

2020 EDITORIAL CALENDAR

FEB/MAR



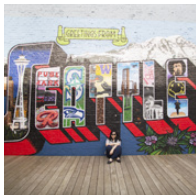
TRENDS FOR 2020

The first annual “State of Home Cooking” report highlighting the top trends for 2020 as determined by the Allrecipes Community—from eco-beauty to plant-based to Zen kitchens, healthy snacking and more!

SEASONAL EDIT: Oscars/Awards, Game Day (Super Bowl), Valentine’s Day, St. Patrick’s Day, Mardi Gras

AD CLOSE: 12/3/19 **ON-SALE:** 1/24/20

APR/MAY



TRAVEL LIKE AN ALLSTAR

We’ll go across the country and spotlight must-see and eat hotspots, as well as good-to-go ideas while on the road. A quick trip around the world—culinary speaking—will provide global inspiration with recipes and spices—no passport necessary.

SEASONAL EDIT: Easter, Earth Day, Passover, Kentucky Derby, Cinco de Mayo, Mother’s Day, spring break, spring cleaning

AD CLOSE: 2/4/20 **ON-SALE:** 3/27/20

JUN/JUL



SUMMER SPECTACULAR

How to live your best summer life! Your guide to cool summer salads, pool party ideas, getting that summer glow (without the burn), rosé, and of course grilling.

SEASONAL EDIT: 4th of July, Father’s Day

AD CLOSE: 4/14/20 **ON SALE:** 6/5/20

AUG/SEPT



THE QUICK-FIX ISSUE

Beat the back-to-school blues with time-saving food and lifestyle tips and make-ahead meal ideas to help you ease your way back into your routine.

SEASONAL EDIT: Back to School, Tailgating, Labor Day, Rosh Hashanah

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

OCT/NOV



THANK-FULL

A holiday plan for feeding, entertaining, and cleaning up after a crowd while saving money—and your sanity!

SEASONAL EDIT: Day of the Dead, Halloween, Diwali, Thanksgiving

AD CLOSE: 8/25/20 **ON SALE:** 10/16/20

DEC/JAN



FIND THE JOY

A season’s worth of memory-making recipes, entertaining and gift ideas, along with post-holiday recovery tips that will help you get on track and New Year’s resolution ready.

SEASONAL EDIT: Christmas, Hannukah, New Year’s

AD CLOSE: 10/6/20 **ON SALE:** 11/27/20

IN EVERY ISSUE

MIXER

Ideas for inspired living — from kitchen design, get-the-look tablescapes, beauty, fitness, product trends and more

GOOD 4 YOU

A real-life focus on healthy eating and cooking

OBSESSED WITH

Products our editors are currently “obsessed with

KITCHEN ENVY

Design ideas for the heart of the home —the kitchen

ALLRECIPETS

Spotlight on a community member’s beloved pet

FAVORITES

The most-saved recipes of the season on Allrecipes.com

4 KIDS

Culinary lessons for the little ones

MAKE IT A MEAL

Mix-and-match meal plans that include wine & beer pairings

COOK 2 FOLLOW

An Allrecipes community member and the loved ones they cook for

#LASTCALL

A cocktail recipe closes out every issue. Cheers!

Edit subject to change.

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Stir up
SOMETHING NEW

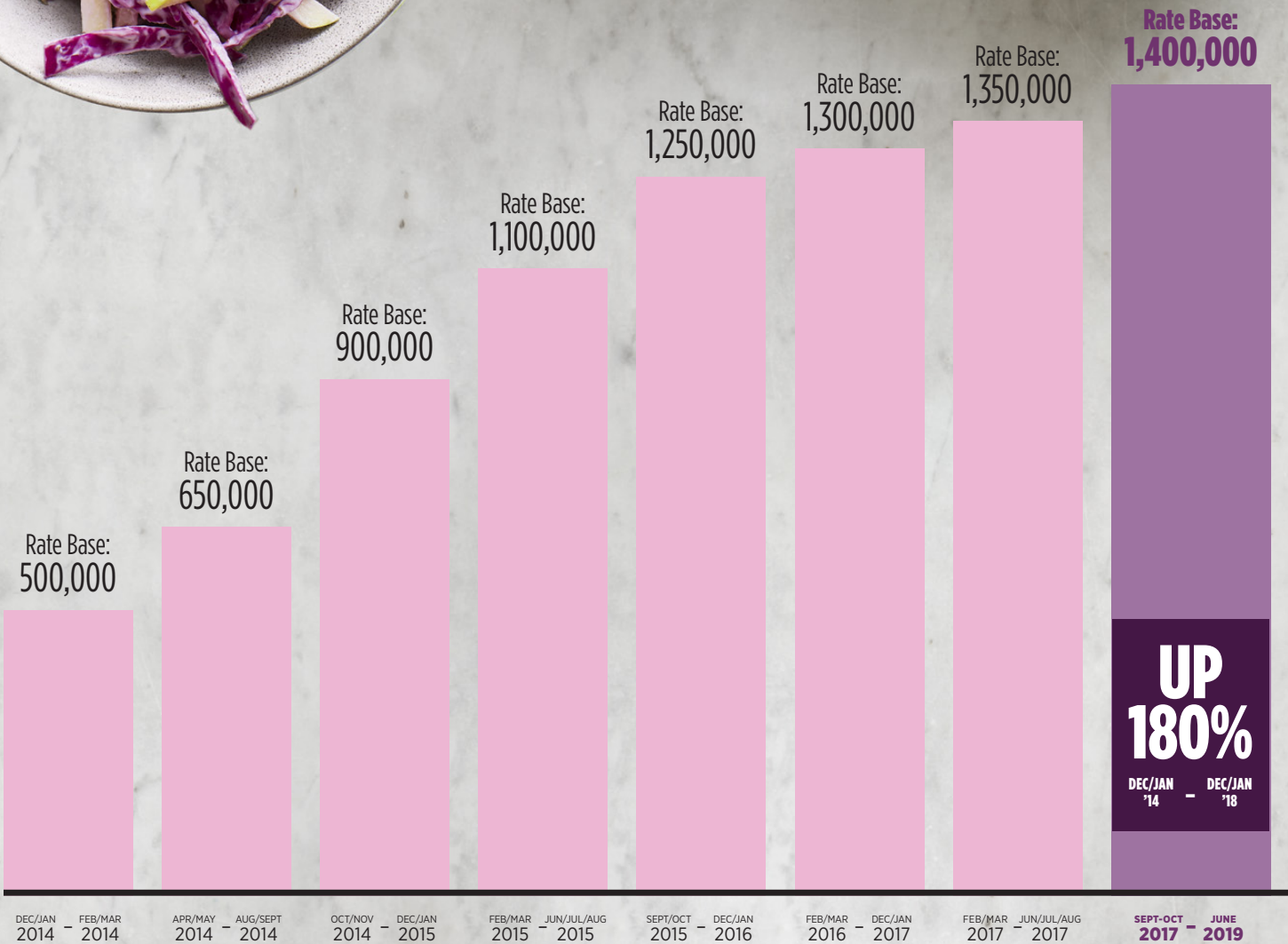


In a world of unlimited choices, Allrecipes magazine sifts through and serves up the best from Allrecipes.com, the world's largest online community of cooks.

We changed up the food world by bringing trusted connections and relationships to her kitchen. She shares more than recipes—she enjoys the expertise and encouragement of her community. Allrecipes is the place where she's celebrated and inspired to try something new.

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RATE BASE *Growth*



Source: 2014-2018 AAM Statements

For more information, contact **VP/PUBLISHER, KARLA PARTILLA** at 212-551-6907 or Karla.Partilla@meredith.com.

MAGAZINE Audience

TOTAL ADULTS
9,793,000
(UP +26%)

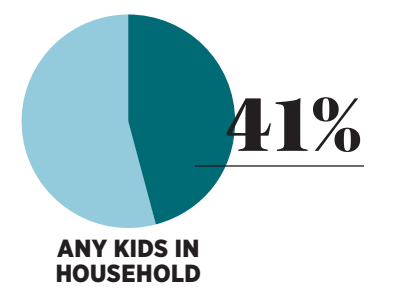
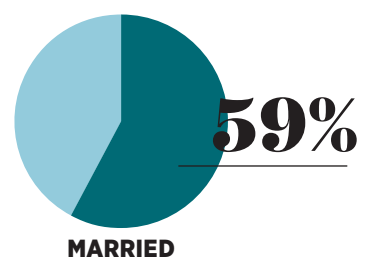
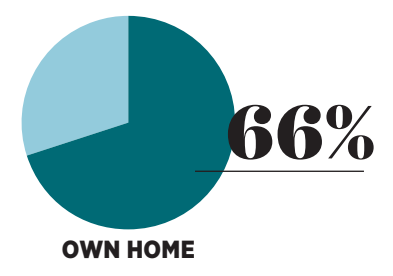
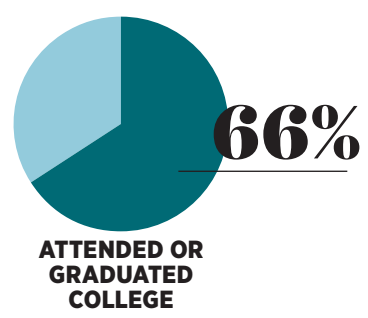
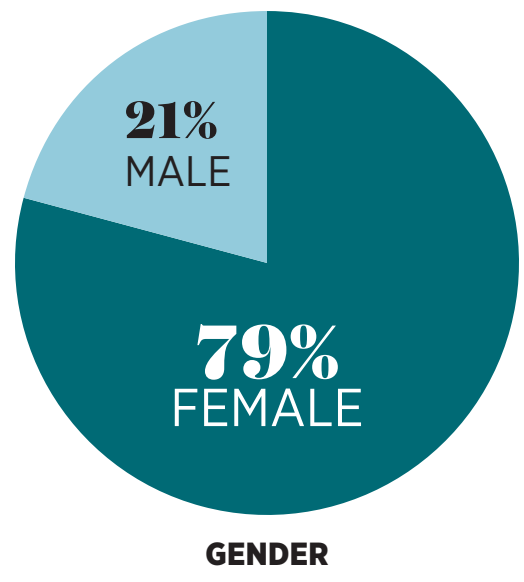
TOTAL WOMEN
7,780,000
(UP +23.2%)

MEDIAN HOUSEHOLD INCOME
\$82,109
(UP +1.6%)

Median Age **48** Years Old



	AUDIENCE (000)	COMPOSITION
18-34	2,340	24%
25-54	5,485	56%
35-54	3,713	38%
Millennials	3,558	36%



Source: ComScore Dec 2019

2020 RATE CARD

Rate Base **1,400,000**

4-Color	Gross
Page	\$132,900
2/3 Page	\$106,400
1/2 Page Digest	\$99,700
1/2 Page	\$93,100
1/3 Page	\$59,800

Covers — Non-Cancelable

2nd Cover	\$166,100
3rd Cover	\$152,800
4th Cover	\$166,100

Black/White

Page	\$93,100
2/3 Page	\$74,400
1/2 Page Digest	\$69,700
1/2 Page	\$65,300
1/3 Page	\$41,900

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



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2020 PUBLISHING SCHEDULE

	Ad Close	On-Sale
February/March	12/3/19	1/24/20
April/May	2/4/20	3/27/20
June/July	4/14/20	6/5/20
August/September	6/16/20	8/7/20
October/November	8/25/20	10/16/20
December/January	10/6/20	11/27/20

For specs, visit meredith.com/ad-specs.

allrecipes

ALLRECIPES.COM

Allrecipes.com, the world's leading digital food site is home to recipes, tools, videos and grocery offers that energize home cooks with confidence at every phase of their cooking journey.

AUDIENCE PROFILE:

26% Male / **74%** Female

Median HHI:

\$91,000

Median Age:

47

DIGITAL FOOT PRINT:

60MM

Digital Monthly UVs

6MM

Social Followers



3.2MM



65K



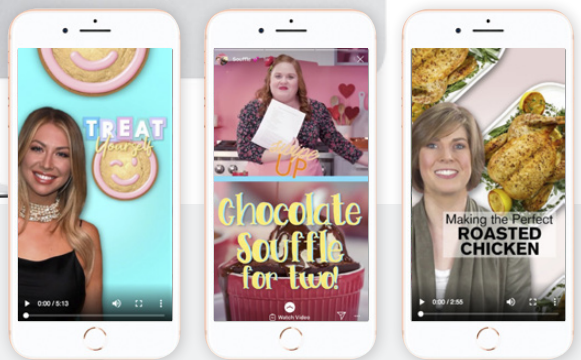
870K

Source: ComScore Dec 2018

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Digital Sponsorship OPPORTUNITIES & EXTENSIONS

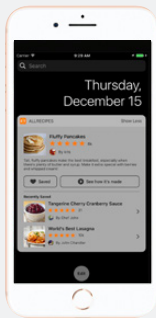


Smart Codes



Alexa Skill

IGTV:
Treat Yourself, Smart Cookie,
How To with Julia Levy



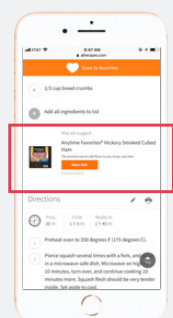
Dinner Spinner App



Barkeep Chatbot on Facebook



Allrecipes Cooking School



Shopper Marketing Units



COMING SOON:
Allrecipes Podcast

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Marketing CAPABILITIES

Extend your brand message with multi-platform opportunities that connect with our engaged community throughout multiple touchpoints.

Native and branded content solutions

High-impact cover and in-book units

Events & Targeted Sampling

Custom Research

Seasonal and Holiday Integrated Programs

In-Store Sampling

Cross-brand Partnerships:
PEOPLE, Real Simple, Southern Living



Print Advertising **TERMS & CONDITIONS**

The following are certain terms and conditions governing advertising published by Meredith Corporation (“Publisher”) in the U.S. print edition of Allrecipes magazine (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to allrecipes.com. For Publisher’s Digital Editions Advertising Terms and Conditions, go to <http://meredithtabletmmedia.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.

Specifications are subject to change.

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, 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 SHORTRATES

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.

Specifications are subject to change.