

MAGNOLIA

JOURNAL

inspiration for life and home



introducing

MAGNOLIA JOURNAL

*is a lifestyle magazine based on
Chip and Joanna Gaines'
powerhouse brand, Magnolia.*

The quarterly publication offers fresh inspiration for life and home in each new season, and encourages readers to create or improve the space—and the life—they love.

Chip and Joanna provide unique and actionable ideas or home projects and décor, tips for outdoor living and gardening, and ways to celebrate holiday and everyday gatherings with family, friends and food.



MAGNOLIA
JOURNAL



ISSUE THEMES & DATES

PURPOSE

February/Spring 2020

AD CLOSE:

December 17, 2019

ON-SALE:

February 14, 2020

RISK

May/Summer 2020

AD CLOSE:

March 10, 2020

ON-SALE:

May 8, 2020

RHYTHM

August/Fall 2020

AD CLOSE:

June 16, 2020

ON-SALE:

August 14, 2020

REST

November/Winter 2020

AD CLOSE:

September 8, 2020

ON-SALE:

November 6, 2020



A HIGHLY ENGAGED AND DESIRABLE CONSUMER

6.6 MM
total audience

\$104,568
median HHI

51
median age

27%
millennials

84%
own home

70%
married



IN-BOOK PROMOTIONAL PAGE

Deliver your message to passionate consumers looking for product information and promotional offers from our advertising partners.

ADVERTISEMENT


Products & Promotions

FROM OUR ADVERTISING PARTNERS

KENDRA SCOTT

KENDRA SCOTT SUMMER 2019 COLLECTION


Find your warm weather essentials in a spectrum of light-catching colors. Use our favorite Emily Earrings in genuine Abalone Shell. Use code **MAGNOLIADIGITAL** for 15% off full-price fashion jewelry at KendraScott.com/magnolia through July 31, 2019.



CAFÉ

IT'S TIME APPLIANCES HAD A PERSONALITY. YOURS.

Discover Café, the customizable appliance. Choose your premium finish in Matte Black, Matte White or Stainless. Then make a space with Café's Brushed Bronze, Brushed Copper, Brushed Stainless or Brushed Black hardware options.




CafeAppliances.com

TimberTech

IMAGINATION SHOULDN'T END AT YOUR BACKDOOR.

Bring the exterior to design found inside your home outside with TimberTech decking and railing to enjoy your outdoor living space.




TimberTech.com

MAYBELLINE

TATTOOSTUDIO™ BROW POMADE


Sculpt your way to bold eyebrows with TattooStudio Brow Pomade Long-Lasting, Buildable Eyebrow Makeup. Create and customize your perfect brow that lasts up to 24 hours with its angled brush and brow spoolie.



Maybelline.com

DELTA

The Delta® In2ition™ Two-in-One Shower gets water where you need it most. Use the integrated shower head and hand shower separately or together to maximize flexibility without sacrificing warmth.




Deltafaucets.com/in2ition

PW PROVEN WINNERS

OSO EASY® ROSES

Uncommonly rugged and undisturbed by insects, disease and extreme weather, the Easy® roses bloom for months while practically caring for themselves. Glorious green foliage sets off colorful blooms available in 13 luscious shades. (Choi Easy® Pink Cascade not shown.)



ProvenWinnersShrubs.com

Promotion Opportunities

IN-BOOK:

Promotion page in every issue (4x a year)

STANDARD LISTING: ONE-SIXTH PAGE

- Advertiser logo* and/or product shot
- Up to 40 words of promotional copy
- URL

MATERIAL REQUIREMENTS:

Logo (vector based preferred) or image (high-resolution, 300 dpi), 40 words of copy and URL

MATERIAL DUE DATE:

Two weeks prior to issue closing date



MRI STARCH

MRI Starch is an online syndicated print effectiveness rating service that measures accountability and engagement across leading consumer publications. Each issue of Magnolia Journal is measured, providing valuable marketing intelligence to our advertisers. Additionally, advertisers have the opportunity to ask proprietary questions.

HOW IT WORKS

Surveys are fielded online among issue-specific readers who are provided a series of visual prompts and associated questions. Respondents are asked about all full-run national ads, 1/3 page or larger, in the selected issue. Questions include:

- **Noted:** Percentage of readers who recall seeing a specific ad
- **Brand Association:** Percentage of readers who recall seeing a specific ad and report being aware of the advertiser upon viewing the ad
- **Advertising Action Taken:** The percent of readers who recall seeing a specific ad and report taking action or planning to take action as a direct result, such as:
 - Looked for more information about product
 - Visited advertiser's website
 - Clipped/saved ad
 - Recommended product to someone else
 - Have a more favorable opinion about advertiser
 - Considered purchasing product
 - Purchased product

CUSTOM STARCH QUESTIONS

Based on a specific media commitment, advertisers have the opportunity to further connect with Magnolia Journal consumers by submitting custom questions to collect more detailed information about a specific print campaign, elicit more in-depth consumer involvement information or gather additional insights.



MAGNOLIA JOURNAL 2020 NATIONAL RATES

RATEBASE: 1,200,000

PAGE RATES	
FULL PAGE	\$182,500

PREMIUM PAGE RATES	
COVER 2/P1	\$419,800
COVER 2	\$237,300
COVER 3	\$200,800
COVER 4	\$292,000

All rates are gross.
Fractional Units have restrictions, please contact your Account Manager for details.



AWARD WINNING ADWEEK

Adweek's Annual Hot List

*2019 Hottest Home Magazine
2018 Hottest Lifestyle Magazine
2017 Hottest Newcomer*

AdAge

*Named to Ad Age's 2019
Magazine A-List and
one of Ad Age's 2017
Magazines of the Year*

 MPA THE ASSOCIATION OF
MAGAZINE MEDIA

*Named 2017 Magazine Launch
of the Year by the MPA*

FOLIO:

2018 Eddies: One Winning Submission

2017 Eddies: One Winning Submission

*2017 Ozzies: Two Winning Submissions
& Four Honorable Mentions*

MAGNOLIA
JOURNAL
inspiration for life and home

THERE IS TREMENDOUS EXCITEMENT OVER MAGNOLIA JOURNAL

POPSUGAR

“Joanna and Chip Gaines of HGTV’s Fixer Upper are conquering the world with their design know-how and Texas charm. The couple’s Magnolia Homes brand is on a meteoric rise with the addition of – wait for it – its very own magazine.”

JEZEBEL

“I have never been more excited to type words like these words I am about to write for you now: Chip and Joanna Gaines of HGTV’s Fixer Upper are launching a magazine.”

THE HUFFINGTON POST

“Your favorite weekend binge-watch is about to become its very own magazine.”

ADWEEK

FOLIO:

HOUSTON
CHRONICLE

min

MediaPost

NEWYORKPOST

People

USA
TODAY



MAGNOLIA
JOURNAL

MECHANICAL REQUIREMENTS FOR PRINT

FILE TYPES AND DELIVERY:

- PDF-X1a preferred, some PDFs are acceptable.
- For instructions on how to create a PDF-X1a go to www.meredith.com/ad-specs
- Submit FILES via Meredith Ad Express: <https://meredith.sendmyad.com>
- Files must be prepared to Meredith's specs in accordance with SWOP 2013 specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

FILE SPECIFICATIONS/GENERAL GUIDELINES:

- Include/embed all fonts and artwork.
- Max density of 300 DPI for images and 2400 DPI for line work.
- All RGB or Pantone elements must be converted to CMYK.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters in file names.
- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

DOCUMENT SETTINGS:

- Ads should be built at 100% trim size.
- Bleed ads, extend bleed to 1/8" beyond trim on all sides.
- Keep live matter 1/4" inside trim dimensions on all sides.
- Printer marks should be offset .167" when creating PDF-X1a files. Marks are not to touch live image or bleed areas.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.
- Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

FONTS:

- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Do not apply styles to basic fonts, use the actual font.
- 4-color type should not exceed 300% density.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
- Color or reverse type and line art should not be less than .007 at the thinnest area. Single color type and line art should not be less than .004 at the thinnest area.

NOTES:

- Meredith does not make any changes to ads or files.
- Meredith does not accept color proofs. Any proofs received will be used for content only.
- Retention of materials is 13 months.

MATERIAL EXTENSIONS, FILE SPECS AND AD PORTAL CONTACT:

Julee Evans, Ad Production Supervisor
515-284-3531 or Julee.Evans@meredith.com

MAGAZINE TRIM SIZE: 8-1/4" x 10-7/8"

BLEED ADS: Add 1/8" image outside of trim.

SAFETY AREA: Keep live elements 1/4" inside trim on all sides.

BLEED AD SIZES	TRIM W X L
Full Page	8 1/4" x 10 7/8"
Spread	16 1/2" x 10 7/8"
2/3 Vertical	5 1/4" x 10 7/8"
2/3 Horizontal	8 1/4" x 7"
Digest	5 1/4" x 7 1/4"
1/2 Vertical	4" x 10 7/8"
1/2 Horizontal	8 1/4" x 5 3/8"
1/2 Horizontal Spread	16 1/2" x 5 3/8"
1/3 Vertical	2 3/4" x 10 7/8"
1/3 Square	5 1/4" x 5 3/8"
1/3 Horizontal	8 1/4" x 3 5/8"

NON-BLEED AD SIZES	TRIM W X L
2/3 Vertical	5" x 10 3/8"
2/3 Horizontal	7 3/4" x 6 3/4"
Digest	5" x 7"
1/2 Vertical	3 3/4" x 10 3/8"
1/2 Horizontal	7 3/4" x 5"
1/2 Horizontal Spread	16" x 5"
1/3 Vertical	2 3/8" x 10 3/8"
1/3 Square	5" x 5"
1/3 Horizontal	7 3/4" x 3 3/8"
1/6 Vertical	2 1/4" x 4 7/8"
1/6 Horizontal	4 5/8" x 2 3/8"
1/12 Page	2 1/4" x 2 3/8"

MAGNOLIA
JOURNAL

2020 Magnolia Journal 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 Magnolia Journal magazine (the “Magazine”), as may be revised by Publisher from time to time. For the latest version, go to www.meredith.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 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.

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 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.

MAGNOLIA

JOURNAL

inspiration for life and home

FOR MORE INFORMATION PLEASE CONTACT
Mark Josephson, SVP/Group Publisher
Mark.Josephson@meredith.com or 212-455-1344

