

OUR MISSION

EatingWell delivers flavor-packed recipes from around the world, celebrating fresh ingredients and the farmers, artisans and chefs who bring them to our tables. Through science-backed wellness advice and smart stories about sustainability, we help readers live their best lives.

EatingWell

For more information, please contact **TIFFANY EHASZ**, Publisher, at 212-455-1409 or tiffany.ehasz@meredith.com, or your EatingWell sales representative.





2020 EDITORIAL CALENDAR

JANUARY/FEBRUARY

THE LOVE ISSUE

AD CLOSE: 11/12/19 | ON-SALE: 1/3/20

EatingWell inspires readers to make real, lasting changes by embracing self-care. Join us as we challenge readers to commit to a lifetime of love, health and happiness.

PRINT

- » The Real Joy of Cooking
- » Before & After Kitchen Makeover
- » Bag Salad Kits, Breakfast in a Cup & Wing Sauces

DIGITAL

- » The Big Game
- » Meal-Prep Lunches
- » Get Healthy with Your Pet

MAY

MOMS

AD CLOSE: 2/18/20 | ON-SALE: 4/10/20

Just in time for Mother's Day, EatingWell honors influential women who are doing fun and interesting things in the world of food. Plus, bake mom a cake that will make her feel the love.

PRINT

- » Secret-Weapon Shortcuts
- » Fun Family Cooking
- » What to Eat When You're Pregnant

DIGITAL

- » Sustainability Challenge
- » Easter & Mother's Day Brunch
- » Wine 101

MARCH

MEDITERRANEAN

AD CLOSE: 12/17/19 | ON-SALE: 2/7/20

Celebrate the sunny, savory flavors of Mediterranean cuisine. From Egyptian street food to the coastal flavors of Venice, we're putting a spotlight on the foods, ingredients and recipes of this diverse region.

PRINT

- » Recipe for Beauty: Olive the Good Stuff
- » The Mediterranean Diet, Revisited
- » Spring Cleaning

DIGITAL

- » Mediterranean for Every Diet
- » Kids Can Cook!
- » Galentine's Day Lovefest

JUNE

GET OUTSIDE

AD CLOSE: 3/17/20 | ON-SALE: 5/8/20

It's time to get outside and get happy. From lightweight backpack snacks to cooking over an open flame, we'll show you how to spend a delicious and healthy summer in the great outdoors.

PRINT

- » Tasty Treks
- » Campfire Cooking
- » FODMAPS & Digestion
- » 30th Anniversary: Cooking EatingWell's Launch Issue

DIGITAL

- » High-Protein Dinners
- » Big-Batch Snacks
- » Eat More Veg Challenge

APRIL

COLOR YOUR LIFE

AD CLOSE: 1/14/20 | ON-SALE: 3/6/20

Springtime is the perfect time to add some color to your life, especially in the kitchen. The seasonal fruits and veggies in this issue make it simple, delicious and healthy to eat the rainbow!

PRINT

- » Colorful Spring Desserts
- » Recipes Starring Purple Produce
- » Tested & Recommended: Refrigerators

DIGITAL

- » Clean-Eating Dinners for Spring
- » So Fresh! Spring Veggies
- » Packaged Snacks That Satisfy

JULY/AUGUST

GATHER

AD CLOSE: 4/21/20 | ON-SALE: 6/12/20

This issue is filled with seasonal recipes and summer sips guaranteed to create memorable al fresco gatherings with family and friends.

PRINT

- » Gather Entertaining Ideas
- » Summer Skincare Products
- » 4th Annual American Food Heroes
- » 30th Anniversary: Three Decades of Burgers

DIGITAL

- » Cocktails & Mocktails
- » Take the Party Outside
- » Fire It Up!
- » Veg Prep 101

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EatingWell

EDITORIAL SUBJECT TO CHANGE.



2020 EDITORIAL CALENDAR

SEPTEMBER

SIMPLIFY YOUR LIFE

AD CLOSE: 6/16/20 | ON-SALE: 8/7/20

EatingWell helps ease the chaos of back-to-school season with strategies, recipes and tools to make healthy, delicious meals easier than ever.

PRINT

- » Easy Dinner Parties
- » Fast & Fabulous Italian with Fabio Viviani
- » 30th Anniversary: State of Our Plates

DIGITAL

- » Shortcut Dinners
- » Healthy Back-to-School Guide
- » Gut Health Go-Tos

NOVEMBER

T-DAY USA

AD CLOSE: 8/18/20 | ON-SALE: 10/9/20

Our favorite chefs and recipe developers from across the U.S. provide iconic Thanksgiving recipes from their regions. Readers will be primed to mix and match these sides and desserts with their own classic recipes.

PRINT

- » T-Day USA Photo Essay
- » Thanksgiving Feasts by Region
- » All. About. Digestion.

DIGITAL

- » Making Food Memories
- » International Friendsgiving
- » Gut Health 101

OCTOBER

30TH ANNIVERSARY

AD CLOSE: 7/21/20 | ON-SALE: 9/11/20

We're turning the big 3-0! To celebrate, we'll raise a glass and toast all things EatingWell...past, present and future.

PRINT

- » Our Best Recipes of the Last 30 Years
- » Can Going Vegan Save My Heart?
- » Tested & Recommended: Ranges

DIGITAL

- » 30-Day Vegan Challenge
- » Rock Your Tailgate
- » Easiest Dinner Parties Ever

DECEMBER

HOLIDAY ESSENTIALS

AD CLOSE: 9/22/20 | ON-SALE: 11/13/20

From a winter breakfast buffet to healthier holiday cookies, EatingWell serves up everything needed for a wonderful holiday celebration from start to finish.

PRINT

- » Willamette Valley Wine
- » Christmas Eve in New Orleans
- » The Alt-Meat Movement

DIGITAL

- » Healthy Holiday Planning
- » Show-Stopping Veggie Mains
- » Our Favorite Baking Recipes

IN EVERY ISSUE

DINNER TONIGHT

Delicious recipes, strategies and solutions to fuel and nourish your family.

- » Weeknight Mains
- » 20-Minute Mains
- » Slow Cooker
- » Cooking with Kids
- » Eat More Veg
- » The Chef's Salad
- » Indulgence
- » Breakfast for Dinner

GOOD LIFE

Fresh ideas for every day.

- » Pets
- » Travel
- » Trends
- » Ink (First-Person Essays)
- » Thinking
- » Fix (Condition News & Advice)
- » Nutrition
- » Myths & Truths
- » Fit
- » Recipe for Beauty
- » Kitchens

GOOD. FOOD. FAST.

What to eat when there's no time to cook.

- » Dining Out
- » Convenience Foods
- » Snacks
- » Breakfast
- » Shopping Advice

WELL-SEASONED

Smarts from our Test Kitchen.

- » Why Ingredients Matter
- » Tested and Recommended

FOOD WITH PURPOSE

Profile of a policy maker, advocate, chef, grower or other food influencer.

**JANUARY
FEBRUARY**

AD CLOSE: 11/12/19
ON-SALE: 1/3/20

MARCH

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ON-SALE: 2/7/20

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AD CLOSE: 1/14/20
ON-SALE: 3/6/20

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ON-SALE: 4/10/20

JUNE

AD CLOSE: 3/17/20
ON-SALE: 5/8/20

**JULY
AUGUST**

AD CLOSE: 4/21/20
ON-SALE: 6/12/20

SEPTEMBER

AD CLOSE: 6/16/20
ON-SALE: 8/7/20

OCTOBER

AD CLOSE: 7/21/20
ON-SALE: 9/11/20

NOVEMBER

AD CLOSE: 8/18/20
ON-SALE: 10/9/20

DECEMBER

AD CLOSE: 9/22/20
ON-SALE: 11/13/20

2020 PRODUCTION SCHEDULE

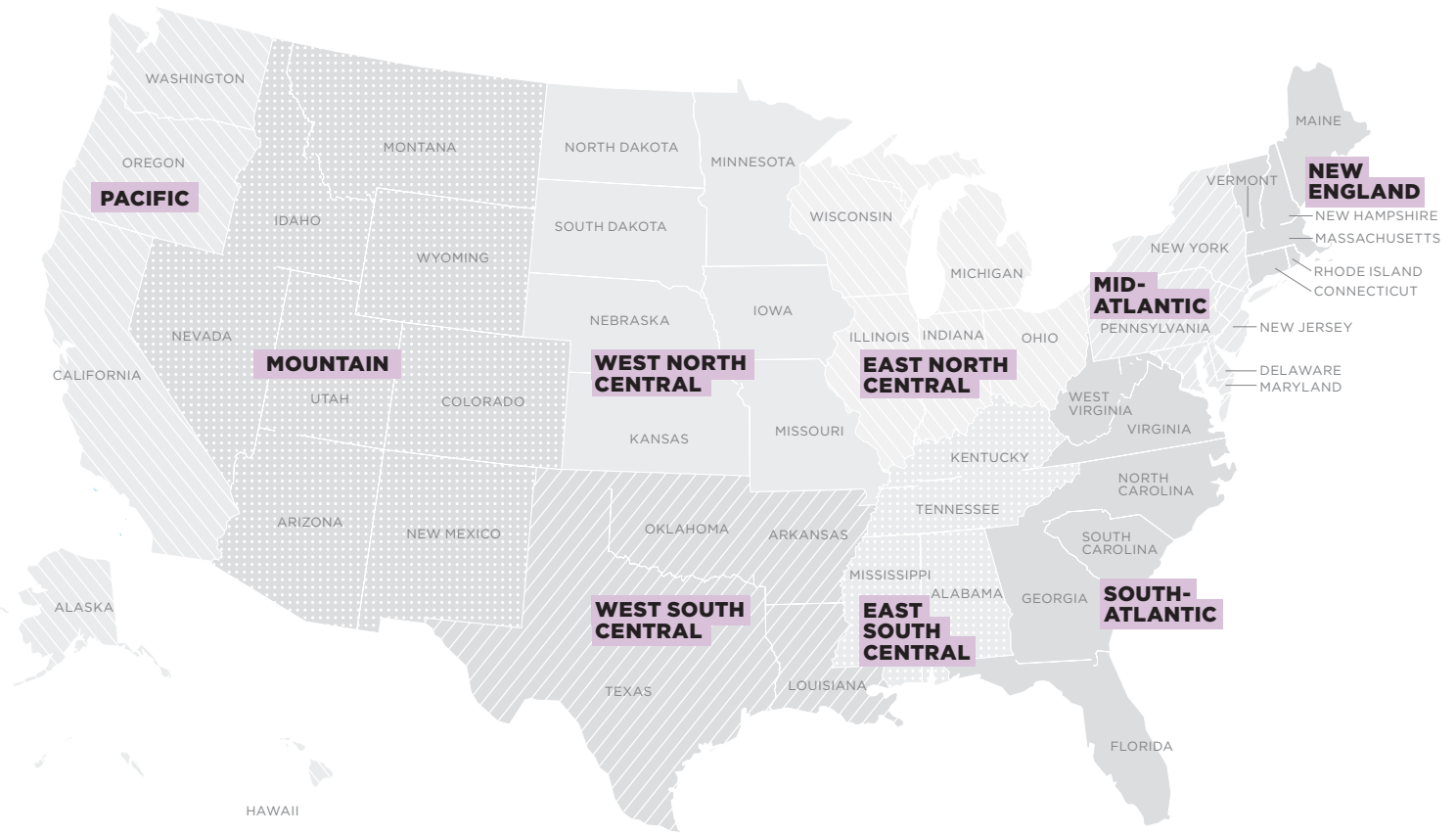
For specs, visit [MEREDITH.COM/AD-SPECS](https://www.meredith.com/ad-specs)



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REGIONAL RATE BASE



REGION	RATE BASE	OTHER	RATE BASE
New England	101,500	Newsstand	36,000
Middle Atlantic	266,000	Public Place/Newsstand Direct	37,000
East North Central	232,700	Supplementals	13,700
West North Central	108,000	Digital Subscriptions	142,000
South Atlantic	254,600		
East South Central	83,500		
West South Central	151,200		
Mountain	112,300		
Pacific	229,700		
Canada	5,900		
TOTAL RATE BASE: 1,775,000			

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Source: Meredith Circulation, Jan 2020



OUR EDITOR-IN-CHIEF

JESSIE PRICE

Editor-in-Chief of EatingWell since 2013, Jessie Price grew up in a family full of great cooks and food fanatics. After graduating from Williams College, she cooked in restaurants in California and Colorado, including the Relais and Chateaux Home Ranch near Steamboat Springs. She started out testing and developing recipes for EatingWell and joined the editorial team full time in 2004.

Jessie is the author of 10 *EatingWell* cookbooks, including the James Beard Award-winning *The Simple Art of EatingWell*, *EatingWell Vegetables* and, most recently, *EatingWell Soups*. She lives in Charlotte, Vermont, where she stays busy growing her own vegetables and tracking down great food products.

@JESSIEEATSWELL

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EatingWell

2020 EATINGWELL RATE CARD

RATE BASE **1,775,000**

4-COLOR GROSS RATE

PAGE	\$207,000
2/3 PAGE	\$157,400
1/2 PAGE OR DIGEST	\$119,800
1/3 PAGE	\$83,000

COVERS

(4-COLOR ONLY)

2ND COVER	\$248,300
3RD COVER	\$237,900
4TH COVER	\$258,600

BLACK & WHITE

PAGE	\$147,900
2/3 PAGE	\$108,400
1/2 PAGE	\$85,700
1/3 PAGE	\$59,400

For specs, visit
MEREDITH.COM/AD-SPECS

BLEED: No charge.

INSERTS: Limited availability. Please inquire.

COMMISSION AND PAYMENT TERMS:

Agency Commission: 15% to recognized advertising agencies. Payment Due: Net 10 days. 1.5% monthly charged on overdue accounts.

CONTRACT AND COPY REGULATIONS:

Please refer to **TERMS AND CONDITIONS.**

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EatingWell



AWARD-WINNING JOURNALISM



**15-TIME JAMES BEARD
AWARD WINNER**
+ 25 ADDITIONAL
NOMINATIONS



2019 + 2016
PUBLICATION OF
THE YEAR



**MAGAZINE OF
THE YEAR**
AD AGE 2016



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EatingWell

THE EATINGWELL CONSUMER

TOTAL AUDIENCE
7.8MM

RATEBASE
1.775MM

MEDIAN AGE
51

MEDIAN HHI
\$66,951

MILLENNIALS
31%



EatingWell

GfK SPRING MRI, 2019.

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 EatingWell magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to eatingwell.com. 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

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 each six month AAM period, during 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 six (6)-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 6-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, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MEREDITH CORPORATION

PRINT ADVERTISING TERMS AND CONDITIONS

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

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