18</td>
<td>6/22/18</td>
</tr>
<tr>
<td></td>
<td>Summer Party Playbook</td>
<td></td>
</tr>
<tr>
<td>AUGUST</td>
<td>5/30/18</td>
<td>7/20/18</td>
</tr>
<tr>
<td></td>
<td>Before &amp; After</td>
<td></td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>7/2/18</td>
<td>8/24/18</td>
</tr>
<tr>
<td></td>
<td>Mother Daughter Issue</td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td>7/30/18</td>
<td>9/21/18</td>
</tr>
<tr>
<td></td>
<td>Best of Fall</td>
<td></td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>8/29/18</td>
<td>10/19/18</td>
</tr>
<tr>
<td></td>
<td>Thanksgiving Traditions</td>
<td></td>
</tr>
<tr>
<td>DECEMBER</td>
<td>9/27/18</td>
<td>11/16/18</td>
</tr>
<tr>
<td></td>
<td>Christmas with Southern Living</td>
<td></td>
</tr>
</tbody>
</table>

/ FOR MORE INFORMATION /
FOR MORE INFORMATION CONTACT YOUR SALES REPRESENTATIVE OR VP, BRAND DIRECTOR, KIMBERLY KRUBECK AT KIMBERLY_KRUBECK@TIMEINC.COM.

All editorial content and programs subject to change.
JANUARY
• Southern Comebacks: Traditions We’re Bringing Back in 2018
• Somebody’s Getting....Engaged!
• Citrus Season: Desserts
• Family Favorite Recipes

FEBRUARY
• Cooking School: 28 Days of Slow Cookings

MARCH
• South’s Best ’18
• Countdown to Easter (March 1 to March 31)

APRIL
• Trips to Take When... (retire, girlfriend getaway)
• Gardening Do’s and Don’ts
• Mind Your Manners: Etiquette for Every Occasion (Royals Celebration)

MAY
• Wisdom of Southern Mothers
• Beauty and the Beach

JUNE
• The Higher the Hair... (guide to hair)
• Forgotten Fruit Desserts

JULY
• 4th of July Celebrations
• Christmas in July (last week in July)

AUGUST
• Makeover Takeover: Before and After Blow-Out
• Sorority Girls
• Southern Style A-Zs

SEPTEMBER
• Tailgate Like a Southerner
• Fall Containers + Around the Garden
• Easy Fall Decorating

OCTOBER
• It’s a Southern Thing (The Insider’s Guide for Outsiders)
• Beauty Awards

NOVEMBER
• Thanksgiving Takeover

DECEMBER
• Countdown to Christmas
• Southern Heroes (good news/local heroes)
Southern Living reaches more than 20 million people each month—connecting consumers to the region’s rich culture through a variety of platforms.
| RATE BASE: 2.8MM |
| PRINT REACH: 16,756,000 |
| M/F: 21/79 |
| MEAN HHI: $90,203 |
| MEAN AGE: 52 |

Delivering National Reach

VARYING LEVELS OF CIRCULATION PENETRATION (HIGH TO LOW)

Source: 2017 Fall MRI; Alliance for Audited Media 1H 2017
UNIQUE USERS: 6,875,000

M/F: 17/83

MEAN HHI: $90,641

MEAN AGE: 51

44MM+ Page Views

Source: comScore Media Metrix® Multi-Platform, Nov 2017
Southern Living’s personality shines on social media where our Editors are constantly engaging with consumers. Whether it’s a humorous meme or delicious recipe idea, our audience can’t get enough Southern Living content.

FACEBOOK: 2.9MM
INSTAGRAM: 1MM
TWITTER: 740K
PINTEREST: 440K
YOUTUBE: 55K
SNAPCHAT: SOUTHERN.LIVING

As of 12.6.17
In 2017, Southern Living produced over 1200 videos, leading to an impressive 80% year-over-year increase totaling nearly 580MM video views.

2018 video franchises include: Southern Made, Southern Hair and Southern Live.
We offer **multi-platform solutions** that showcase advertisers and create engaging experiences for our consumers.

<table>
<thead>
<tr>
<th>CUSTOM MULTI-PLATFORM PROGRAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TURNKEY NATIVE AND BRANDED CONTENT SOLUTIONS</td>
</tr>
<tr>
<td>HIGH-IMPACT IN-BOOK AND COVER UNITS</td>
</tr>
<tr>
<td>CONTEXTUALLY RELEVANT EDITORIAL CONTENT</td>
</tr>
<tr>
<td>SOCIAL, VIDEO AND E-MAIL MARKETING PROGRAMS</td>
</tr>
<tr>
<td>EVENTS/EXPERIENTIAL</td>
</tr>
<tr>
<td>RETAIL SOLUTIONS/ACTIVATIONS</td>
</tr>
<tr>
<td>CUSTOM RESEARCH/INSIGHTS</td>
</tr>
</tbody>
</table>
Southern Living

BRAND EXTENSIONS

SOUTHERN LIVING COLLECTION AT 1-800-FLOWERS
SOUTHERN LIVING CUSTOM BUILDER PROGRAM
SOUTHERN LIVING DESIGNER NETWORK
SOUTHERN LIVING HOME COLLECTION AT DILLARD’S
SOUTHERN LIVING HOTEL COLLECTION
SOUTHERN LIVING STORES

GREAT AMERICAN COOKIE – Southern Living
Test Kitchen Approved Recipes

PERFECT FIT MEALS – Southern Living Kitchen
Ready-To-Eat Meals
# TRAVEL PLANNER RATE CARD

## FREQUENCY

<table>
<thead>
<tr>
<th>Edition</th>
<th>1X</th>
<th>3-5X</th>
<th>6-8X</th>
<th>9-11X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>All State Editions (2,472K circ)</td>
<td>$17,190</td>
<td>$16,500</td>
<td>$15,815</td>
<td>$14,575</td>
<td>$14,355</td>
</tr>
<tr>
<td>Southwest (576K circ) (TX, AR, OK, MO)</td>
<td>$6,254</td>
<td>$6,005</td>
<td>$5,755</td>
<td>$5,470</td>
<td>$5,220</td>
</tr>
<tr>
<td>South Central (673K circ) (AL, TN, MS, KY, WV, IN, IL, OH, MI, WI)</td>
<td>$6,769</td>
<td>$6,500</td>
<td>$6,225</td>
<td>$5,925</td>
<td>$5,650</td>
</tr>
<tr>
<td>Mid-Atlantic (594K circ) (NC, VA, MD, DC, DE, PA, NJ, NY)</td>
<td>$6,254</td>
<td>$6,005</td>
<td>$5,755</td>
<td>$5,470</td>
<td>$5,220</td>
</tr>
<tr>
<td>South Atlantic (629K circ) (FL, GA, SC)</td>
<td>$6,458</td>
<td>$6,200</td>
<td>$5,940</td>
<td>$5,650</td>
<td>$5,390</td>
</tr>
</tbody>
</table>

- Frequency discount based on insertions within 12-month period.
- Six (6) 4” ads per page.

## TRAVEL PLANNER CPM TABLE

<table>
<thead>
<tr>
<th>Circulation</th>
<th>CPM</th>
<th>Add’l per K</th>
</tr>
</thead>
<tbody>
<tr>
<td>600,000</td>
<td>$6.254</td>
<td>$7.05</td>
</tr>
<tr>
<td>1,200,000</td>
<td>$10.486</td>
<td>$5.65</td>
</tr>
<tr>
<td>1,900,000</td>
<td>$14.440</td>
<td>$4.81</td>
</tr>
</tbody>
</table>

Minimum purchase of 600k circulation required.

**Notes:**
- Regional combinations available using table on right.
- State or regional editions may include circulation from adjacent states.

## AD SIZE AVAILABLE

<table>
<thead>
<tr>
<th></th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Planner</td>
<td>2.25”</td>
<td>4”</td>
</tr>
</tbody>
</table>

All ads must be sent via the Time Inc. Ad Portal: [HTTPS://DIRECT2TIME.SENDMYAD.COM](https://DIRECT2TIME.SENDMYAD.COM)

**FILE TYPE: PDF/X1-A ONLY**

- All color must by CMYK. No spot colors.
- Images must be 300 dpi. No LZW compression.
- Do not embed ICC profiles or any other type of color management.
- Colored text should be a minimum of 9 pts.

/ TECHNICAL QUESTIONS /

CONTACT PRIYA.GIDH@TIMEINC.COM / 212.522.6658
OR GURINDER.KHERA@TIMEINC.COM / 212.467.1104
AD SPECS

DIMENSIONS / SPECIFICATIONS

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>TRIM</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Planner</td>
<td>2.25&quot; x 4&quot;</td>
<td>n/a</td>
</tr>
</tbody>
</table>

FILE TYPE: PDF/X-1A ONLY

- Build ad document to the actual ad size. Do not bleed anything or include any crop/registration marks.
- All color must by CMYK. No spot colors.
- Images must be 300 dpi. No LZW compression.
- Do not embed ICC profiles or any other type of color management.
- Colored text should be a minimum of 9 pts.


All ads must be sent via the Time Inc. Ad Portal: HTTPS://DIRECT2TIME.SENDMYAD.COM

STEP-BY-STEP GUIDE TO UPLOADING AN AD

1. Go to https://direct2time.sendmyad.com
2. Sign in or create your new account under “First Time User?”
3. Let's Get Started. Click “Send an Ad”
4. Click “Magazine Print Ad”
5. Fill out the Job Ticket
   • Select Publication Southern Living: Travel Planner
   • Advertiser: Enter advertiser name
   • Ad number is optional
   • Brand/Product: Enter advertiser name or product
   • Headline: Enter the headline or description of your ad
   • Ad Size: Select your ad size
   • Issues: Select the issue you want to submit this ad for
   • Be sure the contact information at the bottom of the ticket is accurate
6. Click “Choose ad”
7. Click “Browse for files,” select the file you want to upload and click the “Upload” button
8. Once the file is uploaded it will automatically start to preflight to the Southern Living specifications. Once the ad is finished processing you will see a preview of it and on the right hand side the preflight report with some suggested action buttons:
   - “This Ad has Serious Errors” This means that the file did not pass preflight. If this happens you can not continue. You must go back to your document and fix the error. Once that is done then you can click the “Revise Ad” button and upload the new file. Note, when reviewing the error if you place your cursor over the text of the error, the object in the preview will highlight.
   - “This Ad Must be Repositioned” This means that the file has passed the preflight but the trim size of the PDF does not match the specification. You must reposition it before continuing. Simply click the “Reposition” button or “Auto-Center” the ad.
   - “This Ad has Warnings” This indicates that the file has warning in the preflight report but is OK to proceed. Please review the warning(s) on the right hand side and verify that the preview is accurate both in positioning and content.
9. Once satisfied, you can click the “Approve Ad” button. Once you have approved the ad the magazine will be notified that they have received an ad and the contact in the job ticket will get an e-mail notification.

/ TECHNICAL QUESTIONS /
CONTACT PRIYA.GIDH@TIMEINC.COM / 212.522.6658
OR GURINDER.KHERA@TIMEINC.COM / 212.467.1104
PUBLISHING CALENDAR

<table>
<thead>
<tr>
<th>MONTH</th>
<th>AD CLOSE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>10/30/17</td>
<td>12/22/17</td>
</tr>
<tr>
<td>February</td>
<td>11/29/17</td>
<td>1/19/18</td>
</tr>
<tr>
<td>March</td>
<td>1/2/18</td>
<td>2/23/18</td>
</tr>
<tr>
<td>April</td>
<td>1/30/18</td>
<td>3/23/18</td>
</tr>
<tr>
<td>May</td>
<td>2/28/18</td>
<td>4/20/18</td>
</tr>
<tr>
<td>June</td>
<td>4/2/18</td>
<td>5/25/18</td>
</tr>
<tr>
<td>July</td>
<td>4/30/18</td>
<td>6/22/18</td>
</tr>
<tr>
<td>August</td>
<td>5/30/18</td>
<td>7/20/18</td>
</tr>
<tr>
<td>September</td>
<td>7/2/18</td>
<td>8/24/18</td>
</tr>
<tr>
<td>October</td>
<td>7/30/18</td>
<td>9/21/18</td>
</tr>
<tr>
<td>November</td>
<td>8/29/18</td>
<td>10/19/18</td>
</tr>
<tr>
<td>December</td>
<td>9/27/18</td>
<td>11/16/18</td>
</tr>
</tbody>
</table>

DIMENSION / SPECIFICATION

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>7&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.25&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.75&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/6 (5&quot;)</td>
<td>2.25&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/12 (2.5&quot;)</td>
<td>2.25&quot;</td>
<td>2.5&quot;</td>
</tr>
</tbody>
</table>

PERFECT BOUND SPECIFICATIONS

FILE TYPE: PDF/XLA ONLY

- Build ad document to the actual ad size.
- Do not bleed anything or include any crop/registration marks.
- All color must be CMYK. No spot colors.
- Images must be 300 dpi.
- No LZW compression.
- Do not embed ICC profiles or any other type of color management.
- Colored text should be a minimum of 9 pts.
- Please email final ad files to alisa_boone@timeinc.com

/ CONTACT /

ALISA BOONE
205.445.6760 / ALISA.BOONE@TIMEINC.COM
SOUTHERN LIVING MAGAZINE 2018 MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of Southern Living Magazine (the “Magazine”) published by Time Inc. Lifestyle Group (the “Publisher”).

1. Rates are based on average total audited circulation, effective with the issue dated January 2018. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine’s advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and is considered a part of these Terms and Conditions.

2. The Magazine is a member of the Alliance for Audited Media ("AAM"). Total audited circulation is reported on an issue-by-issue basis in Publisher’s Statements audited by AAM. Total audited circulation for the Magazine is comprised of paid plus verified plus analyzed non-paid.

3. An advertiser running a full-running qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine unless the advertiser explicitly, in writing, options-out of running in the digital edition, either on the insertion order or via email, no later than the ad close date. In the event advertiser options-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser may place a hold on any non-paid as set forth in such magazine’s Advertising Terms and Conditions. Publisher reserves the right to modify these terms and conditions.

4. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

5. The Publisher 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 closing dates.

6. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating certain advertisements that are not standard run-of-book advertisements may not qualify to run in the digital edition. These include, but are not limited to, special units such as pop-ups, scent strips, die-cuts, special effects and business reply cards. Please consult a magazine representative for details.

7. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney’s fees) (collectively, “Losses”) arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively “Claims”). In the event the Publisher has agreed to provide context or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

8. In consideration of the Publisher’s reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising references in or to the Magazine in any way that would be inconsistent with the provisions of the Publisher in each instance. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine’s Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

9. The Publisher has the right to the 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 posting request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any advocacy guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher’s inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

10. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issues of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

11. Agency commission (or equivalent), up to 25% (where applicable to recognized agents) of gross advertising charges after earned advertiser discount.

12. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or at such rate not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to charge interest at the rate of two percent per month on past due amounts.

13. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

14. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher’s prior written consent.

15. The magazine is subject to Time Inc.’s standard 2018 issue-by-issue tally (IBIT) pricing system.

16. Publisher reserves the right to modify these terms and conditions.

Those Advertising Terms and Conditions were issued November 30, 2017.

TIME INC. 2018 ISSUE-BY-ISSUE TALLY (IBIT) PRICING SYSTEM

1. Magazine circulation delivery of the U.S. and North American editions of magazines published by Time Inc. and its affiliates (collectively, referred to hereinafter as the “Publisher”) is measured on an issue-by-issue tally (IBIT) pricing system for full-run circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of a magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue’s total audited circulation as reported in the magazine’s Publisher’s Statement issued by the Alliance for Audited Media (“AAM”) or the Brand Report issued by BPA Worldwide (“BPA”) for the first or second half of the 2018 calendar year and the published total circulation rate base as set forth in the applicable magazine’s rate card.

2. In order to permit advertisers to earn IBIT credit in a timely manner, AAM Publisher’s Statements and BPA Brand Reports are used to calculate IBIT credit. The calculation may only be made following the issuance of the Publisher’s Statements or Brand Reports for second half of the 2018 calendar year (July – December) and will be based on final billed earned advertising rates.

3. Total audited circulation for magazines audited by AAM is comprised of paid plus verified plus analyzed non-paid. Total audited circulation for magazines audited by BPA is comprised of paid qualified and/or non-paid as set forth in such magazine’s Advertising Terms and Conditions.

4. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.

5. If the total audited circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base the advertiser’s IBIT credit will be calculated by multiplying the net cost after agency commissions (excluding production premiums) (“Net Cost”) of the advertiser’s insertion in that issue by the difference between the percent and the actual percentage by which the total audited circulation is less than its published circulation rate base. By way of example, if the “Net Cost” of the advertiser’s insertion is $100,000 and the total audited circulation of an issue is three percent lower than its published circulation rate base the advertiser’s IBIT credit is $1,000.

6. IBIT credit must be used against future insertions, must be applied at the magazine at which it was earned and must be used within 32 months after the issuance of the Publisher’s Statements or Brand Reports for the second half (July – December) AAM/BPA reporting period and calculation of the 2018 IBIT. An advertiser may not apply IBIT credit to any brand, product or division within the same advertiser parent company.

7. IBIT credit will be issued net of agency commissions, and must be applied to invoices net of agency commissions. No agency commissions will be paid by the magazine on IBIT credit.

8. IBIT credit may be applied to production charges.

9. The magazine will not refund IBIT credit as cash.

10. Only full-run circulation advertising in regular issues, as reported in the Publisher’s Statements issued by AAM and the Brand Reports issued by BPA are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of a magazine, whether or not reported in AAM Publisher’s Statements and BPA Brand Reports; and (b) any issue that is not legally included from being eligible for IBIT per the applicable magazine’s rate card. Notwithstanding the foregoing, if the advertiser opts-out of running its advertisement in the digital edition of the magazine because of legal or regulatory considerations such advertisement shall remain eligible for IBIT credit.

11. No barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.

12. IBIT credit will only be issued against eligible insertions that have been paid in full at the final earned and billed (pre-IBIT) rate.

13. Publisher reserves the right to modify these terms.

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