

# mission statement

Rachael Ray Every Day serves up Rachael's **CAN-DO SPIRIT** and relax-the-rules attitude. We give you delicious recipes you can't wait to make, smart shopping tricks that save you time and money and new ideas for cool places to go and fun things to do with family and friends.

We're all about **SPICING UP YOUR ROUTINE** and moving **FUN** to the top of your to-do list.



Rachael Ray  
**every day**



# rachael ray

Founder and editorial director of our acclaimed magazine, Rachael Ray is also the host of the **EMMY AWARD-WINNING** syndicated *Rachael Ray Show* and the popular Food Network programs *Rachael Ray's Kids Cook-off*, *Rachael Ray's Week in a Day* and *30 Minute Meals*. With a successful line of cookware and accessories, Rachael is also a best-selling author and currently has **22 COOKBOOKS** in print. She launched the Yum-o! organization, a charity aimed at inspiring the way Americans eat, and Rachael's Rescue to help animals in need.

## AWARDS & ACCOLADES

- > April 2014: Named to the **PRESIDENT'S COUNCIL ON FITNESS, SPORTS AND NUTRITION** by President Obama
- > September 2014: Named to *Food & Wine* and *Fortune* magazine's **"MOST INNOVATIVE WOMEN IN FOOD AND DRINK"** list
- > September 2014: Led Parade magazine's survey results on **"THE NATION'S CHANGING TASTES"** with regards to **"MOST POPULAR CHEFS"**
- > **8 COOKBOOKS** named to the **NEW YORK TIMES BEST SELLERS LIST**

Rachael Ray  
**every day**



# editor-in-chief

LAUREN PURCELL

**LAUREN PURCELL** became Editor-in-Chief of *Rachael Ray Every Day* magazine in January 2012. Purcell is responsible for overseeing editorial content for the magazine, published 10 times a year and reaching **5.2 MILLION READERS**, as well as the robust RachaelRaymag.com website.

Purcell joined *Rachael Ray Every Day* from *Self* magazine, where she served as Executive Editor. She began her career at *Self* as Senior Health Editor and held several positions in her tenure with the magazine, including Articles Editor and Deputy Editor. She has also held editorial positions at *Mademoiselle*, *American Health for Women* and *Harper's Bazaar*.

In addition, Purcell is the co-author, with her sister, of *Cocktail Parties, Straight Up! Easy Hors D'oeuvres, Delicious Drinks and Inspired Ideas for Entertaining with Style* (John Wiley and Sons), and *Sisters' Secrets to Confident Entertaining*, a highly popular digital brand. She lives in New York City.



*Rachael Ray Every Day* is for anyone who is serious about her passions but doesn't take herself too seriously. She believes that cooking, eating and caring about food adds pleasure to the day-to-day.

LIFE IS NOW. Life is what surrounds you. Life is food and family and friends and fun and making the most of every day as it happens."

# brand overview



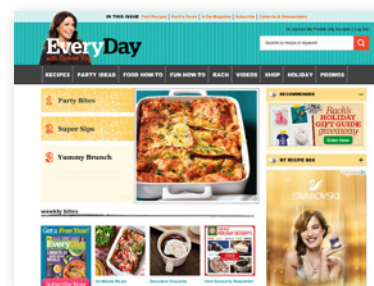
**TELEVISION**

- > The Rachael Ray Show
- > Rachael Ray's Kids Cook-Off
- > Rachael Ray's Week in a Day
- > 30 Minute Meals



**MAGAZINE**

- > Rachael Ray Every Day



**DIGITAL**

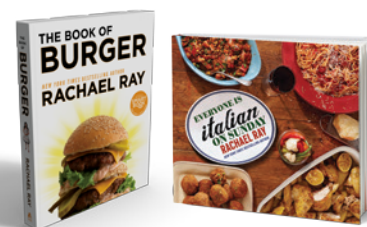
- > RachaelRayMag.com
- > RachaelRay.com
- > RachaelRayShow.com

**DIGITAL EDITION**



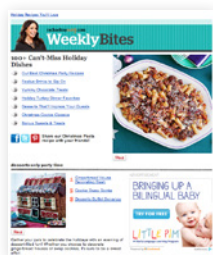
**53+ MILLION**  
IMPRESSIONS  
EVERY MONTH

**COOKBOOKS**

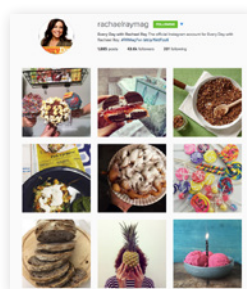


- > 22 Titles
- > 8 New York Times Bestsellers

**NEWSLETTERS**



**SOCIAL MEDIA**

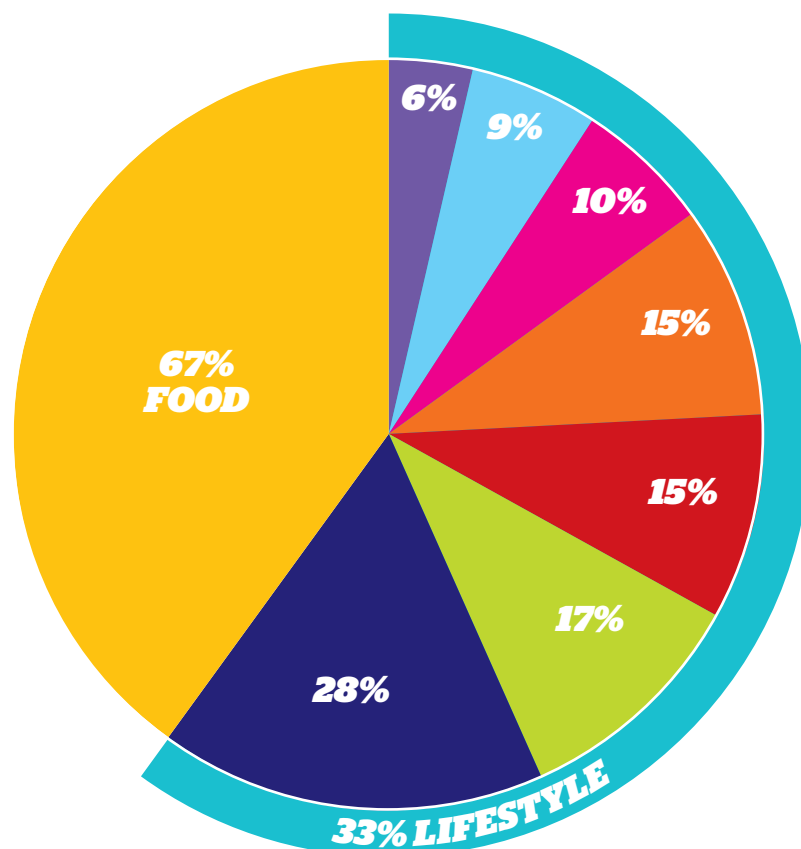


**BRANDED PRODUCTS**



# editorial content

Rachael Ray Every Day is a lifestyle magazine with food at the core.



## WHAT WE'RE ABOUT

● **67%** Food

● **33%** Lifestyle

## WHEN IT COMES TO LIFESTYLE...

● **28%** Home Furnishings/  
Electronics

● **17%** General Interest  
(Pets, Gardening,  
Culture, etc.)

● **15%** Health, Fitness,  
Beauty, Fashion

● **15%** Misc

● **10%** Wine/Liquor/Beer

● **9%** Travel/Transportation:

● **6%** Family/Children:

# 2016 editorial calendar



## JANUARY/ FEBRUARY **HAPPY, HEALTHY 2016**

50 ways to find your happy place! Recipes that boost your mood, products that make you feel as good as you look, inspiring travel, easy home upgrades and more! Plus, Super Bowl chips and dips, Valentine's Day desserts and how to stock a healthy pantry.

- > CLOSE: October 30
- > ON SALE: January 1

## MARCH **FOOD & MUSIC**

Rach's SXSW Feedback party, cooking playlists and the best towns to eat and rock out in! Plus, how to become a pizza pro and all things spring—travel, beauty and more!

- > CLOSE: December 11
- > ON SALE: February 9

## APRIL **SHOPPING & SAVING**

Shopping, meal-prep and cooking secrets to help you save big, including a Dinners for a Deal blowout. Plus, the best beauty values, the supermarket of the future and easy Easter décor. And don't miss our first-ever Restaurant Survey!

- > CLOSE: January 8
- > ON SALE: March 8

## MAY **ENTERTAINING**

Dinner party hacks that take the stress out of entertaining, festive party dishes under \$5 and a wine-tasting party even beer drinkers will love. Plus, a road map for a super summer road trip and lake house renovation inspiration.

- > CLOSE: February 5
- > ON SALE: April 5

## JUNE **HEALTHY EATING**

The ultimate summer vegetable cookbook with tips, tricks, recipes and celeb chefs' unsung vegetable favorites. Plus, breakfast salads, grilling made easy, kitchen gardens and the latest in sun protection.

- > CLOSE: March 11
- > ON SALE: May 10

## JULY/AUGUST **GET OUTDOORS!**

Cook, eat and entertain while the sun shines. Pool parties, summer faves, state fair trips, beat-the-heat beauty and how to grill ribs.

- > CLOSE: April 8
- > ON SALE: June 7

## SEPTEMBER **LOVE YOUR KITCHEN**

Dream kitchen extravaganza—decorating ideas, easy upgrades, cleaning tricks and 101 cooking skills to master. Plus, make-ahead back-to-school meals and a skillet buying guide.

- > CLOSE: June 3
- > ON SALE: August 2

## OCTOBER **FALL FUN!**

It's Rach's favorite season and we've got spooky Halloween recipes, devilish décor, tailgating tips and tricks and a whole lot of autumn awesomeness.

- > CLOSE: July 8
- > ON SALE: September 6

## NOVEMBER **THANKSGIVING HANDBOOK**

Our annual Thanksgiving guide: menus, planning tips, decorating ideas and more!

- > CLOSE: August 12
- > ON SALE: October 11

## DECEMBER **HOLIDAY HAPPINESS**

Get ready to mingle and jingle with our annual gift guide, cookie how-tos, holiday beauty, cocktails, mocktails and more to enjoy all season long.

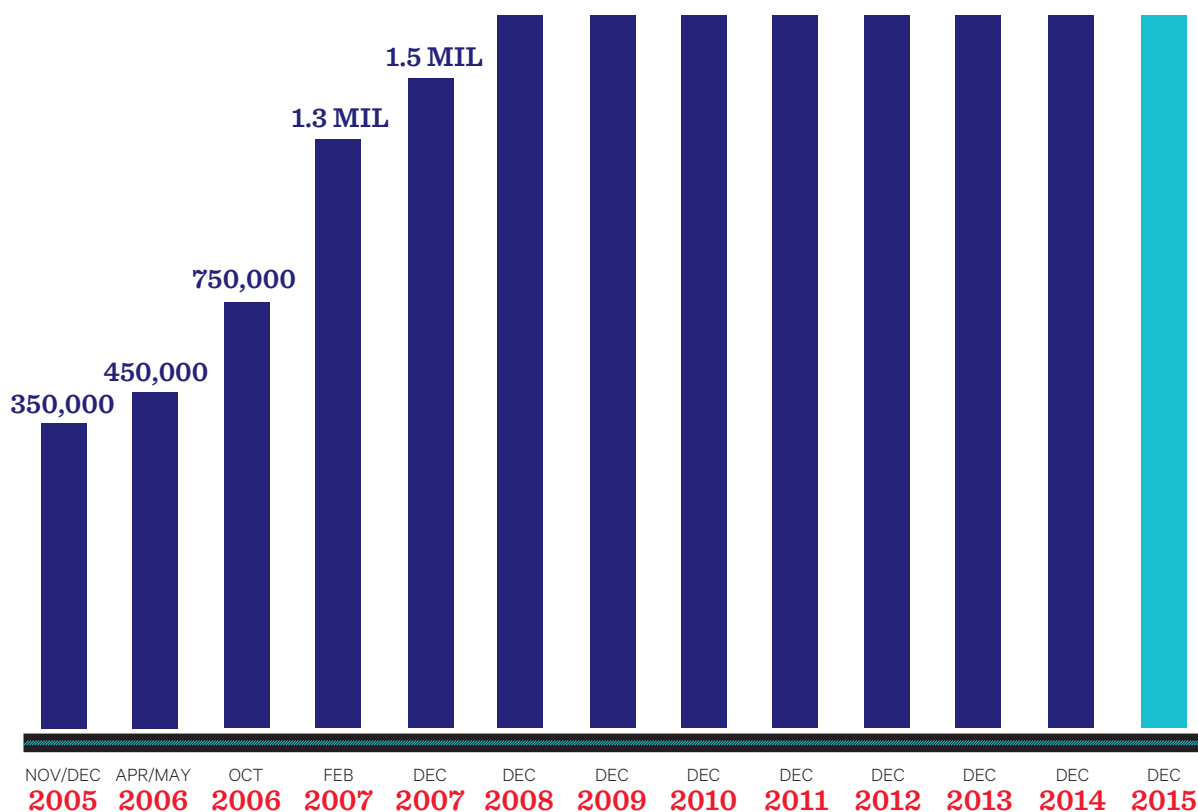
- > CLOSE: September 16
- > ON SALE: November 15

**In Every Issue:**  
NEW Healthy Meal Kit Booklet: A complete shopping list and recipes for five healthy weeknight meals

{ 2016 }

# established & sustained circulation

# 1.7 MIL

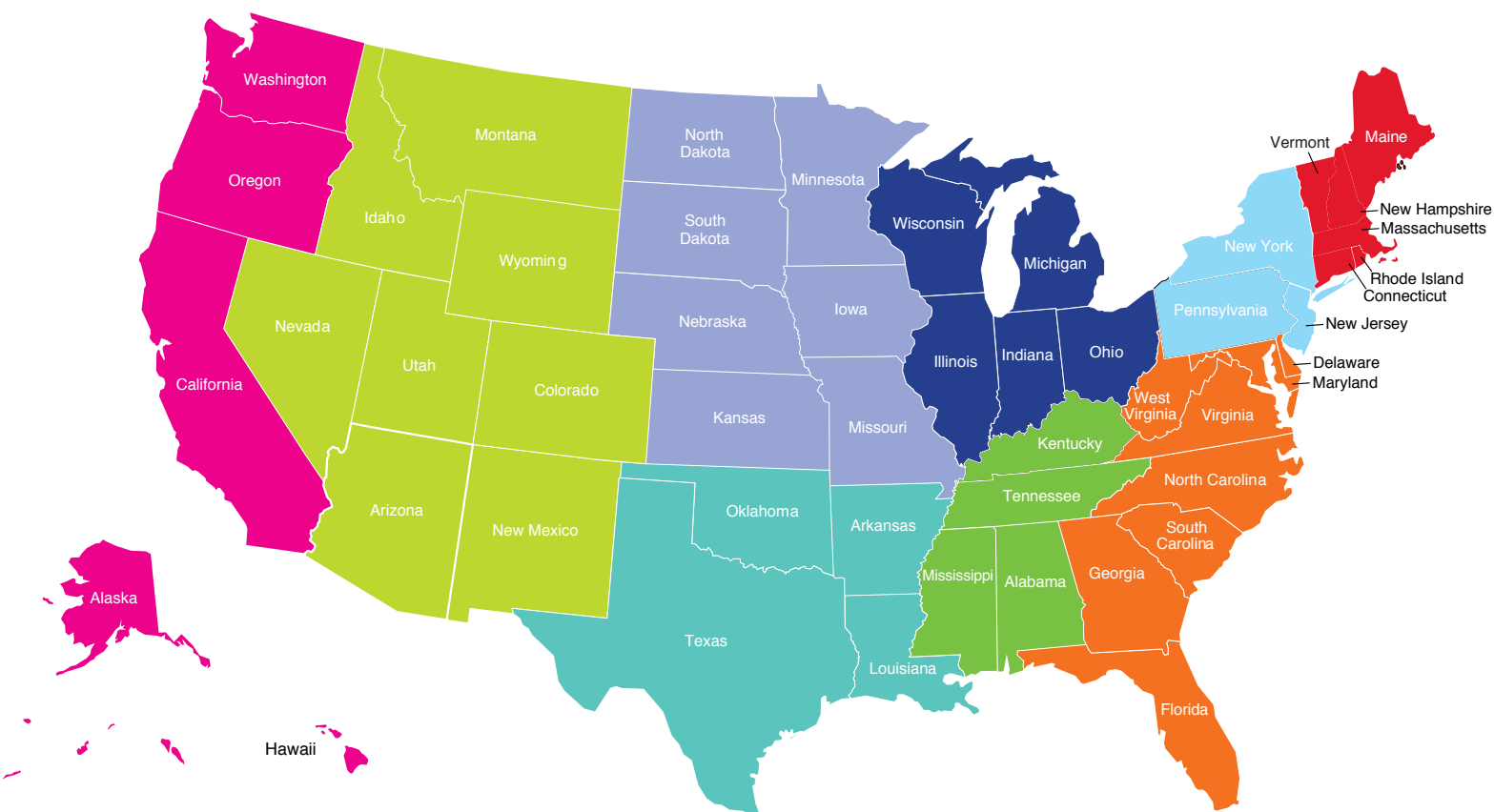


Rachael Ray  
**every day**

For more information contact STEPHEN BOHLINGER, Group Publisher,  
at [Stephen.Bohlinger@meredith.com](mailto:Stephen.Bohlinger@meredith.com) or your *Rachael Ray Every Day* account executive.

Source: Alliance for Audited Media

# regional circulation



**REGION** **PAID & VERIFIED CIRCULATION**

● New England	<b>96,533</b>
● Mid-Atlantic	<b>259,300</b>
● South-Atlantic	<b>297,173</b>
● East South Central	<b>83,620</b>
● East North Central	<b>262,283</b>
● West South Central	<b>153,700</b>
● West North Central	<b>129,063</b>
● Mountain	<b>105,442</b>
● Pacific	<b>220,116</b>
Canada, District of Columbia & Misc.	<b>108,721</b>

**TOTAL PAID & VERIFIED CIRCULATION** **1,715,951**



# audience demographics

Rachael Ray  
**every day**

<b>TOTAL ADULTS</b>	Aud (000)	<b>5.2</b>
<b>WOMEN</b>	Comp (%)	<b>88</b>
<b>MEN</b>	Comp (%)	<b>12</b>
<b>MEDIAN AGE</b>		<b>46.7</b>
<b>AGE 18-34</b>	Aud (000)	<b>1,482</b>
	Comp (%)	<b>28</b>
<b>AGE 18-49</b>	Aud (000)	<b>2,964</b>
	Comp (%)	<b>57</b>
<b>AGE 25-54</b>	Aud (000)	<b>3,045</b>
	Comp (%)	<b>58</b>
<b>AGE 35-54</b>	Aud (000)	<b>2,060</b>
	Comp (%)	<b>40</b>
<b>MEDIAN HHI \$</b>		<b>\$65,436</b>
<b>HHI \$75K+</b>	Aud (000)	<b>2,170</b>
	Comp (%)	<b>42</b>
<b>ANY COLLEGE</b>	Aud (000)	<b>3,290</b>
	Comp (%)	<b>63</b>
<b>PRESENCE OF CHILDREN</b>	Aud (000)	<b>2,276</b>
	Comp (%)	<b>44</b>

# ratecard

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Effective January/February 2016 Issue  
Rate Base: **1,700,000**

SPACE	GROSS RATES
Page 4C	\$177,100
Page 2C	\$157,600
Page BW	\$157,600
2/3 Page 4C	\$158,300
1/2 Page 4C	\$118,600
1/3 Page 4C	\$82,000
2/3 Page BW	\$137,600
1/2 Page BW	\$103,200
1/3 Page BW	\$73,100
Cover 2*	\$221,300
Cover 3	\$186,000
Cover 4*	\$221,400

**FOR SPECS VISIT [MEREDITH.COM/AD-SPECS](http://MEREDITH.COM/AD-SPECS)**

# advertising sales offices

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**STEPHEN BOHLINGER**  
**GROUP PUBLISHER**

212-551-6944  
Stephen.Bohlinger@meredith.com

**KRISTIN GUINAN**  
**MARKETING DIRECTOR**

212-551-6977  
Kristin.Guinan@meredith.com

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**NEW YORK**

805 Third Avenue  
New York, NY 10022  
Fax: 646-293-6247

**Tiffany Cave**  
Food/Packaged Goods Director  
Tiffany.Cave@meredith.com  
212-455-1409

**Tracie Lichten**  
Sales Development Director  
Tracie.Lichten@meredith.com  
212-551-7044

**Mallory Parks**  
Southeast Director  
Mallory.Parks@meredith.com  
212-455-1202

**Ellen Kamhi**  
Health & Beauty Director  
Ellen.Kamhi@meredith.com  
212-455-1207

**CHICAGO**

333 N. Michigan Avenue, Suite 1500  
Chicago, IL 60601  
Fax: 312-580-7907

**Michelle Butler-Mingey**  
Account Director  
Michelle.Butler-Mingey@meredith.com  
312-853-1220

**Christine Rozmanich**  
Account Manager  
Christine.Rozmanich@meredith.com  
312-281-3541

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**DETROIT**

1050 Wilshire Drive, Suite 330  
Troy, MI 48084  
Fax: 248-649-5925

**Karen Barnhart**  
Account Manager  
Karen.Barnhart@meredith.com  
248-205-2571

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**WEST COAST**

1990 South Bundy Drive, Suite 500  
Los Angeles, CA 90025  
Fax: 310-820-2975

**Kuuipo Cashman**  
West Coast Director  
Kuuipo.Cashman@meredith.com  
310-689-1637



# active & engaged readers



> Half—**48%**—of the magazine's total audience are primary readers

> **More than half** of *Rachael Ray Every Day* readers are principle shoppers age 18-49

> Readers take action—**16%** purchased a product or service upon seeing an ad in *Rachael Ray Every Day*.

> **33%** consider *Rachael Ray Every Day* “one of my favorites “

> On average consumers spend **43 MINUTES** with each issue

> **45%** of readers read the last **4** of **4** issues

> **95%** engage with Rachael by watching her tv show, searching for recipes online, purchasing branded products, and visiting her website.

- Of those, **66%** are “Super Fans” who read the magazine, and engage with 3+ brand touch points



*Rachael Ray Every Day* readers are **NOT READING** other epicurean lifestyle magazines

**82%** don't read *Bon Appétit*

**81%** don't read *Real Simple*

**83%** don't read *Food & Wine*

**80%** don't read *Oprah*

**71%** don't read *Cooking Light*

**65%** don't read *Food Network Magazine*

# advertising terms & conditions

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The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of *Rachael Ray Every Day* magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to [www.RachaelRaymag.com](http://www.RachaelRaymag.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 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, consequential, special or incidental damages, including, but not limited to, lost income or profits.

# advertising terms & conditions

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## 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 & 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.



# ad specifications

SPACE	BLEED SIZE	TRIM SIZE
<b>2 PAGE SPREAD</b>	16.75" X 11.125"	16.5" X 10.875"
<b>FULL PAGE</b>	8.5" X 11.125"	8.25" X 10.875"
<b>2/3 VERTICAL</b>	5.5" X 11.125"	5.25" X 10.875"
<b>1/2 VERTICAL</b>	4.25" X 11.125"	4" X 10.875"
<b>1/2 HORIZONTAL</b>	8.5" X 5.625"	8.25" X 5.375"
<b>1/3 VERTICAL</b>	3" X 11.125"	2.75" X 10.875"
<b>1/3 HORIZONTAL</b>	8.5" X 3.875"	8.25" X 3.625"
<b>1/2 PAGE HORIZONTAL SPREAD (2 PAGES)</b>	16.75" X 5.625"	16.5" X 5.375"
<b>HEALTHY MEAL KIT BOOKLET</b>	5.25" X 7.25"	5" X 7"

## 2016 CLOSING SCHEDULE

ISSUE	SPACE/MATERIALS	ON-SALE
<b>JAN/FEB '16</b>	October 30	January 1
<b>MAR</b>	December 11	February 9
<b>APR</b>	January 8	March 8
<b>MAY</b>	February 5	April 5
<b>JUN</b>	March 11	May 10
<b>JULY/AUG</b>	April 8	June 7
<b>SEPT</b>	June 3	August 2
<b>OCT</b>	July 8	September 6
<b>NOV</b>	August 12	October 11
<b>DEC</b>	September 16	November 15

## MATERIAL DELIVERY

### MEREDITH AD EXPRESS:

To join go to: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

- Create an account if you have not already done so.
- Choose: "Send My Ad"
- Choose Publication: Rachael Ray Every Day
- Choose Issue: e.g. March
- Send Color Proofs to Pam Hutchcroft at the address below.

For Materials Extensions or Production Questions, contact:

### Pam Hutchcroft

Meredith Content Center  
1716 Locust Street, LS227  
Des Moines, IA 50309  
515-284-3210  
[pam.hutchcroft@meredith.com](mailto:pam.hutchcroft@meredith.com)

### File Formats:

- Preferred format: PDF/X-1A
- Acceptable format: PDF

### File Resolution Requirements:

- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

**Retention of Materials:** Materials for all processes will be held for one year then destroyed, unless otherwise notified.

# mechanical requirements

## LIVE MATTER REQUIREMENTS

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the “live” image area or “bleed” area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter in a minimum of 1/4” inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8” beyond trim. Keep live matter a minimum of 1/4” inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8” inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4” away from either side of center or 1/2” total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

**Note:** New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc. A corresponding color contract proof is required to show these changes.

## FILE SPECIFICATIONS/GENERAL GUIDELINES

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted. (example: &,-,~,%,( ) #, ;, \$ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs.

## ROTOGRAVURE TITLES

Better Homes & Gardens and More magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%

## PROOF REQUIREMENTS

Advertiser understands that if they do not supply a SWOP certified color proof with color bars or if they supply a color laser proof that Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file.

- Supply a minimum of **TWO** composite SWOP certified proofs for color (American Baby requires **THREE**).
- Proofs must be made from supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP certified.
- For an up-to-date list of SWOP approved color proofs, please visit: [www.swop.org](http://www.swop.org).
- Color bars are required on all analog or digital halftone proofs.
- Color bars should include:
  - SWOP color bars at 100% size as found on SWOP website (above).
  - A solid and 25%, 50% and 75% tints of each process color.
  - Solid overprint.
  - At least one gray balance patch- cyan-50%, magenta and yellow 39%.
  - Two-color overprints at 25%, 50% and 75% as also recommended.
  - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer’s Application Data.
- Ad should be proofed on Publication grade stock except for More, Traditional Home, Special Interest Magazine Bookazines and commercial work which should be proofed on Commercial grade stock.
- Proofing systems requiring line screens:
  - Publication Grade Stock – use 133 line
  - Commercial Grade Stock – use 150 line

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

Meredith Corporation is a member of DDAP Association and subscribes to and supports all digital exchange standards developed by CGATS/SC6, the accredited graphic arts standards committee.