



WIRED MEDIA GROUP



2017 MEDIA KIT

INFLUENCE AT SCALE

WIRED Media Group lies at the intersection of where the greatest ideas of today meet the advancements of tomorrow. Attracting an audience of 81 Million powerful consumers, Wired Media Group pairs opinion with scale from three esteemed brands: Ars Technica, Backchannel and WIRED.



The greatest insight into what's at stake in technology today, through a comprehensive understanding of all facets that surround and contribute to it.

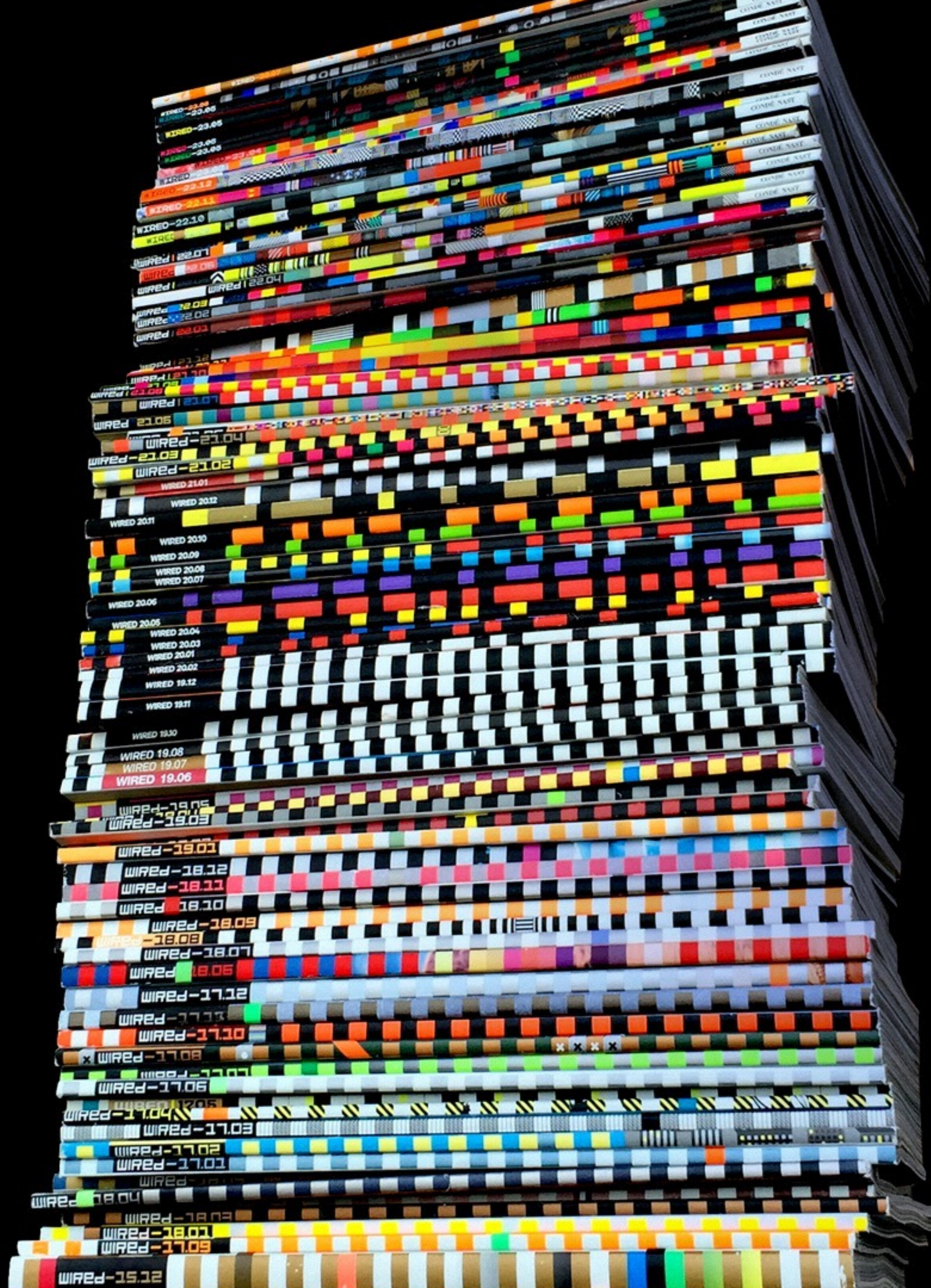
OUR BRANDS

~~BACKCHANNEL~~

Backchannel mines the tech world for lively and meaningful stories and analysis. By chronicling the birth and development of new technologies, Backchannel sheds light on key characters, companies and creations shaping our world, and in doing so we invite others to step into the arena.

WIRED

WIRED fearlessly champions tomorrow and explains the surprising ways we'll get there. WIRED gives you the tools to survive and thrive into the future.



POWERFUL REACH IN PRINT

Average Monthly Reach

2.7 MILLION
Audience

870,101
Circulation +9% in past 5 years

850,000
Rate Base 4x in past 5 years

“WIRED keeps on proving that it is as vital and relevant as ever.”
AdWeek

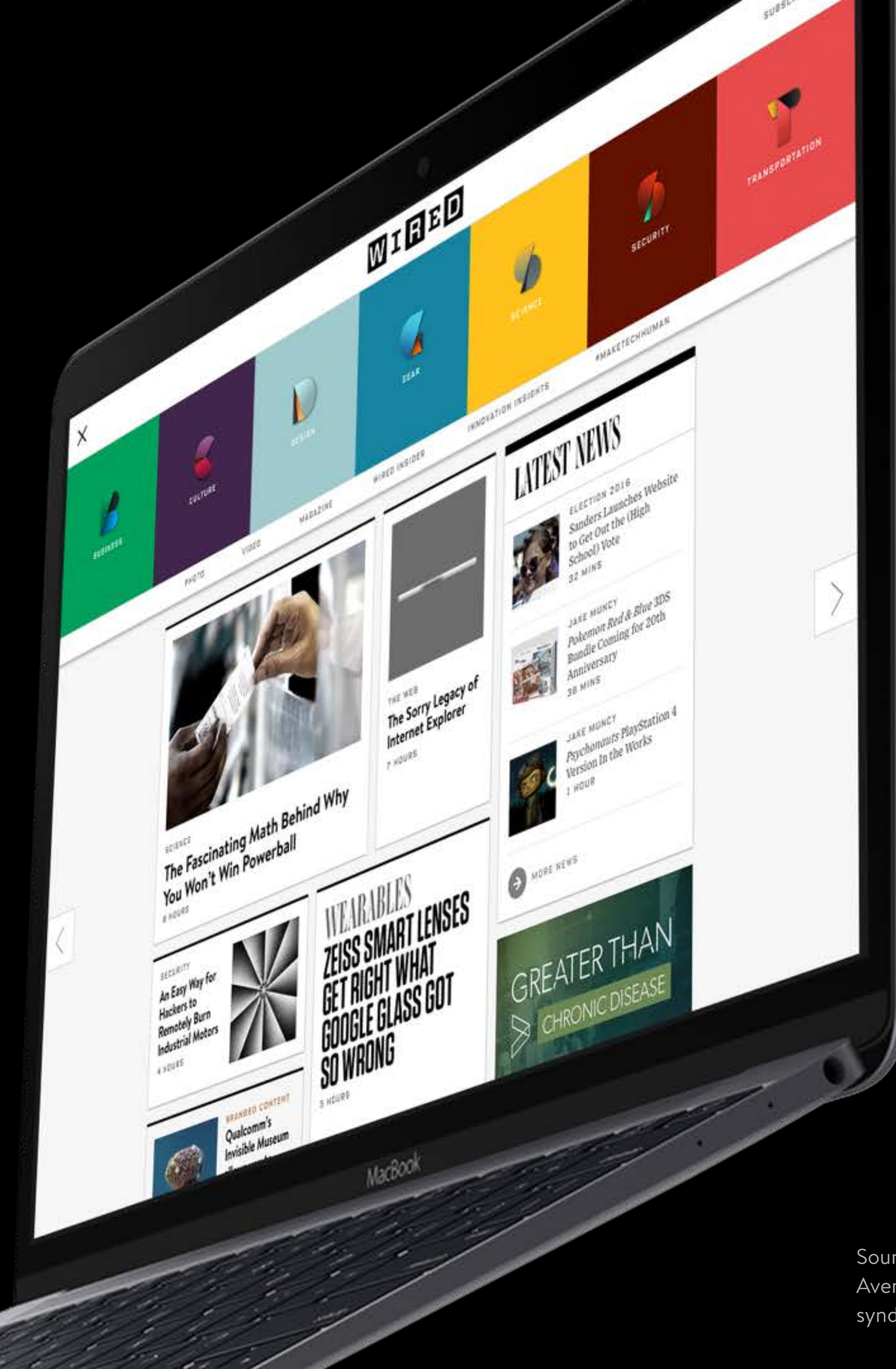
WIRED 2017 EDITORIAL CALENDAR

	AD CLOSE	ON SALE		AD CLOSE	ON SALE
January The Fiction Issue Event: WIRED Café at CES (Las Vegas)	10.25.16	12.20.16	July Summer Gadget Lab Event: WIRED Café at Comic Con (San Diego)	04.25.17	06.27.17
February Mega Trends	11.29.16	01.24.17	August Theme: TBD	05.30.17	07.25.17
March Future of Media	12.27.16	02.21.17	September The Culture Issue	06.27.17	08.22.17
April CEO Profile	01.31.17	03.28.17	October The Annual Design Issue	07.25.17	09.26.17
May The Annual Business Issue The Next List Event: WIRED Business Conference (May or June in NYC)	02.28.17	04.25.17	November Special Guest Editor	08.29.17	10.24.17
June How To Issue	03.28.17	05.23.17	December Annual Holiday Wish List Event: WIRED Store (NYC)	09.26.17	11.21.17

Note: All topics subject to change based on editorial development.

WIRED

WIRED readers see the world differently. Where others see chaos, they see opportunity. They are globally-minded thought leaders, innovators, bloggers and connectors. They are smart and getting smarter. They are constantly seeking new ideas.



Monthly Reach
62 MILLION

DIGITAL 20 MILLION

SOCIAL 21 MILLION

VIDEO 21 MILLION

MAGAZINE 2.8 MILLION

EVENTS 210,000

Source: Digital: Omniture March 2016 Average; Social: As of Sept 2016; Video: 2016 Average Monthly Video Views across WIRED.com, The Scene, YouTube, Hulu, and our syndicated partners; Magazine: MRI Doublebase 2015; Events: 2015 Events reach



Technologists—those who create and shape technology—rely on one tech news site to understand what’s most important and why. **That site is Ars.** A massive community borne of a shared passion for knowledge. An influential news source for newsmakers.



EXPERT TECH COVERAGE

Since it began in 1998, Ars has become the most trusted source for tech news in the world. From enterprise IT and consumer electronics, to policy analysis and gaming reviews, Ars expertly covers topics in-depth, with precision, passion and wit.

14MM
Unique Users

67MM
Page Views

80%
Visit Daily

7.3 MIN
Average Time Spent

BACKCHANNEL

JUST WHAT MATTERS IN TECH

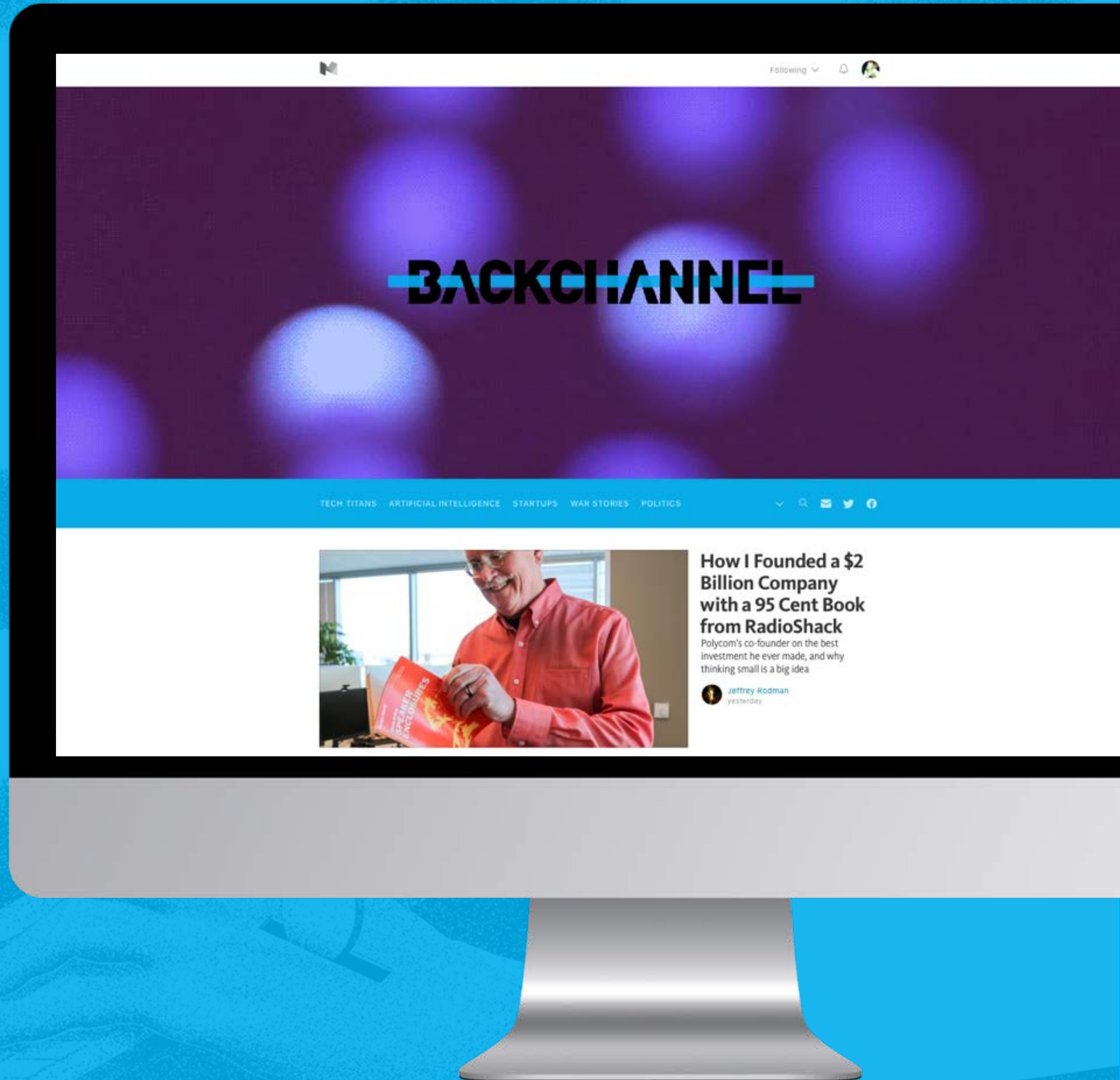
Backchannel was born to host a conversation, amplified by the intimacy of Medium's platform, in which readers and writers come together to move technology forward.

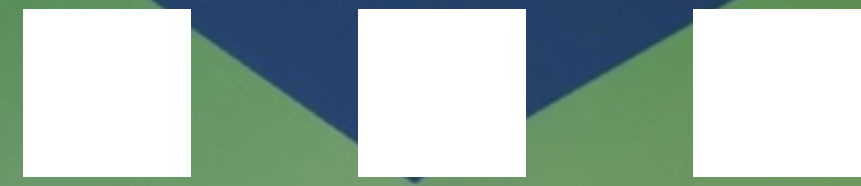
Backchannel draws an audience who cares about their future. They strive to get ahead and want to be on the inside. It serves as a curator and translator decoding just what matters—from inside the tech world.

132K+
Followers

704K+
Views Per Month

2MM+
Total Minutes
Spent on Site
Per Month





WIRED MEDIA GROUP

AUDIENCE

WIRED

A POWERFUL COMMUNITY

WIRED
MRI DOUBLEBASE

WIRED.COM
COMSCORE/MRI

Total Audience	2.7 million	20 million
Men	72%	62%
Women	28%	38%
Median Age	39 years	43 years
Millennials: Adults 18-39	39%	45%
Adults 40-54	36%	26%
Adults 55+	25%	29%
Median HHI	\$97,661	\$87,333
Graduated College+	71% (Index 182)	44% (Index 148)
Postgraduate Degree	59% (Index 201)	15% (Index 140)
Professional/Managerial	50% (Index 211)	38% (Index 158)
Top Management	10% (Index 244)	7% (Index 171)
Influentials (Index)	11% (Index 185)	11% (Index 204)

WIRED

A POWERFUL AFFLUENT COMMUNITY

IPSOS AFFLUENT SURVEY
2015 BASED ON ADULTS
WITH HHI \$100,000+

	WIRED	WIRED.COM
Affluent Audience	2.1 million	9 million
Men	65%	69%
Women	35%	31%
Median Age	44 years	37 years
Millennials: Adults 18-39	40%	60%
Adults 35-54	39%	27%
Adults 55+	21%	13%
Median HHI	\$148,810	\$145,081
Graduated College+	76%	75%
Postgraduate Degree	38%	34%
Professional/Managerial	77%	76%
Top/Middle Management	48%	43%

ars technica
COMSCORE/MRI

ars technica
IPSOS AFFLUENT

ars technica

THE POWER OF ARS

IPSOS AFFLUENT SURVEY
2015 BASED ON ADULTS
WITH HHI \$100,000+

Total Audience	14 million	1.3 million
Men	78%	84%
Women	22%	16%
Median Age	46 years	36 years
Millennials: Adults 18-39	40%	46%
Adults 40-54	27%	46%
Adults 55+	33%	8%
Median HHI	\$92,109	\$144,721
Graduated College+	45% (Index 151)	76%
Postgraduate Degree	18% (Index 167)	35%
Professional/Managerial	40% (Index 167)	80%
Top Management	7% (Index 183)	27%
Influentials (Index)	11% (Index 191)	20%

BACKCHANNEL'S AUDIENCE: YOU ARE WHAT YOU READ

2.5x more likely to be corporate executives

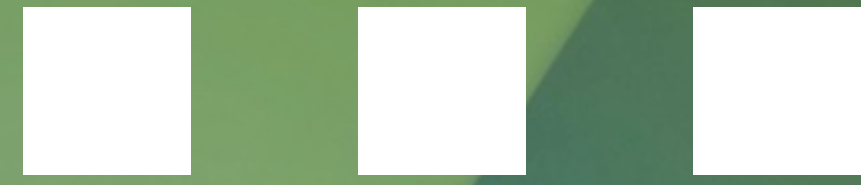
Young. Affluent. Influential.
Attracting young and successful thought leadership.

44% more likely to be super buyers

household online expenditures **3X** that of the general population

2X more likely to have a household income of \$150,000 or more

3X more likely to be in the young & hip segment



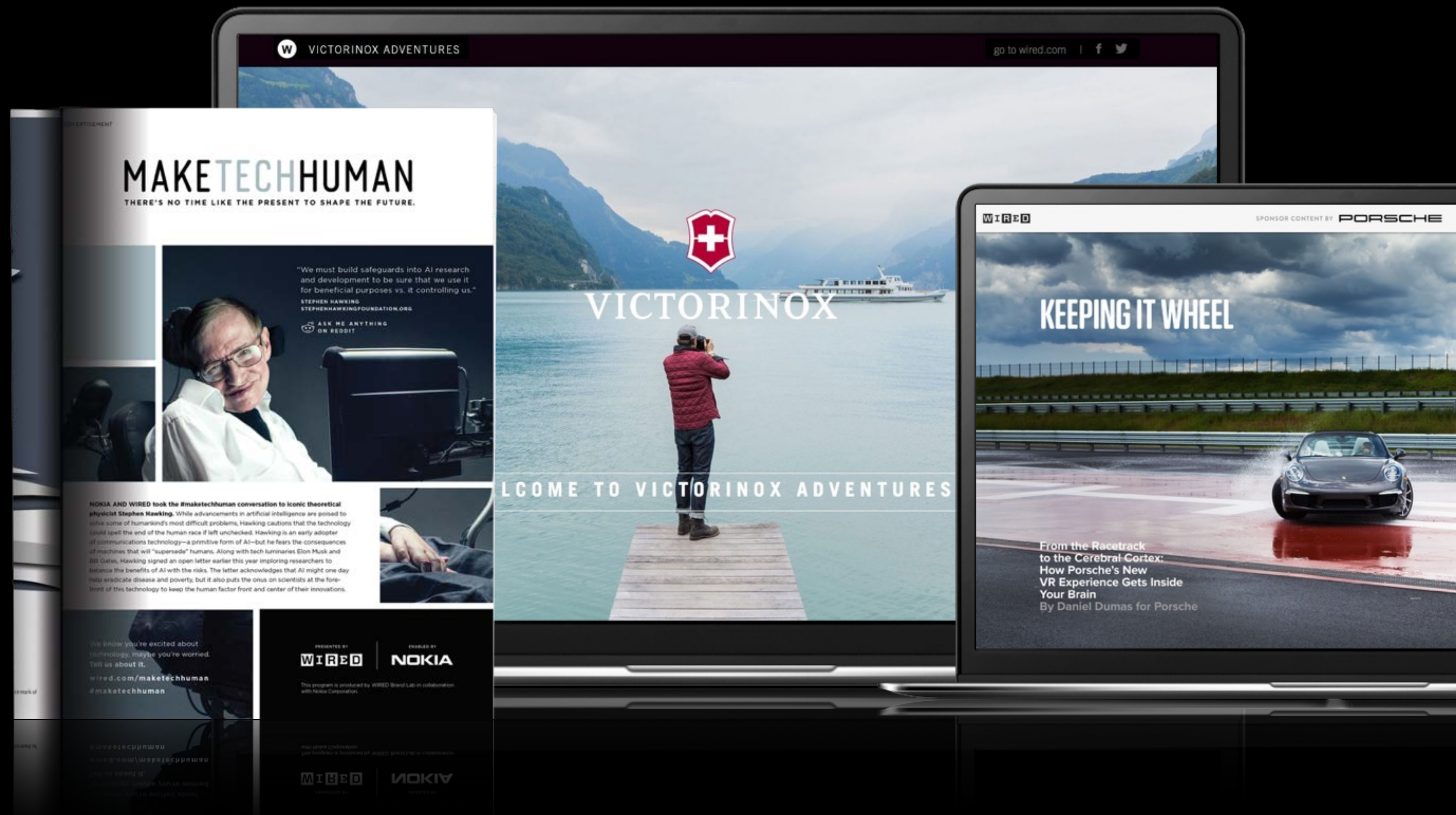
WIRED MEDIA GROUP

OPPORTUNITIES

WMG BRAND LAB

WIRED Media Group Brand Lab is a full-service agency model that encompasses strategic development, creative and experiential execution and cross-platform storytelling. A magnet for established and emerging creative talent, the heart of Brand Lab is a WMG-approved roster of writers, filmmakers, photographers, designers and engineers.

Our mission?
Connect your brand to the WIRED Media Group world in a uniquely WIRED way.



THE WIRED MEDIA GROUP READER PANEL

Tap into the power of WIRED Media Group's next-generation influencers with the WMG Insider panel. Recruited from our subscriber files, Insider members commit to sharing their thoughts with WMG on behalf of our ad partners.

Administered by an independent research vendor, GfK MRI.

Large sample size with a minimum of 300 respondents

SURVEY OPTIONS

Gain New Insights: WMG will develop, conduct, and analyze a custom survey that provides new perspective on a topic relevant to your business.

Prove Advertising ROI: Measure the level of awareness or responsiveness for your product or service among readers and gauge the effectiveness of your ad.

Creative Testing: Conduct a survey among WMG readers to identify the creative campaign that resonates best with readers.

DELIVERABLES

Clients receive a top-line report including response rate, demographics, and a complete analysis of survey results.

STARCH READERSHIP STUDIES

“Starch” long ago entered the marketing lexicon as a synonym for reliable ad readership information. For more than 85 years, Starch Advertising Research has been the most trusted source of market intelligence about print advertising effectiveness available.

OPPORTUNITY

Every full page or larger national advertisement that appears in WIRED in 2017 will be measured by Starch. In addition, one advertiser will have the opportunity to include four custom questions in each Starch study, available on a first come, first served basis.

METRICS

For each advertisement, the following attributes are collected among respondents:

Noted: Did you notice the ad?

Associated: Did you associate the ad with the brand being advertised?

Read Any: Did you read any part of the ad’s copy?

Read Most: Did you read more than half of the ad’s copy?

Actions Taken: Did you take any actions as a result of the ad?



WIRED
PRINT RATES

2017 PRODUCTION CALENDAR

Print & Tablet Due Dates

EDITION	MONTH	CLOSE	MATERIALS EXTENSION	ON-SALE
24.01	January	10.25.16	11.14.16	12.20.16
24.02	February	11.29.16	12.14.16	01.24.17
24.03	March	12.27.16	01.13.17	02.21.17
24.04	April	01.31.17	02.17.17	03.28.17
24.05	May	02.28.17	03.17.17	04.25.17
24.06	June	03.28.17	04.14.17	05.23.17
24.07	July	04.25.17	05.19.17	06.27.17
24.08	August	05.30.17	06.16.17	07.25.17
24.09	September	06.27.17	07.14.17	08.22.17
24.10	October	07.25.17	08.18.17	09.26.17
24.11	November	08.29.17	09.15.17	10.24.17
24.12	December	09.26.17	10.13.17	11.21.17

Material extensions may be granted on a case-by-case basis, for details please contact

Andy Sonnenberg 212.286.6274
Andy_Sonnenberg@wired.com

For all run of book specifications and instructions please contact

Marilyn Cruz 212.286.2016
Marilyn_Cruz@condenast.com

For all run cover gatefold and standard insert specifications and shipping instructions please contact

Billy Williams 212.286.3604
Billy_Williams@condenast.com

2017 GENERAL ADVERTISING RATES

Gross Rates

4 COLOR	1X	3X	6X	9X	12X
1 page	151,177	147,224	144,188	139,635	135,081
2/3 page	121,417	117,775	115,346	111,704	108,061
1/2 page	98,647	95,688	93,715	90,756	87,796
1/3 page	68,264	66,216	64,851	62,803	60,755
1/4 page	47,426	46,003	45,055	43,632	42,210
1/6 page	34,109	33,086	32,404	31,380	30,357
COVERS	1X	3X	6X	9X	12X
2nd	182,137	176,673	173,030	167,567	162,102
3rd	159,321	154,542	151,355	146,576	141,796
4th	189,750	184,058	180,263	174,570	168,878

RATE BASE 850,000
Effective with January 2017 issue

All advertising transactions are subject to WIRED's Advertising Copy and Contract Terms and Conditions, a copy of which is available on the Condé Nast website www.condenastmediakit.com.

Agency Commission
15% to recognized agencies. All rates are quoted as Gross.

Frequency Discount
Based upon frequency of advertising, advertisers can earn discounts off the open page rate. To qualify, an advertiser must run in WIRED a minimum of 3X within a 12-month period.

TOP 10 MARKETS

Gross Rates

4 COLOR			TOTAL
1 page			\$91,221
STATE CODE	SUBS %	NS %	TOTAL
(NY-M)NY METRO	9.69%	0.49%	10.18%
(CA-S)California South/(NV-S)Nevada South	7.43%	0.37%	7.80%
(CA-N)California North/(NV-N)Nevada North	6.47%	0.31%	6.78%
(TX)Texas	5.99%	0.19%	6.18%
(FL)Florida	4.97%	0.27%	5.24%
(IL)Illinois	4.23%	0.15%	4.38%
(NJ -S) New Jersey South, (PA) Pennsylvania	3.65%	0.11%	3.76%
(MA)Massachusetts	2.83%	0.11%	2.94%
(WA)Washington	2.73%	0.15%	2.88%
(DC)Washington DC, (VA) Virginia, (MD) Maryland	5.63%	0.17%	5.80%
Specialty Stores Edition	0.00%	0.29%	0.29%
Total	53.62%	2.61%	56.23%

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TOP 5 CIRC 56.23%
Effective with January 2017 issue

TOP 5 MARKETS

Gross Rates

4 COLOR			TOTAL
1 page			\$57,055
STATE CODE	SUBS %	NS %	TOTAL
(NY-M)NY METRO	9.69%	0.49%	10.18%
(CA-S)California South/(NV-S)Nevada South	7.43%	0.37%	7.80%
(CA-N)California North/(NV-N)Nevada North	6.47%	0.31%	6.78%
(TX)Texas	5.99%	0.19%	6.18%
(FL)Florida	4.97%	0.27%	5.24%
Specialty Stores Edition	0.00%	0.29%	0.29%
Total	34.55%	1.92%	36.47%

TOP 5 CIRC 36.47%
Effective with January 2017 issue

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TOP 5 MARKETS RETAIL RATE ADVERTISERS

Gross Rates

4 COLOR			TOTAL
1 page			\$47,545
STATE CODE	SUBS %	NS %	TOTAL
(NY-M)NY METRO	9.69%	0.49%	10.18%
(CA-S)California South/(NV-S)Nevada South	7.43%	0.37%	7.80%
(CA-N)California North/(NV-N)Nevada North	6.47%	0.31%	6.78%
(TX)Texas	5.99%	0.19%	6.18%
(FL)Florida	4.97%	0.27%	5.24%
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Advertisers on the Retail Rate Card will receive appropriate frequency and/or volume discounts.

These guidelines were established because Condé Nast believes it is suitable to have rates for advertisers with limited retail and/or distribution areas—accounts which do not benefit completely from a magazine's total circulation.

Department or Specialty Stores

- The Retail Rate is available to department or specialty stores operating in limited trading areas. To qualify for the Retail Rate, the chain must operate with fewer than 500 doors under one name. It is not necessary for department or specialty stores to tag cities or specific locations within their ads.
- This rate is not available to Mass Retailers (chains having more than 500 stores under one name).
- When there is corporate ownership of a group of stores (i.e. – Macy's owns Bloomingdale's), each store's units are counted independently regarding the 500 door limit. The advertisement must be placed by the retailer or its agency and must be in the retailer's format.

Manufacturers (companies who sell their products in other companies' stores)

Manufacturers who wish to qualify for the Retail Rate must follow these guidelines:

- Each ad page or spread must contain at least one Retail store or Retail Chain Name. There is no limit to the

number of stores or chains that are mentioned, but each name must have 500 or fewer locations. On non-adjacent pages, at least one retail listing must appear on each page. The store or chain listed may be owned by the Manufacturer.

- Store names and/or store locations must appear with the smallest letters being at least 2 millimeters high within the printed ad.
- If the Manufacturer has a store location(s) under the Manufacturer's own name, listing of the city name (2 mm or larger) or a statement such as "available at our store(s)" qualifies the ad for Retail or Mass Retail Rate. Note: Manufacturers who generate more than 50% of annual revenue from their own stores qualify as Retailers or Mass Retailers (see section #1. Dept or Specialty Stores, above).
- Manufacturers cannot list a Mass Retailer (owns more than 500 locations) on the ad and still receive the Retail Rate. Listing a Mass Retailer automatically triggers the Mass Retail Rate for the ad.
- A manufacturer does NOT get the Retail Rate for

merely tagging a third party e-commerce web-site, nor for including an informational toll-free phone number (800, 877, 888).

- National ads that list different store names in regional splits are acceptable at the Retail Rate, provided each split contains at least one listing. Mechanical charges for each regional change will be charged.
- Manufacturers can qualify for the equivalent of the Retail Rate by prominently featuring their own e-commerce website within the ad. The smallest letters comprising the URL must be at least 2 millimeters high within the printed ad, must appear prominently (not in the gutter of the ad), must be owned by the Manufacturer, and must sell the product(s) shown in the ad. Note: This qualification supersedes Mass Retail qualification.

Advertisements that do not meet these requirements will be billed at the General Rate.

Note: All Cover Ads must be billed at earned General Rate, regardless of the ads' content.

2017 RETAIL ADVERTISING RATES

Gross Rates

4 COLOR	1X	3X	6X	9X	12X
1 page	121,417	117,775	115,346	111,704	108,061
2/3 page	97,152	94,238	92,294	89,380	86,465
1/2 page	78,867	76,501	74,924	72,558	70,191
1/3 page	54,648	53,008	51,916	50,276	48,637
1/4 page	37,943	36,805	36,046	34,907	33,769

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Advertisements that do not meet these requirements will be billed at the General Rate.

Note: All Cover Ads must be billed at earned General Rate, regardless of the ads' content.

MECHANICAL REQUIREMENTS

SPACE	BLEED LIVE	NON-BLEED	TRIM
Spread	16 1/4 x 11 1/8	15 x 10	16 x 10 7/8
Full Page/Cover	8 1/4 x 11 1/8	7 x 10	8 x 10 7/8
2/3 vertical	5 1/4 x 11 1/8	4 5/8 x 10	5 x 10 7/8
1/2 vertical	4 1/8 x 11 1/8	3 1/2 x 10	3 7/8 x 10 7/8
1/2 horizontal	8 1/4 x 5 5/8	7 x 4 7/8	8 x 5 3/8
1/2 spread	16 1/4 x 5 5/8	15 x 4 7/8	16 x 5 3/8
DIGEST			
1/2 page	5 1/4 x 8	4 5/8 x 7	5 x 7 3/4
1/3 vertical	2 7/8 x 11 1/8	2 1/4 x 10	2 5/8 x 10 7/8
1/3 square	5 1/4 x 5 5/8	4 5/8 x 4 7/8	5 x 5 3/8
1/6 vertical	N/A	2 1/4 x 4 7/8	N/A
Checkerboard	4 1/8 x 5 3/4	3 1/2 x 4 7/8	3 7/8 x 5 1/2

SAFETY: All live matter must be 1/4 inch from trim on all sides.

GUTTER SAFETY: 3/16 inch on each side (total 3/8 inch). **Minimum size knockout type should be 8 point.**

Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

MEDIA

All ad submissions must be PDF-x1a files uploaded to the Conde Nast ad portal: <http://transmit.condenast.com>

The PDF/X-1a files must have:

- All fonts **MUST** be embedded (True Type fonts can not be used for Printing).
- The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).
- No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors **MUST** be converted to CMYK.
- Resolution: 300 dpi
- Maximum ink density: 300 total

SPLIT RUNS AND REGIONAL ADVERTISING

Subscription copies will be delivered to their proper subject area to within a 5% variance. Newsstand regional advertising: Every best effort will be made to deliver regional ads and copy splits to the desired newsstand markets. Due to continuing changes in wholesale distribution patterns, regional newsstand delivery for inserts and copy splits cannot be fully controlled and therefore cannot be fully guaranteed to particular states. It is recommended that regional inserts and copy splits buys be done according to the ten region Condé Nast area map.

FILE STORAGE

The original proof and an archived copy of the digital ad file will be kept for 13 months after printing.

GENERAL MATERIAL DEADLINE

Materials are due at ad close. For extensions, please contact WIRED Production Department.

If you have any questions, please call Marilyn Cruz at WIRED Production Department.

Marilyn Cruz
212-450-0944
Marilyn.Cruz@pubworx.com

CONDE NAST PRODUCTION CONTACTS

For all run of book specifications and instructions

please contact

Marilyn Cruz
212.286.2016
Marilyn_Cruz@condenast.com

CONDE NAST PRINT INSERTS

For product details, please call Billy Williams:

212-450-0968.
billy.williams@pubworx.com or
Chris Wengiel:
212-450-0910
chris.wengiel@pubworx.com

2017 RATE CARD TERMS & CONDITIONS

FOR CONDÉ NAST'S PRINT MAGAZINE PUBLICATIONS ("MAGAZINES"), WEBSITES ("WEBSITES") AND MOBILE APPLICATIONS AND DIGITAL MAGAZINES ("APPS")

The following terms and conditions govern all entities that place advertising ("Advertiser"), either directly or through an agent ("Agency"), in print magazines ("Magazines"), websites and mobile sites (collectively, "Websites"), email campaigns ("Email(s)"), digital magazine publications ("Digital Editions"), any other applications (collectively, together with Digital Editions, the "Apps"), and any other services published and/or owned, licensed or operated by or on behalf of Condé Nast ("Publisher") (collectively, together with Magazines, Digital Editions, Websites, Emails, and Apps, the "Publisher Service"), and through Publisher on any third party Websites, Apps and/or any other service (including, but not limited to, Facebook, YouTube, Pinterest, etc.) (collectively, the "Third Party Services"). The Publisher Service together with the Third Party Services shall be collectively referred to herein as the "Service". **The placement of advertising on any Service constitutes Advertiser's (and, if applicable, Agency's) agreement to these terms and conditions and, to the extent ads are placed on any Third Party Services, such placement also constitutes Advertiser's (and, if applicable, Agency's) agreement to such Third Party Services' then-applicable terms and conditions.** These terms and conditions may be modified from time to time by Publisher, and the terms and conditions of any Third Party Services may be modified from time to time by such Third Party Service; additional placement of advertising will constitute Advertiser's (and, if applicable, Agency's) agreement to any such modifications.

A. Publisher's Right To Reject, Cancel or Terminate Orders

Publisher reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject or remove any advertising copy in connection with any Service, whether or not the same has already been acknowledged, accepted and/or previously published, displayed, performed or transmitted (collectively referred to herein as "Published" or "Publish"), including, but not limited to, for reasons relating to the content of the advertisement or any technology associated with the advertisement. In the event of such cancellation, rejection or removal by Publisher, advertising already run and to be run shall be paid for at the rate that would apply if the entire order were Published and no Short Rate (as defined below) will apply.

In addition, Publisher reserves the right to (i) remove from selected copies, editions, versions, or sections of a Service advertisements containing matter that readers have deemed objectionable (ii) implement blocking technology (including, but not limited to, geo-blocking technology) in connection with a Service; and (iii) enhance, upgrade and/or otherwise modify or discontinue any Service at any time.

Publisher, at its absolute discretion, may terminate its relationship with Advertiser and/or Agency for the breach of any of the terms hereof, including without limitation a breach based on the failure on the part of either Advertiser or Agency to pay each bill by its due date. Should Publisher terminate its relationship with Advertiser and/or Agency, a short-rate (which is the difference between the rate charged on the contracted frequency and the higher rate based on the reduced frequency of advertisements actually Published and paid for, herein a "Short-Rate") may apply and all charges incurred together with short-

rate charges shall be immediately due and payable. Furthermore, in the event Advertiser or Agency breaches, Publisher may, in addition to its other remedies, (a) cancel its recognition of Agency, thereby causing Agency to lose claim to any commission for any further advertising placed with Publisher on behalf of Advertiser or any other client of Agency, and/or (b) refuse to Publish any or all of Advertiser's advertising.

B. Advertiser's Failure to Run Advertising/Short-Rate/Merchandising Programs

All agreements for advertising frequency discounts in connection with any Service require that the specified number of advertisements be Published within a specified period and be promptly paid for. In the event of Advertiser's or its Agency's cancellation of any portion of any advertising order/contract or failure to have Published and paid for the specified number of advertisements, or if at any time Publisher in its reasonable judgment determines that Advertiser is not likely to Publish and pay for the total amount of advertising specified during the term of the agreement, any rate discount will be retroactively nullified, including for previously Published advertisements, and may result in a Short-Rate. In such event, Advertiser and/or Agency must reimburse Publisher for the Short-Rate within 30 days of invoice therefor and Advertiser will thereafter pay for advertising at the open rate or at the earned rate(s) as applicable. Any merchandising program executed by Publisher in reliance on advertising that is cancelled will be paid for by Advertiser at the fair market rate for such program. Advertising credits (for any earned advertising frequency discount adjustments for advertising run in excess of specified schedule) will only be earned if all advertising is paid for by the due date. Advertising credits must be used by the Advertiser within six months after the end of the period in which they were earned. If any portion of such advertising credits remain unused at the expiration of the foregoing six month period, such unused advertising credits shall be expired and Publisher shall not have any further obligation to Advertiser and/or Agency with respect thereto.

C. Restrictions on Advertiser's Ability to Cancel Advertising Orders for Magazines and Digital Editions

Orders for inside or outside cover pages for Magazines and Digital Editions are non-cancelable. Options on cover positions for Magazines must be exercised at least 30 days prior to four-color closing date. If an order is not received by such date, the cover option automatically lapses. Orders for all inside advertising units for Magazines and Digital Editions are non-cancelable less than 15 days prior to closing date. Orders for furnished inserts for Magazines are non-cancelable the first day of the fourth calendar month preceding the month imprinted on the cover of the issue. Orders for all Publisher-produced inserts for Magazines are non-cancelable. In any event, Advertiser will be responsible for the cost of any work performed or materials purchased on behalf of Advertiser, including the cost of services, paper and/or printing.

D. Advertising Positioning at Publisher's Discretion

Orders for advertising containing restrictions or specifying positions, facings, editorial adjacencies or

other requirements may be accepted and Published but such restrictions or specifications are at Publisher's sole discretion, and in no event shall such approved restrictions or specifications relate to (i) the placement of ads on Third Party Services, or (ii) any user generated content on Publisher's Websites, Apps and/or Emails.

E. Labeling of Advertisements

Advertisements that simulate or resemble, or might not be distinguishable from, editorial content must be clearly identified and labeled "ADVERTISEMENT" or any other label as determined by Publisher at the top of the advertisement, and Publisher may, in its discretion, so label such material and/or otherwise distinguish the style and/or presentation of such material.

F. Inserts

An accurate copy of any furnished insert must be submitted to Publisher for review prior to the printing of the insert. Publisher's review and/or approval of such copy does not release or relinquish Advertiser/Agency from its responsibilities hereunder. Publisher is not responsible for errors or omissions in, or the production quality of, furnished inserts. Advertiser and/or Agency shall be responsible for any additional charges incurred by Publisher arising out of Advertiser and/or Agency's failure to deliver furnished inserts pursuant to Publisher's specifications. In the event that Publisher is unable to Publish the furnished insert as a result of such failure to comply, Advertiser and/or Agency shall nevertheless remain liable for the space cost of such insert.

G. Errors in or Omissions of Advertisements

In the event of Publisher's errors in or omissions of any advertisement(s), Publisher's liability shall be limited to a credit of the amount paid attributable to the space of the error/omission (in no event shall such credit exceed the total amount paid to Publisher for such advertisement), and Publisher shall have no liability unless the error/omission is brought to the Publisher's attention no later than 60 days after the advertisement is first Published. However, if a copy of the advertisement was provided or reviewed by Advertiser, Publisher shall have no liability. In no event will Publisher have any liability for errors or omissions caused by force majeure or errors in key numbers. In the event of a suspension of the Service due to computer, software, or network malfunction, congestion, repair, strike, accidents, fire, flood, storms, terrorist attacks, acts of war or any other cause or contingencies or force majeure beyond the reasonable control of Publisher, it is agreed that such suspension shall not invalidate any advertising agreement but a) will give Publisher the option to cancel any advertising agreement, or if Publisher does not do so, b) upon resumption of the Service, the agreement shall be continued and Publisher will have no liability for any errors or omissions or any damages or missed impressions caused by such suspension. IN NO EVENT WILL PUBLISHER HAVE ANY LIABILITY FOR ANY ADVERTISING CREATIVE OR PRINTING COSTS, ADMINISTRATIVE COSTS, AND/OR CONSEQUENTIAL, INDIRECT, INCIDENTAL, PUNITIVE, SPECIAL OR EXEMPLARY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF DATA AND/OR INFORMATION AND THE LIKE.

H. Trademarks

The titles and logos of the Service Published or used by Publisher are registered trademarks and/or trademarks

protected under common law. Neither the titles nor the logos may be used without the express written permission of Publisher.

I. Warranties; Indemnification

Advertiser and its Agency, if there be one, each represent and warrant that: (i) Advertiser's and third parties' websites, mobile sites, applications, e-mail campaigns and any other services that are associated with advertising purchased by Advertiser or Agency shall contain all necessary consumer disclosures required by applicable federal, state and local laws, rules and regulations, including, but not limited to, a conspicuous link to a clear, accurate, and up-to-date Privacy Policy that: (a) discloses (1) the usage of third party technology; (2) the participation of third party service providers; and (3) the data collection and usage by such service providers and from such third party technology; and (b) complies with all applicable privacy laws, rules and regulations; (ii) it will not merge personally identifiable information with information previously collected as non-personally identifiable without robust notice of, and the end-user's prior affirmation (i.e., "opt-in") consent to, that merger; and (iii) any advertising or other material (including, but not limited to, product samples) submitted by Advertiser or Agency, and/or created by Publisher on behalf of Advertiser or Agency, and any material to which such advertisement or other material links or refers, complies with all applicable laws, rules and regulations and does not and will not violate the personal or proprietary rights of, and is not harmful to, any person, corporation or other entity. (Advertiser understands that although the intended audience of the Service is primarily in North America, the Service may be accessible and/or have incidental physical distribution throughout the world.) As part of the consideration to induce Publisher to Publish such advertisement, Advertiser and its Agency, if there be one, each agrees jointly and severally to defend, indemnify and hold harmless Publisher, its parent, subsidiaries and affiliates, and each of their officers, directors, members, employees, contractors, licensees, agents, representatives, successors and assigns against any and all liability, loss, damage, and expense of any nature, including attorneys' fees (collectively, "Losses") arising out of any actual or potential claims for libel, invasion of privacy, harm, copyright, patent, or trademark infringement, violation of publicity rights and/or any other actual or potential claims or suits that may arise out of (a) the copying, printing, publishing, displaying, performing, distributing or transmitting of such advertisement; (b) any violation of the CAN-SPAM Act or other laws relating to Advertiser's advertisements, including, but not limited to, commercial messages e-mailed on Advertiser's behalf by Publisher; (c) the loss, theft, use, or misuse of any credit/debit card or other payment, financial, or personal information; (d) the products and/or services promoted, sold, presented and/or contained in Advertiser's advertisements; and/or (e) a breach or alleged breach of its covenants, warranties and obligations under these advertising rate card contract terms and conditions. If the Publisher participated in the creation of an advertisement, the Publisher will indemnify Advertiser in connection with potential claims relating thereto only to the extent it has agreed to do so in writing.

2017 RATE CARD TERMS & CONDITIONS

FOR CONDÉ NAST'S PRINT MAGAZINE PUBLICATIONS ("MAGAZINES"), WEBSITES ("WEBSITES") AND MOBILE APPLICATIONS AND DIGITAL MAGAZINES ("APPS")

J. Responsibility for Payment of Advertising Bills

In the event an order is placed by an Agency on behalf of Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both Advertiser and Agency. Advertiser and its Agency, if there be one, each agrees to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on Advertiser's behalf. Advertiser authorizes Publisher, at its election, to tender any bill to Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Any bill tendered by Publisher shall constitute an account stated unless written objection thereto is received by Publisher within ten (10) days from the rendering thereof. Payment by Advertiser to Agency shall not discharge Advertiser's liability to Publisher. The rights of Publisher shall in no way be affected by any dispute or claim between Advertiser and Agency. Advertiser and Agency agree to reimburse Publisher for its costs and attorneys' fees in collecting any unpaid advertising charges. Advertiser confirms that it has appointed Agency, if one is specified, to be its authorized representative with respect to all matters relating to advertising placed on Advertiser's behalf with the understanding that Agency may be paid a commission.

K. No Assignment of Advertising

Advertiser and its Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by Publisher, nor may Advertiser or Agency authorize any others to use any advertising space.

L. Republication of Advertisements

Advertiser and Agency agree that any submitted advertisements Published in a Service, may, at Publisher's option, be republished, re-performed, retransmitted, archived or otherwise reused by Publisher or its agents in any form in whole or in part in all media now in existence or hereafter developed, whether or not combined with material of others. The copyright in any advertisement created by Publisher is owned by Publisher and may not be otherwise used by Advertiser or third parties without Publisher's prior written consent.

M. Advertising Rates

Publisher's Magazine and Digital Edition rates contained in advertising orders that vary from Publisher's published rates shall not be binding on Publisher and the advertisements ordered may be inserted and charged for at the actual schedule of Publisher's applicable published rates. Publisher's Magazine and Digital Edition rates and units of space are effective with the **January 2016** issue. Announcement of any changes in such rates will be made thirty (30) days in advance of the closing date for the first issue affected by such new rates.

Advertising in issues thereafter will be at the rates then prevailing. Rates for Publisher's Websites, Emails and non-Digital Edition applications (i.e., Publisher's applications other than Digital Editions) and Third Party Services contained in advertising orders that vary from the rates established by Publisher for Advertiser shall not be binding on Publisher and the advertisements ordered may be inserted and charged for at the actual schedule of rates. Announcement of any changes in Publisher's rates for its Websites, Emails and/or non-Digital Edition applications and Third Party Services will be made thirty (30) days in advance of the first advertisements affected by such new rates. Advertisements Published thereafter will be at the Publisher's applicable rates then prevailing.

N. Rate Base Guarantees

Rate base guarantees for Publisher's Magazines and Digital Editions are made on an annual twelve month average.

O. Terms of Sale

An agency commission of fifteen percent (15%) will be allowed for recognized agencies. Payment for all advertising and services is due thirty (30) days from the date of invoice. All advertising production fees (if any) shall be billed and are immediately due in full within the first month of the advertising campaign. Interest may, at Publisher's discretion, be charged at a rate of 1.5% per month on past due balances. Publisher may at its option require cash in advance or otherwise change payment terms.

P. Choice of Law and Forum

All issues relating to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by Advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York. The parties hereby consent to the jurisdiction of the state or federal courts in New York, New York in connection with actions relating to advertising, including, but not limited to, actions to collect amounts due for advertising.

Q. Disclaimer

PUBLISHER DISCLAIMS ALL WARRANTIES AND/OR GUARANTEES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, WARRANTIES FOR NON-INFRINGEMENT, ACCURACY, AVAILABILITY, UPTIME, MERCHANTABILITY AND/OR FITNESS FOR ANY PARTICULAR PURPOSE IN CONNECTION WITH THE DISPLAY, PERFORMANCE AND TRANSMISSION OF ADVERTISEMENTS ON PUBLISHER'S SERVICES. Without limiting the generality of the foregoing, Publisher disclaims all warranties and guarantees with respect to the Services, including, without limitation, warranties and/or guarantees relating to: (a) the positioning or placement of advertisements on the Services, (b) advertising results on the Services; (c) the accuracy of audience data, including, but not limited to, audience demographic data, audience size/reach data, etc. with respect to the Services; and (d) information and data security.

R. Canadian Based Advertisers/Agencies

For Canadian based Advertisers/Agencies only, the parties agree that Publisher shall provide two separate and distinct supplies under this agreement, namely (i) the sale of advertising space in media that will be distributed in Canada, and (ii) the sale of advertising space in media that will be distributed outside of Canada. For Canadian based Advertisers/Agencies, all invoices prepared by Publisher with respect to the Services provided under this agreement shall specify the respective amounts payable to Publisher in connection with the provision of the supplies described in R(i) and R(ii) above.

S. Taxes

Advertiser/Agency agrees that it is solely responsible for any and all necessary payment of sales and use taxes or any other transactional taxes arising from this agreement and remittance of such taxes to Publisher. Advertiser/Agency will indemnify and hold Publisher harmless for any such taxes (and applicable interest, penalties, legal fees and costs) and will reimburse Publisher for any such liabilities incurred in connection with transactions contemplated by this agreement to the extent Advertiser/Agency fail to pay and remit such taxes to Publisher.

T. Entire Agreement

The foregoing terms and conditions (and the Additional Terms set forth below) shall govern the relationship between Publisher and Advertiser and/or Agency. Publisher has not made any representations to Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing and signed by an officer or senior executive of Publisher, no other terms or conditions in contracts, orders, copy, or otherwise will be binding on Publisher. Failure by Publisher to enforce any of these provisions shall not be considered a waiver of such provision.

ADDITIONAL TERMS AND CONDITIONS APPLICABLE TO PUBLISHER'S WEBSITES, APPS AND EMAILS

For the purpose of clarification, the terms and conditions set forth in Sections A through T above apply to all advertisements Published in any Service. In addition, the following terms and conditions set forth in Sections U through Z2 below ("Additional Terms") shall apply to all advertisements Published on Third Party Services and on Publisher's Websites, Apps and Emails as provided below. To the extent the Additional Terms directly conflict with or are inconsistent with Sections A through T above, the Additional Terms shall govern with respect to Third Party Services and Publisher's Websites, Apps and Emails.

U. Impression Guarantees and Calculations

Publisher makes no guarantee or representation as to the quantity and/or quality of visits, impressions, circulation, or other usage of Third Party Services or Publisher's Websites, Apps or Emails or of the advertisement, or as to the use of any particular tracking or information-gathering devices, unless Publisher expressly agrees otherwise in writing. Advertiser and Agency acknowledge and agree that advertisements and ad impressions Published on Third Party Services and

Publisher's Websites, Apps and/or Emails may be viewed by end users located in and/or outside the United States. In addition, all impressions and/or other measurements of advertisements for Publisher's Websites, Apps and Emails shall be based solely on Publisher's calculations for its Websites, Apps and Emails. All impressions and/or other measurements of advertisements for a Third Party Service shall, at Publisher's discretion, either be based on Publisher's calculations or such Third Party Services' calculations. Unless otherwise agreed to in writing by Publisher, Publisher will bill for the advertising on Publisher's Websites based on such Websites' own ad delivery numbers ("DFP numbers"); and, if applicable, Publisher has the right to bill for advertising in Third Party Services and Publisher's Apps and Emails based on its DFP numbers. In the event Publisher and Advertiser agree in writing that certain ads will be billed based on ad delivery numbers other than the applicable Website's (and/or Apps' or Emails' or any Third Party Services') own DFP numbers (i.e., third party numbers), Publisher will bill for such ads based on such third party numbers as long as the delivery discrepancy from third party numbers and DFP numbers is less than ten percent (10%). In the event that a difference of ten percent (10%) or more arises, both Publisher and Advertiser/Agency agree to use reasonable efforts to reconcile the difference and come to a mutually agreed upon solution. If an agreement cannot be reached or if Advertiser fails to provide its third party ad delivery numbers within ten (10) business days after the end of each month of its ad campaign, Publisher reserves the right to bill Agency/Advertiser at a delivery rate of ninety percent (90%) of DFP numbers. To the extent Publisher fails to provide Advertiser with the number of impressions guaranteed (if applicable) on the Third Party Services or its Websites, Apps or Emails, Publisher will provide as a sole remedy a make-good, by extending the order beyond the contracted advertising flight period until the remainder of the guaranteed impressions are delivered; provided, however, that any makegood relating to Third Party Services may be subject to such Third Party Services' makegood policies. For purposes of clarification, Advertisers that request a special billing schedule or an upfront bill will not receive refunds/adjustments in the case of under-delivery of guaranteed impressions (if applicable).

V. Errors in or Omissions of Advertisements

In the event of Publisher's errors in or omissions of any advertisement(s) on Third Party Services or its Websites, Apps or Emails (including, but not limited to, errors or omissions involved in converting Advertiser's ads into an App), Publisher's sole liability shall be limited to a credit of the amount paid attributable to the space of the error/omission (in no event shall such credit exceed the total amount paid to Publisher for the advertisement), and Publisher shall have no liability unless the error/omission is brought to the Publisher's attention no later than 5 days after the advertisement is first Published. However, if a copy of the advertisement was provided or reviewed by Advertiser, Publisher shall have no liability. In no event will Publisher have any liability for errors in key numbers.

2017 RATE CARD TERMS & CONDITIONS

FOR CONDÉ NAST'S PRINT
MAGAZINE PUBLICATIONS
("MAGAZINES"), WEBSITES
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W. Restrictions on Advertiser's Ability to Cancel Advertising Orders

Orders for all advertising units on Third Party Services and Publisher's Websites, Emails and non-Digital Edition applications are non-cancellable less than thirty (30) days prior to the start of advertising campaign. In any event, Advertiser will be responsible for the cost of any work performed or materials purchased on behalf of Advertiser, including the cost of services.

X. Additional Advertiser Warranties; Indemnification

In addition to the warranties set forth in Section I above, Advertiser and its Agency, if there be one, each represent and warrant that: (i) none of the advertisements, ad tags (if any), software or any other materials provided to Publisher for display on Third Party Services or its Websites, Apps or Emails cause the download or delivery of any software application, executable code, malware, any virus or malicious or social engineering (e.g., phishing, etc.) code or features; and (ii) it will not conduct or undertake, or authorize any third party to conduct or undertake, any unlawful or improper actions in connection with the Third Party Services, Websites, Apps or Emails, including, but not limited to, generating automated, fraudulent or otherwise invalid clicks or impressions on Third Party Services or Publisher's Websites, Apps or Emails, or collecting data contrary to applicable laws or regulations or Publisher's Privacy Policy or any applicable Third Party Services' Privacy Policy and/or these terms and conditions or Publisher's Third Party Data Collection Policy (referenced in Section Z2 below); and (iii) it will comply with all applicable self regulatory behavioral targeting principles, including, but not limited to, the Digital Advertising Alliance and Network Advertising Initiative self regulatory behavioral targeting principles. In addition to the indemnification obligations of Advertiser/Agency set forth in Section I above, Advertiser and its Agency, if there be one, each agrees jointly and severally to defend, indemnify and hold harmless Publisher, its parent, subsidiaries and affiliates, and each of their officers, directors, members, employees, contractors, licensees, agents, representatives successors and assigns against any and all Losses (as defined in

Section I above) that may arise from or relate to: (a) the linkage of any advertisement on the Service to other material; or (b) a breach or alleged breach of Advertiser's warranties set forth in this Section X.

Y. Additional Disclaimer

In addition to the disclaimers set forth in Section Q above, and without limiting the generality of the foregoing disclaimers, Publisher disclaims all warranties and guarantees with respect to Third Party Services and its Websites, Apps and Emails, including, without limitation, warranties and/or guarantees relating to: (a) the availability, uptime and delivery of any impressions and/or advertisements on any Third Party Services and/or on any of Publisher's Websites, Apps and/or Emails; (b) the quantity, quality or frequency of clicks or click-through rates of advertisements on the Third Party Services, Websites, Apps and/or Emails; (c) the viewability of any advertisements on the Third Party Services, Websites, Apps and/or Emails; and (d) the prevention of end users' use or engagement of ad blocking technology on the Third Party Services, Websites, Apps and/or Emails. Advertiser acknowledges that third parties other than Publisher may generate automated, fraudulent or otherwise invalid/improper impressions, conversions, inquiries, clicks or other actions on Advertiser's advertisements displayed on Third Party Services and Publisher's Websites, Apps or Emails. As between Advertiser and Publisher, Advertiser accepts the risk of any such improper actions. Advertiser's exclusive remedy for such suspected improper actions is for Advertiser to request a refund relating to its impacted advertisements in the form of advertising credits on the applicable Third Party Services, Website, App or Emails within thirty (30) days from the end of the calendar month in which such advertisement is initially displayed on the applicable Third Party Services, Website, App or Emails. Any advertising credit refunds in connection with the Advertiser's aforementioned requests are within the sole discretion of Publisher.

Z1. CAN-SPAM

Advertiser and Agency understand that advertisements and/or other commercial messages sent on its behalf by Publisher via Email may be governed by federal, state and local laws, rules and regulations, including without limitation the Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 and any acts related thereto, and including the interpretations thereof by the FTC or other governmental authorities (collectively, the "CAN-SPAM Act") and state "Do Not E-mail" registries. Advertiser agrees to comply with all such applicable laws, rules and regulations. Without limiting the generality of the foregoing, Advertiser shall fulfill all obligations of a "Sender" as specified in the CAN-SPAM Act, unless Publisher agrees in writing to be designated as the "Sender". In either case, Advertiser agrees to comply with Publisher's policies intended to comply with the CAN-SPAM Act.

Z2. Data Collection

To the extent Advertiser and/or Agency collects or obtains data from any Service, whether collected or received via an advertising unit, widget, pixel tag, cookie, clear gif, HTML, web beacon, script or other data collection process, including without limitation "clickstream" or "traffic pattern" data, or data that otherwise relates to usage of the Service, user behavior, and/or analytics, Advertiser and/or Agency is subject to the then-current version of Publisher's Third Party Data Collection Policy, which is incorporated herein by reference (a copy of which is available upon request). In addition, to the extent Advertiser and/or Agency provides any such data, or any names, postal addresses, email addresses, telephone numbers or other personally identifiable data to Publisher for any purpose, Advertiser and/or Agency represents and warrants that it has all rights, consents and permission necessary to transfer such data, and for Publisher to use such data, for the purposes contemplated by the parties.

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WIRED MEDIA GROUP

