



WOMEN'S GROUP 2018 MEDIA KIT

**WE THINK
POPULAR.**

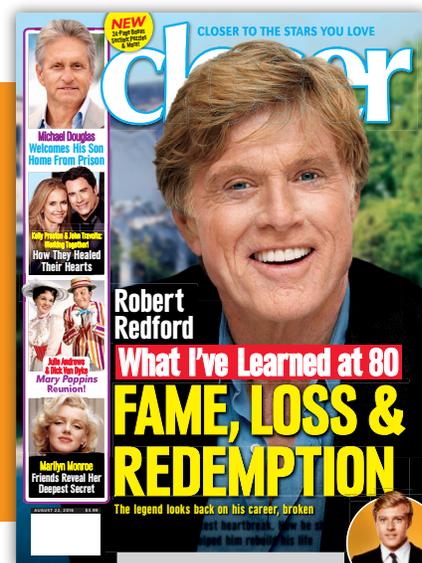
EDITORIAL MISSION

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.

Closer merges the feel-good nature of celebrity with the practicality of service. With 100% positive editorial on the A-List celebrities its readers grew up with, it's a concise, sophisticated take on home, health, food, diet and beauty.



AT A GLANCE

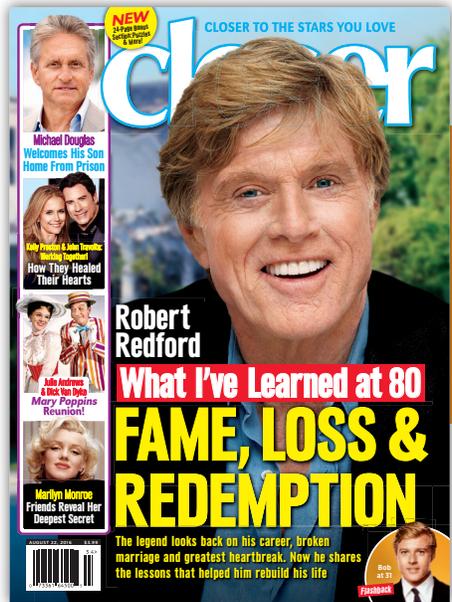


Total Audience	6,138,000
Median Age	55.7
Median HHI \$	\$55,847
Rate Base	800,000
Frequency	Weekly, 52x/Year
2018 P4C Gross Open Rate	\$79,300

Total Audience	3,780,000
Median Age	54.2
Median HHI \$	\$62,433
Rate Base	850,000
Frequency	Tri-weekly, 17x/Year
2018 P4C Gross Open Rate	\$68,250



Total Audience	1,000,000*
Median Age	52.5
Median HHI \$	\$62,565
Rate Base	100,000
Frequency	Weekly, 52x/Year
2018 P4C Gross Open Rate	\$11,360



Total Audience	1,000,000*
Median Age	52.5
Median HHI \$	\$62,565
Rate Base	100,000
Frequency	Weekly, 52x/Year
2018 P4C Gross Open Rate	\$11,360

Source: MRI Doublebase 2017; Closer is a publisher defined prototype, Market Probe International, Inc.

*RPC = 10 (based on average of ITW, L&S, Star, and Redbook) Audience Estimate = 1 million (100,000 ratebase x 10 RPC)

WOMAN'S WORLD 2018 RATES

EFFECTIVE: JANUARY 2018
RATE BASE: 800,000



4-COLOR

Page	\$79,300
1/2 Page Horizontal	\$59,425
1/3 Page Vertical	\$39,650
4 th Cover	\$122,680

2-COLOR

Page	\$77,700
1/2 Page Horizontal	\$58,260
1/3 Page Vertical	\$38,875

B/W

Page	\$66,455
1/2 Page Horizontal	\$49,880
1/3 Page Vertical	\$33,255

PUBLISHED BY: BAUER PUBLISHING Company L.P., 270 Sylvan Ave., Englewood Cliffs, NJ 07632 | 201.569.6699 & BAUER MEDIA GROUP, INC., 58 W. 40th St., 5th Floor, New York, NY 10018 | 212.764.3344

CIRCULATION: Rates based on an annual (12 month) contract year average. Single copy price: \$1.99.

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 BAUER, 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 shortrated back to earned frequency level.

*Prices subject to change at Publisher's discretion.
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Rates are gross.
All special unit pricing available upon request.

WOMAN'S WORLD 2018 DATES

ISSUE	COVER	ON SALE	CLOSES	MATERIALS	EDITORIAL HIGHLIGHT
1801	01/01/18	12/25/17	10/27/17	11/07/17	New Year's
1802	01/08/18	01/01/18	11/03/17	11/14/17	New Year's Horoscope
1803	01/15/18	01/08/18	11/10/17	11/21/17	Big Diet Promise
1804	01/22/18	01/15/18	11/17/17	11/28/17	
1805	01/29/18	01/22/18	11/24/17	12/05/17	
1806	02/05/18	01/29/18	12/01/17	12/12/17	Super Bowl (2/4)
1807	02/12/18	02/05/18	12/08/17	12/19/17	Valentine's Day (2/14)
1808	02/19/18	02/12/18	12/15/17	12/26/17	
1809	02/26/18	02/19/18	12/22/17	01/02/18	Mardi Gras (2/28); Chinese Horoscope (1/28)
1810	03/05/18	02/26/18	12/29/17	01/09/18	
1811	03/12/18	03/05/18	01/05/18	01/16/18	Spring Horoscope
1812	03/19/18	03/12/18	01/12/18	01/23/18	St. Patrick's Day (3/17)
1813	03/26/18	03/19/18	01/19/18	01/30/18	Easter (4/16)
1814	04/02/18	03/26/18	01/26/18	02/06/18	Easter (4/16); Passover (4/22)
1815	04/09/18	04/02/18	02/02/18	02/13/18	
1816	04/16/18	04/09/18	02/09/18	02/20/18	
1817	04/23/18	04/16/18	02/16/18	02/27/18	
1818	04/30/18	04/23/18	02/23/18	03/06/18	
1819	05/07/18	04/30/18	03/02/18	03/13/18	Cinco de Mayo (5/5)
1820	05/14/18	05/07/18	03/09/18	03/20/18	Mother's Day (5/13)
1821	05/21/18	05/14/18	03/16/18	03/27/18	
1822	05/28/18	05/21/18	03/23/18	04/03/18	Memorial Day (5/28)
1823	06/04/18	05/28/18	03/30/18	04/10/18	Summer Horoscope
1824	06/11/18	06/04/18	04/06/18	04/17/18	
1825	06/18/18	06/11/18	04/13/18	04/24/18	Father's Day (6/17)
1826	06/25/18	06/18/18	04/20/18	05/01/18	
1827	07/02/18	06/25/18	04/27/18	05/08/18	July 4th (7/4)
1828	07/09/18	07/02/18	05/04/18	05/15/18	
1829	07/16/18	07/09/18	05/11/18	05/22/18	
1830	07/23/18	07/16/18	05/18/18	05/29/18	
1831	07/30/18	07/23/18	05/25/18	06/05/18	
1832	08/06/18	07/30/18	06/01/18	06/12/18	
1833	08/13/18	08/06/18	06/08/18	06/19/18	
1834	08/20/18	08/13/18	06/15/18	06/26/18	
1835	08/27/18	08/20/18	06/22/18	07/03/18	
1836	09/03/18	08/27/18	06/29/18	07/10/18	Labor Day (9/3)
1837	09/10/18	09/03/18	07/06/18	07/17/18	Rosh Hashanah (9/9)
1838	09/17/18	09/10/18	07/13/18	07/24/18	Fall Horoscope
1839	09/24/18	09/17/18	07/20/18	07/31/18	
1840	10/01/18	09/24/18	07/27/18	08/07/18	
1841	10/08/18	10/01/18	08/03/18	08/14/18	Canadian Thanksgiving (10/8)
1842	10/15/18	10/08/18	08/10/18	08/21/18	Halloween (10/31)
1843	10/22/18	10/15/18	08/17/18	08/28/18	Halloween (10/31)
1844	10/29/18	10/22/18	08/24/18	09/04/18	Last-minute Halloween (10/31)
1845	11/05/18	10/29/18	08/31/18	09/11/18	
1846	11/12/18	11/05/18	09/07/18	09/18/18	Thanksgiving (11/22)
1847	11/19/18	11/12/18	09/14/18	09/25/18	Thanksgiving Big (11/22)
1848	11/26/18	11/19/18	09/21/18	10/02/18	Last-minute TG/Early Holiday (11/22)
1849	12/03/18	11/26/18	09/28/18	10/09/18	Winter Horoscope; Chanukah (12/12)
1850	12/10/18	12/03/18	10/05/18	10/16/18	Christmas (12/25)
1851	12/17/18	12/10/18	10/12/18	10/23/18	Christmas (12/25)
1852	12/24/18	12/17/18	10/19/18	10/30/18	Last-minute Christmas (12/25)
1853	12/31/18	12/24/18	10/26/18	11/06/18	New Year's (1/1)

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Please contact Gail DeSantis, gdesantis@bauerpublishing.com, 201.569.6699 ext. 502 for material extension beyond due date above. All fractionals must be booked one week prior to space close.

WOMAN'S WORLD SPECIFICATIONS

PRODUCTION SPECS

PUBLICATION TRIM SIZE: 9" X 11.375"

	BLEED	TRIM	SAFETY
Single Page	9.25" x 11.625"	9" x 11.375"	8.5" x 10.875"
Two Page Spread	18.25" x 11.625"	18" x 11.375"	17.5" x 10.875"
1/2 Page Horizontal	9.25" x 5.9375"	9" x 5.6875"	8.5" x 5.1875"
1/2 Page Horizontal Spread	18.25" x 5.9375"	18" x 5.6875"	17.5" x 5.1875"
1/3 Page Vertical	3.25" x 11.625"	3" x 11.375"	2.5" x 10.875"
1/2 Page Vertical	4.75" x 11.625"	4.5" x 11.375"	4" x 10.875"

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 VIA BAUER 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, gdesantis@bauerpublishing.com

- 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 2018 RATES

EFFECTIVE: JANUARY 2018
RATE BASE: 850,000



COVERS

2nd Cover	\$93,930
2nd Cover Spread	\$187,855
3rd Cover	\$83,510
4th Cover	\$104,345

4-COLOR

Page	\$68,250
2/3 Page	\$58,030
1/2 Page Horizontal	\$44,375
1/2 Page Vertical	\$44,375
1/3 Page	\$34,150
Spread	\$139,915

B/W

Page	\$58,380
2/3 Page	\$49,610
1/2 Page	\$37,890
1/3 Page	\$29,215

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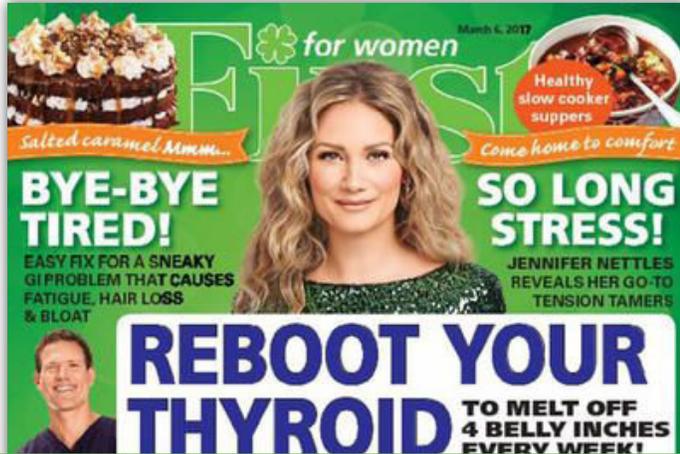
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FIRST FOR WOMEN 2018 DATES



ISSUE	COVER DATE	ON SALE DATE	AD CLOSING	MATERIAL DUE
1803	01/15/18	12/25/17	10/23/17	11/09/17
1806	02/05/18	01/15/18	11/13/17	11/30/17
1809	02/26/18	02/05/18	12/04/17	12/21/17
1812	03/19/18	02/26/18	12/25/17	01/11/18
1815	04/09/18	03/19/18	01/15/18	02/01/18
1818	04/30/18	04/09/18	02/05/18	02/22/18
1821	05/21/18	04/30/18	02/26/18	03/15/18
1824	06/11/18	05/21/18	03/19/18	04/05/18
1827	07/02/18	06/11/18	04/09/18	04/26/18
1830	07/23/18	07/02/18	04/30/18	05/17/18
1833	08/13/18	07/23/18	05/21/18	06/07/18
1836	09/03/18	08/13/18	06/11/18	06/28/18
1839	09/24/18	09/03/18	07/02/18	07/19/18
1842	10/15/18	09/24/18	07/23/18	08/09/18
1845	11/05/18	10/15/18	08/13/18	08/30/18
1848	11/26/18	11/05/18	09/03/18	09/20/18
1851	12/17/18	11/26/18	09/24/17	10/11/17

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FIRST FOR WOMEN 2018 EDITORIAL THEMES

ISSUE: 1803

ON-SALE DATE: 12.21.17

THEME: FRESH START

BEAUTY: The most beautiful cuts of 2018

NUTRITION: Healthy champagne cocktails

HEALTH: Natural immunity boosters

HAPPINESS: Achieve any goal!

DIET: Detox your liver to flush fat

DECOR: New Year's Eve gathering; luxe floral bunches; chic cork accents

COOKBOOK: New Year's slimdown;

metabolism-revving sweet treats;

fast and healthy Instant Pot dinners

ISSUE: 1806

ON-SALE DATE: 1.11.18

THEME: VALENTINE'S DAY

BEAUTY: Winter skin woes—solved!

NUTRITION: Revitalizing bone broth drinks

HEALTH: 100% healthy with aromatherapy

HAPPINESS: Stress cures from around the world

DIET: The vitamin that triples fat burn

DECOR: "I love you" luncheon; ombré rose

bouquets; sweet gingham accents

COOKBOOK: Decadent share-the-love feasts;

healthy-for-two desserts

ISSUE: 1809

ON-SALE DATE: 2.1.18

THEME: SMALL CHANGES, BIG RESULTS

BEAUTY: DIY spa secrets to looking and feeling younger

NUTRITION: Slimming cheesy snacks

HEALTH: Fast fixes for winter blahs

HAPPINESS: Are you too giving?

DIET: MD's Rx for hormonal fat

DECOR: Cozy Sunday brunch; winter floral wow;

quick linen closet revamp

COOKBOOK: Warm and cheesy comfort

carb casseroles; fix-and-freeze soups and stews

ISSUE: 1812

ON-SALE DATE: 2.22.18

THEME: ST. PATRICK'S DAY

BEAUTY: Hair that makes you happy

NUTRITION: Stress-busting matcha smoothies

HEALTH: Sneaky seasonal energy thieves

HAPPINESS: You—more confident!

DIET: Boost brown fat to torch belly fat

DECOR: St. Paddy's Day party; clover-inspired

bouquets; festive felt accents

COOKBOOK: Luck of the Irish corned beef

dinner; mood-boosting meals; skinny chocolate

desserts

ISSUE: 1815

ON-SALE DATE: 3.15.18

THEME: COZY COMFORT/EASTER

BEAUTY: Slimming spring fashion

NUTRITION: 5 delicious mood boosters

HEALTH: Natural allergy cures

HAPPINESS: Do you take on too much?

DIET: Body-clock tweak that revs metabolism

DECOR: Easter hunt brunch; surprising daffodil

bouquets; clever eggshell accents

COOKBOOK: 5-ingredient weeknight dinners;

make-ahead brunch bakes; Easter treats; hidden

goodness baked goods

ISSUE: 1818

ON-SALE DATE: 4.5.18

THEME: WELCOME SPRING/MOTHER'S DAY

BEAUTY: Anti-aging breakthroughs

NUTRITION: Good-for-you brunch cocktails

HEALTH: Health myths—busted!

HAPPINESS: Secret to saying "no"

DIET: Walk off 11 lbs. every week

DECOR: Mother's Day luncheon; sweet floral

nosegays; new ways with lace

COOKBOOK: Slimdown Paleo cookbook;

lightened-up restaurant favorites; spring harvest

celebration salads

ISSUE: 1821

ON-SALE DATE: 4.26.18

THEME: MEMORIAL DAY

BEAUTY: Body beautiful by summer

NUTRITION: Bloat-busting smoothies

HEALTH: Fast fixes for seasonal body bothers

HAPPINESS: Silence self-doubt in seconds

DIET: MD-approved crash diet

DECOR: Backyard BBQ; "welcome summer"

bouquets; lovely ways with fresh herbs

COOKBOOK: Patriotic grilled feasts; celeb

chef's best twists on BBQ favorites; red, white and

blue novelty treats

ISSUE: 1824

ON-SALE DATE: 5.17.18

THEME: SUMMER KICKOFF

BEAUTY: Cooling summer updos

NUTRITION: Fat-flushing spa sips

HEALTH: SOS for blush-worthy summer woes

HAPPINESS: Break free from worry

DIET: Heal your gut to melt belly fat

DECOR: So-pretty picnic; easy-care planters; fun

fabric scrap accents

COOKBOOK: 5-ingredient slimdown suppers;

make-ahead grain salads; slimming berry treats;

spiralized "pasta" dishes

ISSUE: 1827

ON-SALE DATE: 6.7.18

THEME: FOURTH OF JULY

BEAUTY: Instant body beautifiers

NUTRITION: Better-for-you frozen treats

HEALTH: Hot-weather health woes—cured!

HAPPINESS: Freedom from overthinking

DIET: Paleo tweaks to burn 3x more fat

DECOR: Patriotic patio party; red, white and

beautiful bouquets; festive paper accents

COOKBOOK: Lightened-up July Fourth

celebration; festive summer fruit pies

FIRST FOR WOMEN 2018 EDITORIAL THEMES

ISSUE: 1830

ON-SALE DATE: 6.28.18

THEME: *SUMMER LIVING*

BEAUTY: Natural summer skin soothers

NUTRITION: Superfoods that erase cellulite

HEALTH: Sneaky summer energy zappers

HAPPINESS: Do you always put yourself last?

DIET: Water cure—flush 356% more fat

DECOR: “Blooming” backyard brunch; garden bouquets; shed storage tricks

COOKBOOK: Make-and-take meals; picnic-perfect sandwiches; fresh twists on picnic salads; mason jar sweets

ISSUE: 1833

ON-SALE DATE: 7.19.18

THEME: *KICK BACK AND RELAX*

BEAUTY: Beat-the-heat hair cuts

NUTRITION: Energize with farm-fresh veggies

HEALTH: Age in reverse!

HAPPINESS: 30-second stress busters

DIET: Enzyme breakthrough for over-40 fat

DECOR: Island-inspired luau; wildflower table displays; seashell accents

COOKBOOK: Beat-the-heat feasts; Fast and fabulous dinner salads; 15-minute grilled dinners; frozen yogurt desserts

ISSUE: 1836

ON-SALE DATE: 8.9.18

THEME: *STAY COOL AND REVITALIZE*

BEAUTY: Hair, skin and body refreshers

NUTRITION: Fizzy sips sans chemicals

HEALTH: Better sleep—tonight!

HAPPINESS: Tap into your gut to slash stress

DIET: Heal your glands to speed slimming

DECOR: Serene white and green tableau; floating floral arrangements; jar accents

COOKBOOK: No-cook supper miracles; 10-minute ice cream cake wonders; icy-cool drinks; no bake desserts

ISSUE: 1839

ON-SALE DATE: 8.30.18

THEME: *END OF SUMMER*

BEAUTY: Flattering fall fashion

NUTRITION: Brain boosting iced coffee sips

HEALTH: Seasonal stomach woes—cured!

HAPPINESS: From stressed to centered

DIET: Reboot the thyroid to blast 5x more fat

DECOR: Breezy sunset supper; floral displays on trays; crafting with colored tape

COOKBOOK: 15-minute skillet meals; hearty sandwich suppers; back-to-school breakfast

ISSUE: 1842

ON-SALE DATE: 9.20.18

THEME: *HALLOWEEN*

BEAUTY: Hair that makes you younger

NUTRITION: Better-for-you candy picks

HEALTH: The best natural painkillers

HAPPINESS: Escape secondhand stress

DIET: Walk off 45 lbs. by Thanksgiving

DECOR: Eek-chic tabletop; mum nosegays; no-fuss paper party accents

COOKBOOK: Fall harvest celebrations; rustic apple desserts; Halloween treats

ISSUE: 1845

ON-SALE DATE: 10.11.18

THEME: *FALL FUN*

BEAUTY: Kitchen secrets for a beautiful you

NUTRITION: Power up with fall fruit

HEALTH: Natural thyroid revitalizers

HAPPINESS: Mantras that zap stress

DIET: Escape the yeast-fat trap

DECOR: Lovely & leafy supper; warm-hued bouquets; entryway clutter busters

COOKBOOK: Super-carb slimdown; speedy grilled pizzas; bake-sale sweets

ISSUE: 1848

ON-SALE DATE: 11.1.18

THEME: *THANKSGIVING*

BEAUTY: Instant style tweaks for any soirée

NUTRITION: Healthy takes on pumpkin treats

HEALTH: Sick-proof your holiday

HAPPINESS: Unlock the secrets to joy

DIET: Phytonutrient cure for toxic fat

DECOR: Thankful harvest table; supermarket bouquets; Chinese lantern accents

COOKBOOK: Chef's Thanksgiving upgrades; shortcut desserts; fall favorite quick breads

ISSUE: 1851

ON-SALE DATE: 11.22.18

THEME: *CHRISTMAS*

BEAUTY: Beautiful holiday hair

NUTRITION: Cheers to good health

HEALTH: Shortcuts to 100% healthy

HAPPINESS: Outsmart 'tis-the-season stress

DIET: Plant extract - Eat what you love and lose!

DECOR: Festive tabletop; holiday bouquets; easy evergreen accents

COOKBOOK: Easy feasts for a crowd; Wow-worthy appetizers; One-mix cookie sensations

FIRST FOR WOMEN SPECIFICATIONS

PRODUCTION SPECS

PUBLICATION TRIM SIZE: 8.0625" X 10.5"

	BLEED	TRIM	SAFETY
Single Page	8.3125" x 10.75"	8.0625" x 10.5"	7.5625" x 10"
Spread	16.375" x 10.75"	16.125" x 10.5"	15.625" x 10"
1/2 Page Horizontal	8.3125" x 5.5"	8.0625" x 5.25"	7.5625" x 4.75"
1/2 Page Horizontal Spread	16.375" x 5.5"	16.125" x 5.25"	15.625" x 4.75"
1/2 Page Vertical	4.28125" x 10.75"	4.03125" x 10.5"	3.53125" x 10"
1/3 Page Vertical	2.9375" x 10.75"	2.6875" x 10.5"	2.1875" x 10"
2/3 Page Vertical	5.625" x 10.75"	5.375" x 10.5"	4.875" x 10"

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 VIA BAUER 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, gdesantis@bauerpublishing.com

- 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.

CLOSER 2018 RATES



EFFECTIVE: JANUARY 2018
RATE BASE: 100,000

COVERS

2nd Cover	\$13,635
2nd Cover Spread	\$25,000
3rd Cover	\$12,500
4th Cover	\$14,770

4-COLOR

Page	\$11,360
2/3 Page	\$9,660
1/2 Page	\$7,385
1/3 Page	\$5,115

B/W

Page	\$9,300
2/3 Page	\$7,900
1/2 Page	\$6,045
1/3 Page	\$4,185

PUBLISHED BY: BAUER PUBLISHING Company L.P., 270 Sylvan Ave., Englewood Cliffs, NJ 07632 | 201.569.6699 & Bauer Media Group, Inc., 58 W. 40th St., 5th Floor, New York, NY 10018 | 212.764.3344

CIRCULATION: Rates based on an annual (12 month) contract year average. Single copy price: \$4.99.

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

CLOSER 2018 DATES

ISSUE	COVER	ON SALE	CLOSES	MATERIALS	EDITORIAL FOCUS
1801	01/01/18	12/22/17	11/30/17	12/05/17	Holiday Cocktails
1802	01/08/18	12/29/17	12/07/17	12/12/17	
1803	01/15/18	01/05/18	12/14/17	12/19/17	
1804	01/22/18	01/12/18	12/21/17	12/26/17	Diet Special
1805	01/29/18	01/19/18	12/28/17	01/02/18	Energy Boosters
1806	02/05/18	01/26/18	01/04/18	01/09/18	
1807	02/12/18	02/02/18	01/11/18	01/16/18	Valentine's Day Special
1808	02/19/18	02/09/18	01/18/18	01/23/18	
1809	02/26/18	02/16/18	01/25/18	01/30/18	Heart-Healthy
1810	03/05/18	02/23/18	02/01/18	02/06/18	
1811	03/12/18	03/02/18	02/08/18	02/13/18	
1812	03/19/18	03/09/18	02/15/18	02/20/18	Spring Bags
1813	03/26/18	03/16/18	02/22/18	02/27/18	Spring Shoes
1814	04/02/18	03/23/18	03/01/18	03/06/18	
1815	04/09/18	03/30/18	03/08/18	03/13/18	
1816	04/16/18	04/06/18	03/15/18	03/20/18	
1817	04/23/18	04/13/18	03/22/18	03/27/18	
1818	04/30/18	04/20/18	03/29/18	04/03/18	Spring Slimdown
1819	05/07/18	04/27/18	04/05/18	04/10/18	Mother's Day
1820	05/14/18	05/04/18	04/12/18	04/17/18	
1821	05/21/18	05/11/18	04/19/18	04/24/18	
1822	05/28/18	05/18/18	04/26/18	05/01/18	
1823	06/04/18	05/25/18	05/03/18	05/08/18	
1824	06/11/18	06/01/18	05/10/18	05/15/18	Sandal Special
1825	06/18/18	06/08/18	05/17/18	05/22/18	Summer Shape Up
1826	06/25/18	06/15/18	05/24/18	05/29/18	Backyard BBQ's Recipe Special
1827	07/02/18	06/22/18	05/31/18	06/05/18	Sunglass Special
1828	07/09/18	06/29/18	06/07/18	06/12/18	Family Vacation Ideas
1829	07/16/18	07/06/18	06/14/18	06/19/18	
1830	07/23/18	07/13/18	06/21/18	06/26/18	
1831	07/30/18	07/20/18	06/28/18	07/03/18	
1832	08/06/18	07/27/18	07/05/18	07/10/18	
1833	08/13/18	08/03/18	07/12/18	07/17/18	
1834	08/20/18	08/10/18	07/19/18	07/24/18	
1835	08/27/18	08/17/18	07/26/18	07/31/18	Fall Fashion
1836	09/03/18	08/24/18	08/02/18	08/07/18	
1837	09/10/18	08/31/18	08/09/18	08/14/18	Fall Bags
1838	09/17/18	09/07/18	08/16/18	08/21/18	Fall Shoes
1839	09/24/18	09/14/18	08/23/18	08/28/18	
1840	10/01/18	09/21/18	08/30/18	09/04/18	
1841	10/08/18	09/28/18	09/06/18	09/11/18	
1842	10/15/18	10/05/18	09/13/18	09/18/18	
1843	10/22/18	10/12/18	09/20/18	09/25/18	
1844	10/29/18	10/19/18	09/27/18	10/02/18	
1845	11/05/18	10/26/18	10/04/18	10/09/18	
1846	11/12/18	11/02/18	10/11/18	10/16/18	
1847	11/19/18	11/09/18	10/18/18	10/23/18	Thanksgiving Side Dish Recipe Special
1848	11/26/18	11/16/18	10/25/18	10/30/18	Stay Healthy Tips
1849	12/03/18	11/23/18	11/01/18	11/06/18	Holiday Gift Guide
1850	12/10/18	11/30/18	11/08/18	11/13/18	Boot Special
1851	12/17/18	12/07/18	11/15/18	11/20/18	Holiday Baking
1852	12/24/18	12/14/18	11/22/18	11/27/18	Holiday Décor
1853	12/31/18	12/21/18	11/29/18	12/04/18	

EDITORIAL THEMES AND TIMING SUBJECT TO CHANGE.

UPDATED 10.10.17

CLOSER PRODUCTION SPECS

PUBLICATION TRIM SIZE: 7.75" X 10.5"

	BLEED	TRIM	SAFETY
Full Page	8" x 10.75"	7.75" x 10.50"	7.25" x 10"
Spread	15.75" x 10.75"	15.50" x 10.50"	15" x 10"
1/2 Horizontal	8" x 5.5"	7.75" x 5.25"	7.25" x 4.75"
1/2 Horizontal Spread	15.75" x 5.5"	15.50" x 5.25"	15" x 4.75"
1/2 Vertical	4.125" x 10.75"	3.875" x 10.50"	3.375" x 10"
1/3 Horizontal	8" x 3.75"	7.75" x 3.5"	7.25" x 3"
1/3 Vertical	2.75" x 10.75"	2.50" x 10.50"	2" x 10"
2/3 Vertical	5.125" x 10.75"	4.875" x 10.50"	4.375" x 10"

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.

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**

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RATECARD EFFECTIVE JANUARY 2018



EFFECTIVE: JANUARY 2018
RATE BASE: 100,000
(200K COMBINED)

COVERS

3rd Cover	\$11,350
4th Cover	\$15,310

4-COLOR

Page	\$10,560
1/2 Page	\$7,130
Spread	\$21,645

B/W

Page	\$8,660
1/2 Page	\$6,335

Rates are gross, non-bleed.
 All special unit pricing available upon request.

PUBLISHED BY: BAUER PUBLISHING Company L.P., 270 Sylvan Ave., Englewood Cliffs, NJ 07632 | 201.569.6699 & BAUER MEDIA GROUP, Inc. 58 W. 40th St., 5th Floor, New York, NY 10018 | 212.764.3344

CIRCULATION: Rates based on an annual (12 month) contract year average. Single copy price: \$4.99.

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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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SOAPS IN DEPTH 2018 DATES

network	issue	cover date	on sale	space close	materials due
ABC	1801	01/01/18	12/18/17	11/17/17	11/22/17
CBS	1802	01/08/18	12/25/17	11/24/17	11/29/17
ABC	1803	01/15/18	01/01/18	12/01/17	12/06/17
CBS	1804	01/22/18	01/08/18	12/08/17	12/13/17
ABC	1805	01/29/18	01/15/18	12/15/17	12/20/17
CBS	1806	02/05/18	01/22/18	12/22/17	12/27/17
ABC	1807	02/12/18	01/29/18	12/29/17	01/03/18
CBS	1808	02/19/18	02/05/18	01/05/18	01/10/18
ABC	1809	02/26/18	02/12/18	01/12/18	01/17/18
CBS	1810	03/05/18	02/19/18	01/19/18	01/24/18
ABC	1811	03/12/18	02/26/18	01/26/18	01/31/18
CBS	1812	03/19/18	03/05/18	02/02/18	02/07/18
ABC	1813	03/26/18	03/12/18	02/09/18	02/14/18
CBS	1814	04/02/18	03/19/18	02/16/18	02/21/18
ABC	1815	04/09/18	03/26/18	02/23/18	02/28/18
CBS	1816	04/16/18	04/02/18	03/02/18	03/07/18
ABC	1817	04/23/18	04/09/18	03/09/18	03/14/18
CBS	1818	04/30/18	04/16/18	03/16/18	03/21/18
ABC	1819	05/07/18	04/23/18	03/23/18	03/28/18
CBS	1820	05/14/18	04/30/18	03/30/18	04/04/18
ABC	1821	05/21/18	05/07/18	04/06/18	04/11/18
CBS	1822	05/28/18	05/14/18	04/13/18	04/18/18
ABC	1823	06/04/18	05/21/18	04/20/18	04/25/18
CBS	1824	06/11/18	05/28/18	04/27/18	05/02/18
ABC	1825	06/18/18	06/04/18	05/04/18	05/09/18
CBS	1826	06/25/18	06/11/18	05/11/18	05/16/18
ABC	1827	07/02/18	06/18/18	05/18/18	05/23/18
CBS	1828	07/09/18	06/25/18	05/25/18	05/30/18
ABC	1829	07/16/18	07/02/18	06/01/18	06/06/18
CBS	1830	07/23/18	07/09/18	06/08/18	06/13/18
ABC	1831	07/30/18	07/16/18	06/15/18	06/20/18
CBS	1832	08/06/18	07/23/18	06/22/18	06/27/18
ABC	1833	08/13/18	07/30/18	06/29/18	07/04/18
CBS	1834	08/20/18	08/06/18	07/06/18	07/11/18
ABC	1835	08/27/18	08/13/18	07/13/18	07/18/18
CBS	1836	09/03/18	08/20/18	07/20/18	07/25/18
ABC	1837	09/10/18	08/27/18	07/27/18	08/01/18
CBS	1838	09/17/18	09/03/18	08/03/18	08/08/18
ABC	1839	09/24/18	09/10/18	08/10/18	08/15/18
CBS	1840	10/01/18	09/17/18	08/17/18	08/22/18
ABC	1841	10/08/18	09/24/18	08/24/18	08/29/18
CBS	1842	10/15/18	10/01/18	08/31/18	09/05/18
ABC	1843	10/22/18	10/08/18	09/07/18	09/12/18
CBS	1844	10/29/18	10/15/18	09/14/18	09/19/18
ABC	1845	11/05/18	10/22/18	09/21/18	09/26/18
CBS	1846	11/12/18	10/29/18	09/28/18	10/03/18
ABC	1847	11/19/18	11/05/18	10/05/18	10/10/18
CBS	1848	11/26/18	11/12/18	10/12/18	10/17/18
ABC	1849	12/03/18	11/19/18	10/19/18	10/24/18
CBS	1850	12/10/18	11/26/18	10/26/18	10/31/18
ABC	1851	12/17/18	12/03/18	11/02/18	11/07/18
CBS	1852	12/24/18	12/10/18	11/09/18	11/14/18
ABC	1853	12/31/18	12/17/18	11/16/18	11/21/18

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

Revised 10.5.17

SOAPS IN DEPTH PRODUCTION SPECS

PUBLICATION TRIM SIZE: 5.125" X 7.25"

	BLEED	TRIM	SAFETY
Single Page	5.25" X 7.5"	5.125" X 7.25"	4.8125" X 6.875"
Spread	10.5" x 7.5"	10.25" X 7.25"	9.625" X 6.875"
1/2 Page Horizontal	5.25" X 3.75"	5.125" X 3.625"	4.8125" X 3.25"
1/2 Page Vertical	2.6875" X 7.5"	2.5625" X 7.25"	2.3125" X 6.875"

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. Areas not intended to bleed should be a minimum of 1/8" inside trim (1/4" for best results). All live material should be 1/4" inside the trim.

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**

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CELEBRATE WITH WOMAN'S WORLD



CELEBRATE! WITH WOMAN'S WORLD AD SPECIFICATIONS

PUBLICATION TRIM SIZE: 9" X 10.875"

	BLEED	TRIM	SAFETY
Full Page	9.25" x 11.125"	9" x 10.875"	8.5" x 10.375"
Spread	18.25" x 11.125"	18" x 10.875"	17.5" x 10.375"
1/2 Horizontal	9.25" x 5.6875"	9" x 5.4375"	8.5" x 4.9375"
1/2 Horizontal Spread	18.25" x 5.6875"	18" x 5.25"	17.5" x 4.9375"
1/2 Vertical	4.75" x 11.125"	4.5" x 10.875"	4" x 10.125"
1/3 Vertical	3.25" x 11.125"	3" x 10.875"	2.5" x 10.125"

CELEBRATE! WITH WOMAN'S WORLD DATES

THEME	COVER DATE	ON SALE	AD CLOSING	MATERIALS DUE
Holiday	02/05/18	11/06/17	09/05/17	10/03/17
Spring	05/28/18	02/26/18	12/26/17	01/23/18
Summer	08/06/18	05/07/18	03/05/18	04/03/18
Halloween	11/26/18	08/27/18	06/25/18	07/24/18
Holiday	02/04/19	11/05/18	09/04/18	10/02/17