

# Diabetic LIVING

## OUR MISSION

Diabetic Living empowers people living with diabetes to make healthier choices, every day. We provide support, inspiration, and actionable advice. The result: our readers get more active, better understand their condition, and know how to manage their day-to-day care. Plus, we help people cook more and eat healthier, with recipes that are easy and accessible but most importantly delicious! Diabetes can be tough. That's why Diabetic Living is there every step of the way, to help readers take charge so they can live their best lives.



For more information, contact **PUBLISHER TIFFANY EHASZ** at [tiffany.ehasz@meredith.com](mailto:tiffany.ehasz@meredith.com), 212-455-1409.

# Diabetic LIVING

## 2020 EDITORIAL CALENDAR



### **SPRING:** BACK TO BASICS

#### **A refresher on the topics central to diabetes care.**

It's easy to lose sight of the simple but important ways to manage diabetes. We make getting back to the basics easy with expert answers to all your diabetes management questions. Learn how to build your diabetes dream team by choosing the right dietitian, pharmacist and Certified Diabetes Educator. Keep your vision sharp with the latest eye health strategies. Plus, get the scoop on sugar substitutes.

Ad Close: **12/10/2019** On Sale: **2/7/2020**



### **SUMMER:** GET STRONGER

#### **Spend your summer strengthening both mind and body.**

The summer is the perfect time to take it outdoors and get moving! We'll provide tips on finding a new fitness habit that you'll fall in love with. Combine that with a pampering staycation for the perfect mind and body treat! Stay fueled with delicious protein-rich breakfast ideas. A roundup of sun protection products and a spotlight on seasonal allergies will keep you safe and healthy all summer long.

Ad Close: **3/17/2020** On Sale: **5/15/2020**



### **FALL:** THE FUTURE OF DIABETES CARE

#### **A look at what the future holds for diabetes tech, medicine and management.**

This issue will feature a comprehensive report on the latest advances in the world of diabetes. Actionable items will make it easy to improve your diabetes management today. This year's Diabetes Champions will feature kids who have turned a diabetes diagnosis into action. Healthy packaged snacks help keep you on track during the busy fall season. Plus, simple ways to improve your gut health.

Ad Close: **6 /4/2020** On Sale: **8/2/2020**



### **WINTER 2021:** ADVOCATE FOR YOU

#### **How to stand up for yourself and know what's best for you.**

The time is now to take control of your own health. Learn simple but effective strategies for communicating with friends, family and your health care team. Educate yourself about why insulin prices are so high. Set (and keep!) goals for a successful new year. And 'tis the season for healthy holiday meals. Save room for dessert!

Ad Close: **9/10/2020** On Sale: **11/8/2020**

## IN EVERY ISSUE

#### + **TALK**

News & updates for the diabetes community on medicines, devices and technology. Plus, expert answers to reader questions.

#### + **REMAKE**

Small steps to kick start a better life—whether remaking your gym bag or refocusing your meditation practice.

#### + **PREP**

Recipes, shopping tips, ingredient information and pro cooking techniques—all designed to inspire more healthy cooking.

#### + **BALANCE**

Everyday ways to improve your health, form new habits, and overcome common diabetes challenges.

#### + **INSPIRED**

Sharing stories makes us stronger. Benefit from empowering first-person essays and personal stories from the community.

#### + **NOURISH**

Eating well never tasted so good. Seasonal dishes for week nights or special occasions plus food prep strategies to keep you on track.

#### + **3-DAY MEAL PLAN**

Three days of recipe ideas for breakfast, lunch, dinner, dessert and snack-time.

*Editorial subject to change.*

# Diabetic LIVING

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## MEET THE EDITOR



### LAUREN LASTOWKA Executive Editor

Lauren Lastowka has over 13 years of editorial experience in the health and food space. She came to *Diabetic Living* from Meredith Content Licensing, where she served as the editor of health and lifestyle content for Meredith Health Solutions. Prior to joining Meredith, she spent seven years at American Specialty Health, a San Diego-based health and wellness company, where she managed a team producing health content focused on behavior change and disease management. She previously served as the managing editor of *Edible San Diego*, an acquisitions editor at Plural Publishing Company, and a freelance writer focusing on local food and craft beer for several San Diego publications.

# Diabetic LIVING

## RATE BASE, REACH & DEMOGRAPHIC PROFILE

Total Audience: **5,209,000\***

Rate Base: **500,000**

### DIABETES EXPERIENCE

Personally Have Diabetes:	<b>83%</b>
Type 2:	<b>75%</b>
Type 1:	<b>11%</b>
Prediabetes:	<b>8%</b>
Median Years with Diabetes:	<b>12.7</b>

### DEMOGRAPHICS

Female/Male:	<b>80%/20%</b>
Median Age:	<b>69.6</b>
Median HHI:	<b>\$57.2K</b>
Employed:	<b>27%</b>
Retired:	<b>62%</b>

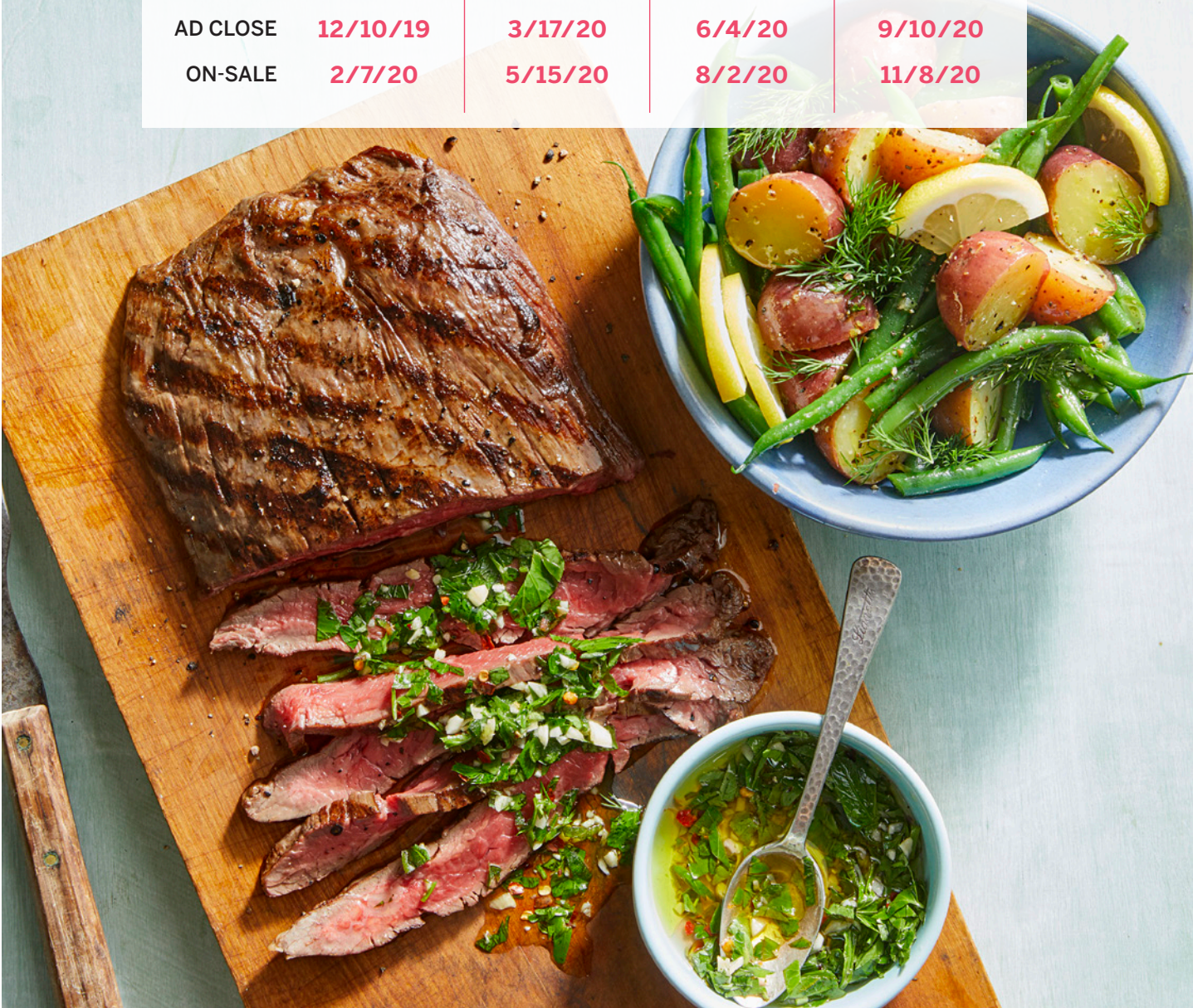
For more information, contact **PUBLISHER TIFFANY EHASZ** at [tiffany.ehasz@meredith.com](mailto:tiffany.ehasz@meredith.com), 212-455-1409.

Source: \*GfK MRI Doublebase 2019, publisher defined prototype. 2017 GfK MRI Diabetic Living Subscriber Audience Profile Study, based on a sample size of 629 adults.

# Diabetic LIVING

## 2020 PRODUCTION SCHEDULE

	SPRING	SUMMER	FALL	WINTER
AD CLOSE	12/10/19	3/17/20	6/4/20	9/10/20
ON-SALE	2/7/20	5/15/20	8/2/20	11/8/20



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# Diabetic LIVING

## 2020 RATE CARD

**RATE BASE: 500,000**  
**NATIONAL EDITION RATES**

### 4-COLOR

	<b>GROSS RATE</b>
Page	\$104,400
2/3 Page	\$83,400
1/2 Page or Digest	\$78,200
1/2 Page	\$73,000
1/3 Page	\$43,800
1/6 Page	\$26,100

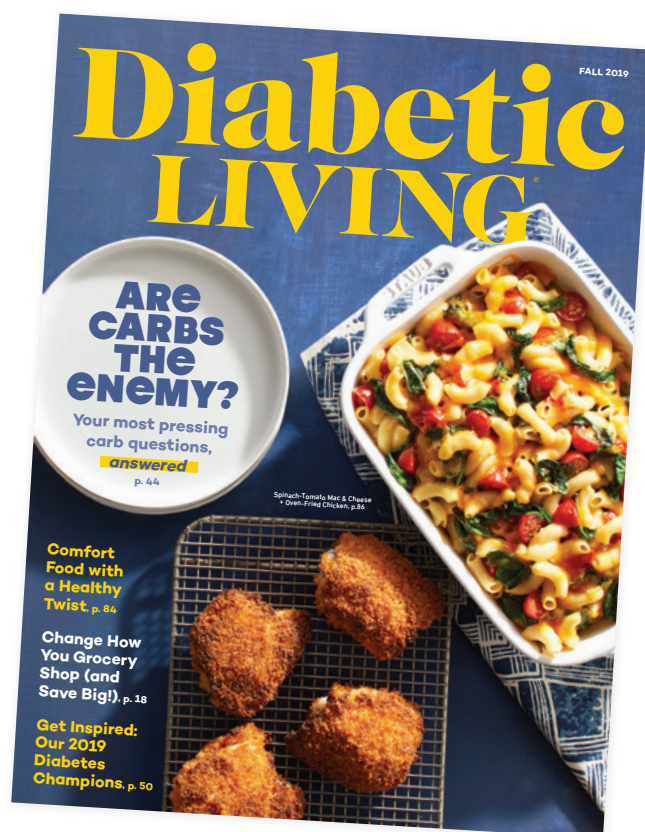
### COVERS – NON-CANCELABLE

2nd Cover	\$114,700
3rd Cover	\$114,700
4th Cover	\$125,200

### BLACK & WHITE

Page	\$71,800
2/3 Page	\$57,400
1/2 Page or Digest	\$53,800
1/2 Page	\$50,400
1/3 Page	\$32,400
1/6 Page	\$17,900

For specs, visit  
**MEREDITH.COM/AD-SPECS**



# Diabetic LIVING

## Diabetic LIVING Newsstand-Only Bookazines

Bookazines are distributed on newsstands in chain grocery stores and bookstores nationwide and online at the Meredith Store and Zinio.

- + **6** Diabetic Living bookazines per year
- + **210,000** newsstand distribution
- + **\$9.99** newsstand price
- + On newsstands for **3 months**

### 2020 titles include:



#### DIABETES WHAT TO EAT

AD CLOSE: 1/14/20 ON SALE: 3/13/20

What is the first question after a diagnosis of diabetes? Most often, it's "What do I eat now?" Whether you are new to diabetes or ready to take control now, the team at Diabetic Living put together a solid resource to help you make the best food and health decisions, from what to put in your grocery cart to top foods to order at restaurants. This full-color mega magazine also includes new recipes, tips for portion control, and how to get the most flavor and fullness out of your meals.



#### 100 RECIPES TO BEAT DIABETES

AD CLOSE: 4/21/20 ON SALE: 6/19/20

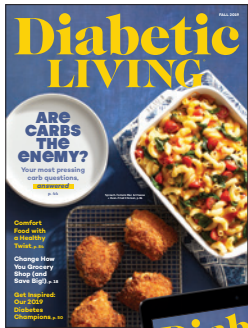
Healthful meals don't have to be expensive or time consuming. The quick recipe solutions in this title from the editors of Diabetic Living showcase healthful, dietician-approved convenience products that can help you put nutritious and delicious meals on the table every time. Featuring more than 130 10-minute breakfasts, 15-minute lunches, and 20-minute dinners that have been time- and ingredient-tested by registered dietitians.

*Edit subject to change*

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# Diabetic LIVING

A **MULTI-TOUCHPOINT** Brand



**Diabetic LIVING**  
+ 4x a year  
+ Rate Base: **500,000**  
+ AAM Audited  
+ MRI Prototyped



**Diabetic LIVING International Licenses**  
Published in Australia, India & Russia



**Diabetic LIVING recipes on EatingWell.com**

**Diabetic LIVING**  
Straight-from-Print Tablet Edition



# Diabetic LIVING



## Cookbooks

- + 15+ cookbooks
- + 1 published annually



## Newsstand-Only Bookazines

- + 6 different titles annually
- + \$9.99 cover price

## Socially Connected

- Facebook **169K+**
- Pinterest **92K+**
- Twitter **45K+**
- @DiabeticLiving

## Insights-Driven Content

Analyzed recipes and science-backed articles for use across multiple channels



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# Diabetic LIVING

## TERMS & CONDITIONS

### MEREDITH CORPORATION

Print Advertising Terms and Conditions

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of Diabetic Living magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to [diabeticlivingonline.com](http://diabeticlivingonline.com). For Publisher's Digital Editions Advertising Terms and Conditions, go to [meredithtabletmedia.com/sfp/terms-conditions.php](http://meredithtabletmedia.com/sfp/terms-conditions.php). Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

### AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

### CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.

2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

### CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported print circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees print circulation to national advertisers by brand of advertised product or service. In the event the audited twelve (12)-month average print circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 12-month average. Publisher does not guarantee print circulation to regional advertisers, and regional print circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

### PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect,

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## TERMS & CONDITIONS

consequential, special or incidental damages, including, but not limited to, lost income or profits.

### MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims", or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.
3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
4. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resembles editorial matter.
5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher's prior written consent.
6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of

New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

### ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

### REBATES AND SHORT RATES

Publisher shall rebate advertiser if advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.

## 2020 DIABETIC LIVING RATE CARD

### **Meredith Corporation Print Advertising Terms and Conditions**

The following are certain terms and conditions governing advertising published by Meredith Corporation (“Publisher”) in the U.S. print edition of DIABETIC LIVING magazine (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to [www.eatingwell.com/diabeticliving](http://www.eatingwell.com/diabeticliving). For Publisher’s Digital Editions Advertising Terms and Conditions, go to <http://meredithtabletmedia.com/sfp/terms-conditions.php>. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

#### **AGENCY COMMISSION AND PAYMENT**

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

#### **CANCELLATION AND CHANGES**

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2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher’s discretion.

3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

### **CIRCULATION GUARANTEE**

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. **Publisher does not guarantee circulation to regional advertisers**, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

### **PUBLISHER'S LIABILITY**

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

### **MISCELLANEOUS**

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims", or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
4. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.
5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher's prior written consent.
6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

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#### **REBATES AND SHORTRATES**

Publisher shall **rebate** advertiser if advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be **short-rated** and owe Publisher an additional sum based on the difference between the billed rates and higher rates.