



ESSENCE[®]
2017 MEDIA KIT

ESSENCE | 2017



ESSENCE[®]

tells Black women's stories like no one else can.

Authoritative and insightful, we bring you the Black woman's experience. We showcase the best of who we are and who we hope to be. We inspire by our storytelling, empower by our advice and excite by arresting images that celebrate our diverse culture.

BRAND BUZZ

Here's some buzzworthy news that's too good not to share!

2016

LUCE AWARDS

- Best Conference/Event: "ESSENCE Black Women In Hollywood"

2015

ADVERTISING AGE MAGAZINE A-LIST

FOLIO/FAME AWARDS

- Best Retail/Fashion Event for "Street Style" program with Chevy Cruze

LUCE AWARDS

- Special interest: Hair Channel

NABJ AWARDS

- General Reporting: The Secrets To Raising Really Smart Kids
- Investigative: Black American's Invisible Crisis
- Business: An Uphill Battle For Black Businesses

NATIONAL HEADLINER AWARDS

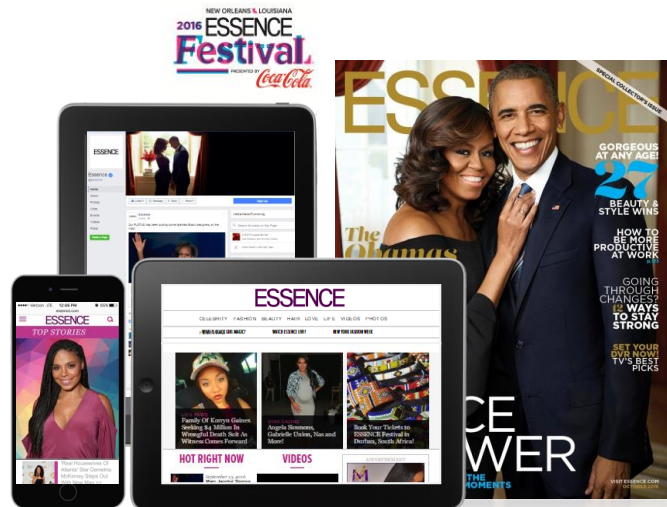
- 3rd Place: Parenting Column with Melissa Harris-Perry

MIN EDITORIAL AND DESIGN AWARDS

- Opinion/Commentary: Parenting Column

MIN BEST OF THE

Video: Overall Use of Video; Advertiser/Program Partnership for "Street Style" with Chevy CruzeContests/Games for "ESSENCE Black Women In Hollywood Short Film Contest" (Finalist)



DEADLINE CLUB AWARDS

- Omnibus Public Service for "Black America's Invisible Crisis"

EDDIE & OZZIES

- Consumer App: Native/Magazine Replica (Finalist)
- Consumer Video: ESSENCE.com Use of Video (Finalist)
- Consumer Overall Use of Social Media: ESSENCE Festival (Finalist)

2014

LUCE AWARDS

- Special Interests for "Hair Channel"

MIN DIGITAL AWARDS

- Best Use of Social Media (Winner) #HelsNotASuspect Campaign
- Editorial Excellence - Special Section (Honorable Mention)

NATIONAL MAGAZINE AWARDS

- General Excellence/Service and Lifestyle Magazines (Finalist)

AUDIENCE PROFILE

AUDIENCE
7,066,000

COMPOSITION
100%

AGE

| | | |
|----------------|-------|-------|
| 18–34 | 2,193 | 31% |
| 18–49 | 4,383 | 62% |
| 25–49 | 3,545 | 50.2% |
| 35–54 | 2,916 | 41.3% |
| Median age: 44 | | |

HOUSEHOLD INCOME

| | | |
|----------------------|-------|-------|
| \$50,000+ | 3,109 | 44% |
| \$60,000+ | 2,629 | 37.2% |
| \$75,000+ | 2,104 | 29.8% |
| \$100,000+ | 1,287 | 18.2% |
| Median HHI: \$41,285 | | |

EDUCATION

| | | |
|-------------|-------|-------|
| Any College | 4,164 | 64.4% |
|-------------|-------|-------|

EMPLOYMENT

| | | |
|-------------------------|-------|-------|
| Employed | 4,329 | 52.5% |
| Professional/Managerial | 2,581 | 36.5% |

HOME OWNERSHIP

| | | |
|----------|-------|-------|
| Own Home | 3,168 | 44.8% |
|----------|-------|-------|

MARITAL STATUS

| | | |
|--------------------|-------|-------|
| Single/Wid/Div/Sep | 4,737 | 67.1% |
| Married/Engaged | 2,924 | 41.4% |

CHILDREN

| | | |
|--------------|-------|-------|
| Any Children | 3,140 | 44.4% |
|--------------|-------|-------|

POWERFUL CIRCULATION

| | |
|--------------------|--------|
| Subscriptions: | 96% |
| Single Copy Sales: | 4% |
| Cover Price: | \$3.99 |

Sources: MRI Doublebase 2016; AAM Publisher's Statement June 2016



EDIT CALENDAR

JANUARY

BREAK THE MOLD! 2017 LIFE GOALS GUIDE

AD CLOSE: 10/21/16 ON SALE: 12/9/16

FEBRUARY

BLACK GIRL MAGIC 2.0

AD CLOSE: 11/25/16 ON SALE: 1/13/17

MARCH

HOLLYWOOD ISSUE

AD CLOSE: 12/30/16 ON SALE: 2/17/17

APRIL

CAREER SUCCESS & ENTREPRENEURSHIP

AD CLOSE: 2/3/17 ON SALE: 3/24/17

MAY

MOTHERS WHO MOVE US

AD CLOSE: 3/3/17 ON SALE: 4/21/17

JUNE

MEN'S ISSUE

AD CLOSE: 3/31/17 ON SALE: 5/19/17

JULY

VACATION ISSUE

AD CLOSE: 4/28/17 ON SALE: 6/16/17

AUGUST

GLOBAL FOOD + TRAVEL ISSUE

AD CLOSE: 5/26/17 ON SALE: 7/14/17

SEPTEMBER

FALL FASHION/ENTERTAINMENT

AD CLOSE: 6/30/17 ON SALE: 8/18/17

OCTOBER

FALL BEAUTY

AD CLOSE: 8/4/17 ON SALE: 9/22/17

NOVEMBER

INNOVATIONS + IDEAS ISSUE

AD CLOSE: 9/1/17 ON SALE: 10/20/17

DECEMBER

DEFINING PEOPLE/MOMENTS OF 2017

AD CLOSE: 9/29/17 ON SALE: 11/17/17





CLOSING & ON-SALE DATES

| ISSUE DATE | AD CLOSE/ MATERIAL DUE DATE | SCENT STRIP AD CLOSE | SUPPLIED INSERT (BRC/SCENT STRIP) DUE AT PLANT | ON SALE |
|------------|--------------------------------|----------------------|--|----------|
| January | 10/21/16 | 10/21/16 | 11/14/16 | 12/9/16 |
| February | 11/25/16 | 11/25/16 | 12/19/17 | 1/13/17 |
| March | 12/30/16 | 12/30/16 | 1/23/17 | 2/17/17 |
| April | 2/3/17 | 2/3/17 | 2/27/17 | 3/24/17 |
| May | 3/3/17 | 3/3/17 | 3/27/17 | 4/21/17 |
| June | 3/31/17 | 3/31/17 | 4/24/17 | 5/19/17 |
| July | 4/28/17 | 4/28/17 | 5/22/17 | 6/16/17 |
| August | 5/26/17 | 5/26/17 | 6/19/17 | 7/14/17 |
| September | 6/30/17 | 6/30/17 | 7/24/17 | 8/18/17 |
| October | 8/4/17 | 8/4/17 | 8/28/17 | 9/22/17 |
| November | 9/1/17 | 9/1/17 | 9/25/17 | 10/20/17 |
| December | 9/29/17 | 9/29/17 | 10/23/17 | 11/17/17 |

RATES

NATIONAL RATES

RATE BASE: 1,050,000

| Unit | Gross Open |
|----------|------------|
| Page | \$131,200 |
| Cover 2 | \$164,000 |
| Cover 3 | \$150,900 |
| Cover 4 | \$177,200 |
| 2/3 page | \$109,400 |
| 1/2 page | \$85,300 |
| 1/3 page | \$59,100 |

NON-COMMISSIONABLE FEES

Please call for quote on A/B copy splits.

- Fifth Color: \$1,700 net
- Fifth Color with metallic ink: \$2,400 net
- Advertisers with on-page coupons are not eligible for covers.

MECHANICAL REQUIREMENTS

- Method: Printed web-offset (wet).
Perfect-bound.
- Closing Dates: All closing dates are for receipt of materials to the Time Inc ad portal.
- Digital ad files are archived for six months and then destroyed.

DISCOUNTS

Commission and Cash Discounts:

15% commission to recognized agencies.

Net 20 days. Cash required with order unless credit has been established prior to issue closing date.

PUBLISHER'S DISCOUNT

Any national publisher of magazines or books is eligible for a discount of 10% for 1 to 5 pages and 15% for 6 or more pages.

Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.



ADVERTISING OFFICES

▶ Michelle Ebanks
President
225 Liberty Street
New York, NY 10281
P: 212.522.0721
F: 212.467.5078
mebanks@essence.com

ADVERTISING SALES

CHICAGO

▶ Paul Johnson
Midwest Sales Director
130 E. Randolph St., Ste. 1700
Chicago, IL 60601
P: 312.321.7003
F: 312.321.7019
pjohnson@essence.com

DETROIT

▶ Cristina Kruger
Detroit Advertising Manager
39577 Woodward Avenue, Ste. 200
Bloomfield Hills, MI 48304
P: 248.988.7885
C: 248.928.3812
Cristina.kruger@timeinc.com

LOS ANGELES

▶ Haydn Wright
Western Sales Director
11766 Wilshire Boulevard, Ste. 1700
Los Angeles, CA 90025
P: 310.268.7122
F: 310.268.7217
hwright@essence.com



MARKETING OPPORTUNITIES

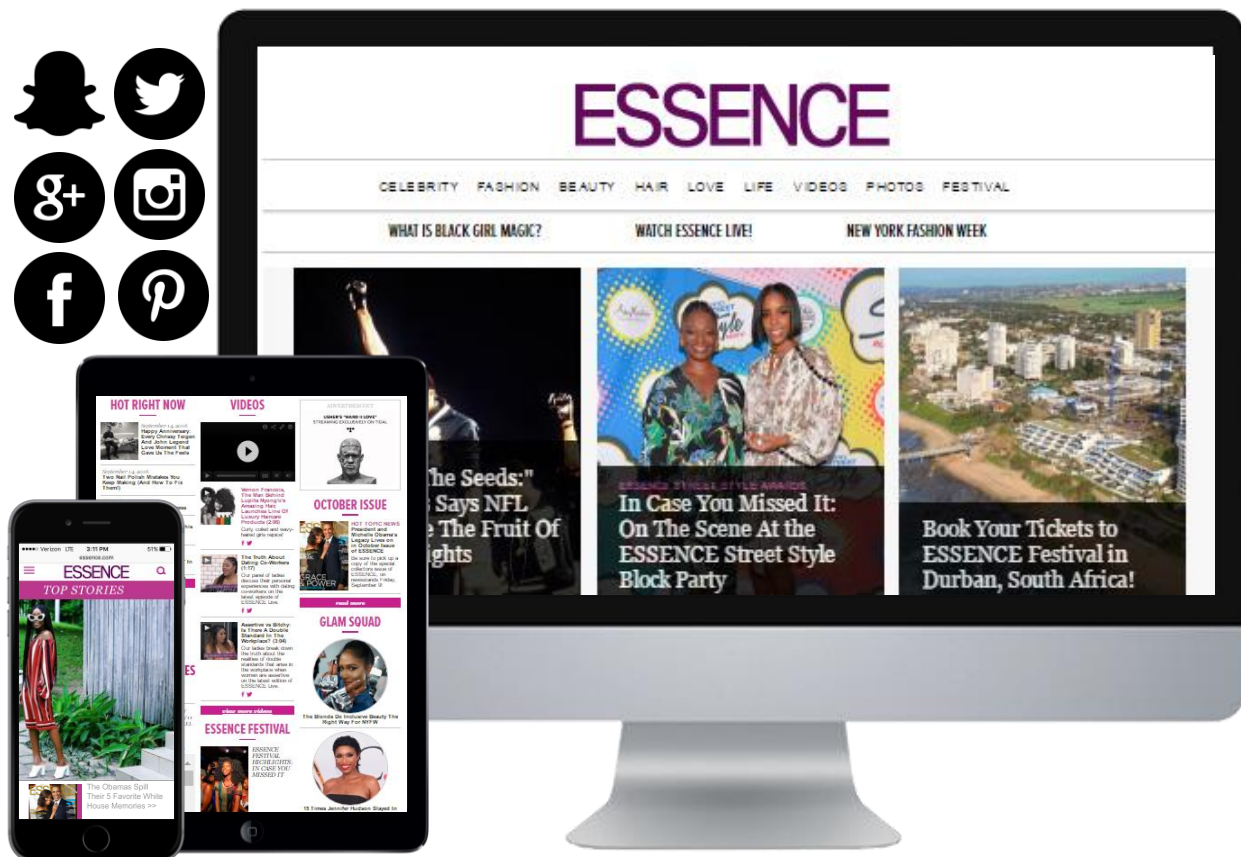
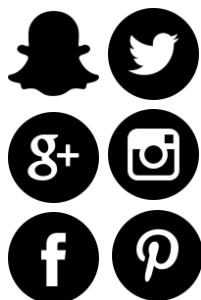
ESSENCE offers a full calendar of multi-platform programs and experiential opportunities that provide a deep consumer connection that can help your brand influence what millions of Black women must have now.

For more information, please contact your ESSENCE sales representative.

DIGITAL OPPORTUNITIES

ESSENCE.com offers custom solutions through our strategic and creative advertising opportunities:

- Editorial alignment
- Native integration
- Social media opportunities
- High-impact units and executions
- Custom video
- Mobile
- Rotational media
- Targeting



ESSENCE.COM DEMOGRAPHIC PROFILE

14MM total reach across Time Inc. network
5.3MM average monthly unique visitors+
60MM average monthly page views*
4.9 minutes average time spent+

AGE

| | |
|-------|-----|
| 18–24 | 19% |
| 25–34 | 18% |
| 18-34 | 37% |
| 35–44 | 20% |

Median age: 40.5 years

HOUSEHOLD INCOME

| | |
|------------|-----|
| \$60,000+ | 59% |
| \$75,000+ | 55% |
| \$100,000+ | 47% |

Median HHI: \$89,520

EDUCATION

| | |
|------------------------|-----|
| College Grad/Post Grad | 38% |
| Any College | 66% |

EMPLOYMENT

| | |
|---------------------------|-----|
| Employed (Full/Part Time) | 65% |
|---------------------------|-----|

HOME OWNERSHIP

| | |
|--------------------|-----|
| Own Home (Primary) | 58% |
|--------------------|-----|

MARITAL STATUS

| | |
|---------|-----|
| Married | 51% |
| Single | 49% |

CHILDREN

| | |
|--------------|-----|
| Any Children | 44% |
|--------------|-----|

ENGAGED MOBILE USERS

4.8MM Unique Visitors





SPECS

MECHANICAL SPECIFICATIONS & REQUIREMENTS

The following information specifies the size and type of file formats, proofs and media we accept, general guidelines and contact information. ESSENCE's printed offset; perfect-bound. For more digital info go to our website: direct2time.timeinc.com

| Page Size | Bleed | Live Safety/ Non-Bleed | Trim |
|-----------------|-----------------|---------------------------|-----------------|
| Full Page | 8.25" x 10.75" | 7" x 10" | 8" x 10.5" |
| 2/3 Vertical | 5.25" x 10.75" | 4.25" x 10" | 5" x 10.5" |
| 1/2 Vertical | 4.125" x 10.75" | 3.75" x 10" | 3.875" x 10.5" |
| 1/2 Horizontal | 8.25" x 5.375" | 7.125" x 4.625" | 8" x 5.125" |
| 1/3 Vertical | 2.875" x 10.75" | 2.125" x 10" | 2.625" x 10.5" |
| 1/3 Square | 5.25" x 5.25" | 4.5" x 4.5" | 5" x 5" |
| 1/6 Vertical | N/A | 2.25" x 4.875" | N/A |
| Digest | 5.25" x 6.625" | 4.625" x 5.875" | 5.125" x 6.375" |
| Spread | 16.25" x 10.75" | 15" x 10" | 16" x 10.5" |
| 1/2 Hor. Spread | 16.25" x 5.375" | 15.25" x 4.625" | 16" x 5.125" |
| Checkerboard | 4.1875" x 5.25" | 3.3125" x 4.875" | N/A |

Gutter Safety is 0.25" on each side (0.5" in total)

SPECS

PUBLICATION TRIM SIZE: 8" X 10.5"
(allow 0.5' safety from trim for live matter)

GUTTER SAFETY

Headlines/Body Text—0.25' each side of gutter,
to provide 0.5' total separation for spreads

Mirror Images: No mirror images in spread without
prior approval.

FILE FORMATS ACCEPTED

Digital File Type: PDF-X1A ONLY. All digital files
must conform to SWOP Specifications.

Please confirm due dates in advance of
advertiser/agency/engraver production planning. All materials
should be at our office no later than the closing
dates unless you have been given an extension by
Ad Services. All extensions must be confirmed in
writing. Extensions are given for individual advertisers
on a per issue basis. If you are in doubt about an extension,
please call us ASAP. We accept files via
the Time Inc. Ad Portal. Information and instructions
are available at <http://direct2time.sendmyad.com>.
Virtual proof technology is used following SWOP standards
utilizing TR005 output profile. Color
guidance proofs are no longer required.

INSERTS

Mechanical information and rates for inserts and
booklets should be obtained from Publisher before printing.
Supplied insert orders must be received
2 weeks prior to ad close and We-Print orders must
be received 5 weeks prior to ad close.

**For Questions On Material Extensions,
Run-of-book Ads, Technical Questions
On File Format, Specs, Ad Portal, and
Supplied Inserts, Please Contact:**

Sandra Volino
P: 212.522.6410
Sandra.Volino@timeinc.com

Maria Sherpa
P: 212.467.0968
Maria.Sherpa@timeinc.com



TABLET OPPORTUNITIES

Qualified full-run advertisements will appear in portrait-only within the Essence Tablet editions in one of three formats:

STRAIGHT FROM PRINT — SFP

- Tablet ad appears exactly as in-book
- Includes tap and zoom feature
- Advertisers can activate one URL to trigger an in-app browser

DESIGNED FOR TABLET — DFT

Ad has been designed for reading on the tablet

- Designed to be read at 100%
- Optimized creative
- Advertisers can activate one URL to trigger an in-app browser

ENHANCED FOR TABLET — EFT

Ad can include enhancements and bonus content optimized for tablet and activated using up to three (3) hotspots, which may include:

- Slideshows
- Up to two minutes of video
- Advertisers can activate three URLs to trigger an in-app browser

For more information, visit: direct2time.timeinc.com/title/essence/

Additional costs apply for the Enhanced for Tablet opportunity. Limited availability: three per issue.
Note: ESSENCE runs portrait-only.



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 ESSENCE Magazine (the "Magazine") published by ESSENCE Communications Inc. (the "Publisher").

1. Rates are based on average total audited circulation, effective with the issue dated January 2017. 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 its on-sale dates.
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-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, unless the advertiser explicitly, in writing, opts-out of running in the digital edition, either on the insertion order or via email, by no later than the ad close date. In the event advertiser opts-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's ad placement will no longer be deemed a "full-run" buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

The digital edition of the Magazine may be viewed in one of two formats: (i) a straight from print magazine format, which is an exact reproduction of the design and content of the print version of the Magazine (the "Straight From Print Magazine Version"), or (ii) a designed for tablet/enhanced for tablet magazine format, in which the design of the Magazine has been optimized for viewing on the device on which it is displayed (the "Designed For Tablet Magazine Version"), depending on, among other things, the device and/or platform on which it is viewed. Please consult a Magazine representative for details of format availability.

Certain advertisements that are not standard run-of-book advertisements may not qualify to run in the digital version of both the Designed For Tablet Magazine Version and the Straight From Print Magazine Version, including but not limited to, scented units and special units (such as pop-ups, die-cuts, special effects and business reply cards). Additionally, with respect to the Designed For Tablet Magazine Version, non-standard fractionals (such as fractionals that are less than 1/3 page) may not qualify. In all cases, please consult a Magazine representative for details.

Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may be viewed in one of three formats: (i) "straight from print advertising format" ("SFPAP") where the page on screen looks exactly like the advertisement appearing in the print edition; (ii) "designed for tablet advertising format" ("DFTAF") where the same creative has been resupplied and designed for optimal reading on the device and/or platform and is meant to be displayed at 100%; and (iii) "enhanced for tablet advertising format" ("EFTAF") where an advertisement has added enhancements and bonus content to transform the print content to more fully utilize the digital medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).

Qualifying advertisements running in the Straight From Print Magazine Version or the Designed For Tablet Magazine Version of the digital edition of the Magazine will automatically run in a SFPAP. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than SFPAP, it must so indicate prominently on the insertion order by the ad close date. DFTAF or EFTAF may not be available on all platforms or devices. Please consult a Magazine representative for details.

If a URL or multiple URLs exist in qualifying advertisement print creative, the brand's main URL may or may not be automatically activated. If advertiser does not wish for the URL to be activated, it must notify a Magazine representative in writing. Please consult a Magazine representative for further details regarding URL activation availability.

MAGAZINE ADVERTISING TERMS AND CONDITIONS CONT.

4. With respect to national advertisements that are less than a full-page but equal to or greater than 1/3 page that are running in the digital edition of the Designed For Tablet Magazine Version, such advertisements will be framed by white space unless they are upgraded to a full page. Please consult a Magazine representative for details regarding the opportunity to upgrade such advertisement. National advertisements that are less than a full-page that are running in the digital edition of the Straight From Print Magazine Version shall appear as they appeared in the print edition of the Magazine.
5. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
6. 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.
7. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
8. 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 contest 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.
9. 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 reference to the Magazine in any way without the prior written permission of the Publisher in each instance.
10. 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.
11. The Publisher 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. 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 adjacency 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.

MAGAZINE ADVERTISING TERMS AND CONDITIONS CONT.

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

13. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

14. 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 if such rate is 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 change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

15. 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.

16. 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.

17. None of creative fees, special advertising print production premiums, digital edition upgrade fees or DFTAF or EFTAF production fees earn any discounts or agency commissions.

18. The Magazine is subject to Time Inc.'s standard 2017 issue-by-issue tally (IBIT) pricing system.

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

These Advertising Terms and Conditions were issued October 31, 2016.

TIME INC. 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 herein 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 2017 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 apply earned 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 2017 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 qualified paid and/or qualified non-paid as set forth in such magazines 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 two 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 IBIT credit would be calculated as follows: $\$100,000 \times (3\% - 2\%) = \$1,000$.
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 12 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 2017 IBIT credit. An advertiser may 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 issues specifically excluded 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.

POSITIONING GUIDELINES

POSITIONING GUARANTEES

- If a position has been guaranteed, an insertion order or letter of intent must be received by the ad close date in order to hold that position. Positions not confirmed by their scheduled date will be released and positioning will need to be re-negotiated.
- Percent of book - guarantees are calculated using the total book size. This includes 4 pages for the covers.
- 1st in Category- ESSENCE does NOT guarantee 1st in category.

POSITIONING FOR RUN OF BOOK ADS WITH SPECIAL REQUIREMENTS

- Fractional ads - are not guaranteed placement. They are only guaranteed edit equivalent to their size (i.e. half page advertiser is guaranteed no more than a half page of edit).
- Spreads - are not guaranteed edit in OR out unless previously negotiated.
- Regional ads - are not guaranteed placement. They may be opposite full or partial edit and must be RHP/LHP flexible.
- Scented ads and 5th Color ads - must run on specific pages of a press and require positioning flexibility.
- Disclaimers - are not guaranteed edit and will run opposite a promotional page, house ad or PSA.
- Multi Product ads - advertisers with multiple products within their creative will not be guaranteed positioning.
- Advertorials –
 - Advertorials should be a 1:1 ratio and must opposite their brand ad
 - Advertorials and promo pages are not guaranteed positioning
 - Edit in or out is not guaranteed for any advertorial unit
- Coupon Advertisers - If an advertiser's creative has a coupon or any kind of cut-out; all positioning guarantees will be re-negotiated.
- Inserts:
 - Insert positioning is unique to the type of insert it is and will be guaranteed placement as follows: 1st, 2nd, or 3rd Non Scented Insert or 1st, 2nd or 3rd Scent strip etc. *Note that a scent strip guaranteed 1st scent strip may have a non-scented insert run prior and vice versa.
 - Scent Strip positions are NOT grandfathered and do not automatically carry over from year to year.
 - Inserts are guaranteed edit in only. A promotional page, house ad or PSA will lead out of the insert.

SEPARATION

- Insert separation - ESSENCE does not guarantee separation from inserts. Any request must be made prior to positioning guarantee and may affect positioning.
- Competitive separation will be waived for all positions within the 1st 10% of book. We can only guarantee that the competitive products will not touch. Six pages of product to product (i.e. lip to lip) separation will be provided in the balance of the book with the exception of hair advertisers.
 - Hair advertisers will only be guaranteed 3 pages of competitive separation. The separation is only from like product to like product i.e. hair color to hair color, relaxer to relaxer.
 - Multi product ads –
 - Single product advertisers are not guaranteed competitive separation guarantee from multi product ads.
 - Multi product ads are not guaranteed competitive separation for the products on their page.
 - Promotional pages – There is no competitive separation from the products or logos listed on promotional pages
 - Advertiser logos – there is no competitive separation from advertiser logos that appear on an advertisement

POSITIONING GUIDELINES

CREATIVE APPROVAL

- Advertiser creative is subject to Publisher and Editorial Approval.
- Essence reserves the right to request that an ad be moved due to creative conflicts or if the advertiser's product is featured on the opposite page.
- Comparative ads are subject to Time Inc. Corporate Policy.

COVERS

- Cover upgrades are a one-time only offer and do not carry over from year to year.
- If a franchise advertiser passes on a cover 2 years in a row ESSENCE reserves the right to release the cover.

