EDITORIAL MISSION

ELLE inspires women to EXPLORE AND CELEBRATE their own style in all aspects of their lives. Our SMART, IRREVERENT TAKE ON FASHION, BEAUTY, AND POP CULTURE is at once aspirational and accessible, encouraging readers to cultivate not just PERSONAL STYLE, but the success that comes with PERSONAL POWER.

IT'S ALL IN THE MIX

- Fashion 56%
- Beauty & Health 10%
- Other/Misc. 10%
- Living 3%
- Entertainment/Celebrity/Culture 21%

Source: MediaRadar, Jan-Dec2014; Other/Misc Includes: Automotive, Business/Finance, Consumer Electronics, Science/Technology, Travel, US and Foreign Affairs
ROBBIE MYERS
EDITOR-IN-CHIEF

Robbie Myers is the editor-in-chief of ELLE, the #1 fashion magazine brand in the world, which reaches more than 26 million readers, users, followers, and fans across all mediums, including print, digital, mobile, and social. Since Myers became editor-in-chief, ELLE has experienced unprecedented success—including a 53% increase in readership—while maintaining its reputation for covering fashion, luxury, beauty, culture, and social and political issues from a unique perspective, which is informed by Myers’ commitment to personal style innovation, journalistic integrity, and bold visual storytelling. Under her editorial leadership, ELLE created the largest issue ever published in Hearst’s 126-year-history, in September 2014. It also became the first fashion magazine to: feature content on the Google Glass app; debut an interactive tablet edition; introduce a social shopping platform; and partner with a reality TV show.

In 2014, Myers coordinated a global fashion play across ELLE’s International Network, leading more than 25 editions around the world to publish the Angelina Jolie cover and corresponding 16-page fashion portfolio, which ELLE U.S. commissioned, produced, and premiered. Over the past several years Myers has also expanded ELLE’s “Women In” editorial and event pillar beyond Hollywood to include Women in TV, Music, Politics, Tech, and Art in celebration of the powerful contributions women in a variety of fields are making to our culture. She is committed to inspiring readers’ fashion sensibility and feeding their intellectual curiosity, and she is known for championing serious journalism in women’s magazines—famously taking The New Republic to task for asking, “Can Women’s Magazines Do Serious Journalism?”

Myers is a former vice president of the American Society of Magazine Editors and has been recognized for her accomplishments throughout the media and fashion industries. Forbes included Myers on its list of Most Powerful U.S. Fashion Magazine Editors; The Business of Fashion featured her as one of the most influential people shaping the global fashion industry on its BoF500 list; and Gotham dubbed her a Media Power Player. She has received three ASME nominations over her career, been honored by the Laboratory Institute of Merchandising for her contributions to the business of fashion, and received the National Breast Cancer Coalition’s Leadership Award. ELLE has been named to Adweek’s Hot List and Brand Leaders List, and it has been on Ad Age’s A-List more times in the past decade than any other fashion magazine. ELLE has also been honored by the Accessories Council with an ACE Award for Magazine of the Year and garnered a record-breaking 21 FiFi awards for editorial excellence from the Fragrance Foundation.

Myers joined ELLE as editor-in-chief in May 2000 from Mirabella, where she had been editor-in-chief since April 1998. Mirabella received a National Magazine Award nomination for Essays and Criticism soon after Myers’ appointment. Prior to that, she held senior editorial positions at ELLE, InStyle, and Seventeen, and served as editor-in-chief of Tell, the first joint venture between a television network (NBC) and a magazine company. She started her career at Rolling Stone and worked under Andy Warhol at Interview.

Myers lives in New York City with her husband, Frank Michielli, a partner at architectural firm Michielli + Wyetzner, and their two children.
ALEX GONZALEZ

CREATIVE DIRECTOR

Alex Gonzalez is the creative director of ELLE, the #1 fashion magazine brand in the world, which reaches more than 26 million readers, users, followers, and fans across all mediums including print, digital, mobile and social. ELLE’s readers look to the magazine to interpret fashion through its specific lens—young, modern, sexy, and chic—and Gonzalez is responsible for heading up the visual expression of that spirit. He has an innate understanding of how fashion, luxury, beauty, culture and longform journalism intersect in ELLE, and works closely with Editor-in-Chief Robbie Myers on shaping ELLE’s bold visual aesthetic as the brand evolves. He has a storied history in the industry—with both fashion brands and publications—and continues the ELLE tradition of personal style innovation through his collaboration with some of the most talented contributing photographers and stylists in the world.

Gonzalez joined ELLE as creative director in May 2014, previously serving as the artistic director of Marie Claire, and was named executive artistic director of Town & Country in September 2013, a position he still retains.

Throughout his career, Gonzalez has played a key role in the success of several publications including guiding the vision for the re-launch of W as its creative director in 2011, serving as creative director at GQ and Mirabella, and re-launching German Vogue, Manner Vogue, and L’Uomo Vogue. Gonzalez has also held the position of Creative Director at Flair magazine, where he worked with the Mondadori Group to redesign and re-launch the title, ultimately turning it into the second best-selling fashion publication in Italy.

He is also the co-founder and executive creative director of the branding advertising agency AR New York, established in 1996, which translates the heritage of classic brands to the modern consumer. He has created iconic campaigns for an impressive array of clients including Escada, Salvatore Ferragamo, Givenchy, Lanvin, Narciso Rodriguez, Valentino, and Versace, to name a few.

As proud Cuban-American, he serves on the board of El Museo del Barrio, New York’s leading Latino cultural institution. He has helped to raise the profile of the museum and its activities through his work with El Museo’s annual fundraising gala—a star-studded event dedicated to honoring Latin Americans who have made an extraordinary contribution to the arts.

Gonzalez, a world traveler who is fluent in Italian and Spanish, is based in New York.
KEVIN O’MALLEY

SENIOR VICE PRESIDENT, PUBLISHER AND CHIEF REVENUE OFFICER, ELLE

Kevin C. O’Malley is the SVP, Publisher, and Chief Revenue Officer of ELLE, the #1 fashion magazine brand in the world, which reaches more than 26 million readers, users, followers, and fans across all mediums including print, digital, mobile, and social. O’Malley has led the brand to record-breaking gains in ad revenue and paging, while playing a pivotal role in the evolution of ELLE as a 360-degree multi-channel brand. ELLE is an industry leader and the fourth largest magazine in the U.S., when compared to the advertising success of nearly 200 other magazines. The September 2014 issue was the biggest issue of any title that Hearst has ever published in its 127-year-history, beating the record O’Malley set in 2013.

Under O’Malley’s direction, ELLE has gained notoriety as an innovative brand partner, designing unique multi-platform programs and creating custom content in conjunction with ELLE’s integrated in-house marketing solutions team—ELLE Productions—to offer brands a distinctive experience they can’t find anywhere else. And as an innovative first-mover in the fashion and technology space, he has formed several strategic partnerships with influential brands, leading ELLE to collaborate with key partners to produce the first-ever virtual reality fashion shoot experience, a fashion and tech challenge and mentorship program for emerging start-ups, and live experiential events for the Millennial consumer.

In 2014, O’Malley was honored as Publisher of the Year at The Daily Front Row’s Fashion Media Awards and inducted into the Media Industry Newsletter’s (min) Sales Executive of the Year Hall of Fame. He has also been named Publishing Innovator of the Year by Publishing Executive Magazine and one of the media’s Most Intriguing People by min. ELLE has also been named to Adweek’s Hot List and Brand Leaders List, as well as Ad Age’s A-List more times in the past decade than any other fashion magazine.

O’Malley joined ELLE in his current role in May 2011 from Esquire, where he served as VP, Publisher and Chief Revenue Officer. Under his leadership, which began in 2003, Esquire developed successful brand extensions and digital innovations, including the first-ever electronic magazine cover, interactive cover treatments, a furniture line, and the Esquire Signature Space program. Prior to that he served as President of Emap USA’s Sports Division, Vice President and Publisher at Men’s Journal, and Associate Publisher at Rolling Stone. O’Malley started his career in publishing at Hearst Magazines in 1987, holding positions at Esquire and in new magazine development.

O’Malley, an avid recreational athlete, lives in Rye, New York with his wife and four sons.
AWARDS

WINNER: NEW YORK WOMEN IN COMMUNICATIONS MATRIX AWARDS
April 2015
Honoree – ROBBIE MYERS

WINNER: THE DAILY FRONT ROW FASHION MEDIA AWARDS
September 2014
Publisher of the Year – KEVIN O’MALLEY

BUSINESS OF FASHION 500 LIST
September 2014
BoF 500 List – ROBBIE MYERS

FRAGRANCE FOUNDATION AWARDS; EDITORIAL EXCELLENCE
Total ELLE Fragrance Foundation Awards: 21
MORE THAN ANY OTHER FASHION & BEAUTY TITLE

The Fragrance Foundation presented three 2014 Awards to ELLE:
Best Scent Feature, Best Article, Best Blog Post

WINNER: MIN SALES EXECUTIVE OF THE YEAR
June 2014
MIN 2014 Hall of Fame – KEVIN O’MALLEY

WINNER: WOMEN’S DERMATOLOGIC SOCIETY GOLD ROSE AWARDS
2014 Winner “Best Overall Dermatologic Story of the Year” for our story “Chin Up”
2014 Winner “Best Social Media Campaign” for our story “Home Improvement”
2013 Winner “Best Overall Dermatologic Story of the Year” for our story “Forever 21”
2013 Winner “Best Innovative Skin Advances Story of the Year” for our story “Cell Division”

WINNER: ADVERTISING AGE A-LIST
October 2013
Ad Age Ranked ELLE #5 on the annual A-List
ELLE is a 4-Time A-List Winner—more than any other fashion title in the last decade.

RUNNER UP: MAGAZINE PUBLISHER OF THE YEAR
December 2012
The Delaney Report, Marketing & Media Awards, Runner Up:
Magazine Publisher of the Year – KEVIN O’MALLEY

BEST SITE REDESIGN
November 2012
MIN 2012 Editorial & Design Awards, Best Site Redesign

HONORABLE MENTION: BEST ONLINE FEATURE
November 2012
MIN 2012 Editorial & Design Awards, Best Online Feature, ELLE.com/Runway

BEST COVER + BEST EDITOR’S LETTER
September 2012
Huffington Post, Best Cover and Best Editors’ Letter

DIGITALLY ‘GIFTED’
August 2012
ELLE recognized as digitally ‘gifted’ by L2 Digital Think Tank—only fashion title to be ranked in top 10.
### CIRCULATION VITALITY

#### AAM SECOND-HALF 2014

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Circulation</th>
<th>% of Total Circulation</th>
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</thead>
<tbody>
<tr>
<td>Paid Subscriptions</td>
<td>937,895</td>
<td>83.4%</td>
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<td>Verified Subscriptions</td>
<td>44,431</td>
<td>3.9%</td>
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<tr>
<td><strong>Total Paid &amp; Verified Subscriptions</strong></td>
<td><strong>982,326</strong></td>
<td><strong>87.3%</strong></td>
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<tr>
<td>Single Copy Sales</td>
<td>143,210</td>
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<tr>
<td><strong>Total Circulation</strong></td>
<td><strong>1,125,536</strong></td>
<td><strong>100%</strong></td>
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<td>Rate Base</td>
<td>1,100,000</td>
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</tr>
<tr>
<td>Bonus</td>
<td>+25,536 (2.3%)</td>
<td></td>
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</table>

#### CONTINUED READER DEMAND
- With a total circulation of 1,125,536 in second-half 2014, ELLE delivered nearly 26,000 in bonus circulation to advertisers.
- ELLE’s digital edition reaches 40,733 readers each month.
### WHO READS ELLE

**MRI DOUBLEBASE 2014**

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<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Total Audience</td>
<td>5,589,000</td>
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<tr>
<td>Women</td>
<td>5,176,000</td>
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<tr>
<td>Median Age</td>
<td>37.7</td>
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<tr>
<td>Median HHI</td>
<td>$70,055</td>
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<td>Readers Per Copy</td>
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<th>% COMP</th>
<th>HHI Range</th>
<th>% COMP</th>
<th>Any College</th>
<th>% COMP</th>
<th>Grad College+</th>
<th>% COMP</th>
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</thead>
<tbody>
<tr>
<td>Age 18-34</td>
<td>44.0</td>
<td>HHI $50,000+</td>
<td>63.9</td>
<td>71.9</td>
<td>66.2</td>
<td>31.9</td>
<td>43.4</td>
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<tr>
<td>Age 18-49</td>
<td>73.3</td>
<td>HHI $75,000+</td>
<td>47.2</td>
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</tr>
<tr>
<td>Age 25-49</td>
<td>52.2</td>
<td>HHI $100,000+</td>
<td>35.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age 25-54</td>
<td>60.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>HHI $50,000+</td>
<td>63.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HHI $75,000+</td>
<td>47.2</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>HHI $100,000+</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any College</td>
<td>71.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grad College+</td>
<td>31.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Employed</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Professional/Managerial</td>
<td>25.8</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Single</td>
<td>43.4</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Married</td>
<td>40.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Any Children</td>
<td>44.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Own Home</td>
<td>59.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
### WHO READS ELLE

**IPSOS AFFLUENT SURVEY 2014**

<table>
<thead>
<tr>
<th>Category</th>
<th>% COMP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Audience</td>
<td>1,047,000</td>
</tr>
<tr>
<td>Women</td>
<td>826,000</td>
</tr>
<tr>
<td>Median Age</td>
<td>42.9</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$159,667</td>
</tr>
<tr>
<td>Age 18-34</td>
<td>36.1</td>
</tr>
<tr>
<td>Age 18-49</td>
<td>69.0</td>
</tr>
<tr>
<td>Age 25-49</td>
<td>51.0</td>
</tr>
<tr>
<td>Age 25-54</td>
<td>60.9</td>
</tr>
<tr>
<td>HHI $125,000+</td>
<td>69.6</td>
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<tr>
<td>HHI $150,000+</td>
<td>54.3</td>
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<tr>
<td>HHI $200,000+</td>
<td>31.8</td>
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<tr>
<td>HHI $250,000+</td>
<td>19.1</td>
</tr>
<tr>
<td>Any College</td>
<td>96.8</td>
</tr>
<tr>
<td>Grad College+</td>
<td>70.7</td>
</tr>
<tr>
<td>Employed</td>
<td>84.1</td>
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<tr>
<td>Professional/Managerial</td>
<td>66.7</td>
</tr>
<tr>
<td>Single</td>
<td>25.2</td>
</tr>
<tr>
<td>Married</td>
<td>71.1</td>
</tr>
<tr>
<td>Any Children</td>
<td>39.9</td>
</tr>
<tr>
<td>Own Home</td>
<td>81.9</td>
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## WHO VISITS ELLE.COM

**COMSCORE 2014**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Total Avg Monthly Unique Visitors</td>
<td>4,336,000</td>
</tr>
<tr>
<td>Total Views</td>
<td>25 MM</td>
</tr>
<tr>
<td>Total Minutes</td>
<td>17 MM</td>
</tr>
<tr>
<td>Female / Male Ratio</td>
<td>70% / 30%</td>
</tr>
<tr>
<td>Median Age</td>
<td>36.0</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$79,396</td>
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</table>

### % COMP

<table>
<thead>
<tr>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td>Age 21+</td>
<td>89.4</td>
</tr>
<tr>
<td>Age 18-49</td>
<td>67.5</td>
</tr>
<tr>
<td>Age 25-54</td>
<td>57.2</td>
</tr>
<tr>
<td>HHI $75,000+</td>
<td>54.7</td>
</tr>
<tr>
<td>HHI $100,000+</td>
<td>39.7</td>
</tr>
<tr>
<td>Any Children</td>
<td>41.5</td>
</tr>
</tbody>
</table>

Source: ComScore Media Matrix January-December 2014; ComScore Multiplatform, December 2014
THE ELLE READER
BEYOND THE DEMOGRAPHICS

“The ELLE reader is curious, smart, loves fashion, and uses fashion as a way to transmit to the world who she is and who she wants to be. She’s the first person to try something and she brings all of her friends along on her fantastic journey.”

—Robbie Myers, Editor-in-Chief

INFLUENCING HER NETWORK

My friends & family look to me for advice on:

<table>
<thead>
<tr>
<th>Category</th>
<th>Index</th>
<th>Competitive Rank*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion/Clothes</td>
<td>236</td>
<td>Rank #1</td>
</tr>
<tr>
<td>Beauty</td>
<td>249</td>
<td>Rank #1</td>
</tr>
<tr>
<td>New Technology</td>
<td>117</td>
<td>Rank #1</td>
</tr>
<tr>
<td>TV Shows</td>
<td>143</td>
<td>Rank #1</td>
</tr>
<tr>
<td>Magazines</td>
<td>176</td>
<td>Rank #1</td>
</tr>
</tbody>
</table>

THEY ARE DECISIVE & FREQUENT SHOPPERS:

• 88% of ELLE readers say their shopping isn’t seasonal - they shop the same amount throughout the year.
• 84% of ELLE readers have purchased items written about in fashion magazines
• 76% of ELLE readers agree: “I am a fashion leader, not a follower”
• 70% say their closet has an even mix of high-end designer and lower-priced items

60% took action as a result of seeing an ad in ELLE— Rank #1 vs. the competitive set!

Source: MRI Doublebase 2014, Base: Adults; ELLE Inner Circle; MRI Starch, Jan 2013-Dec 2014
*Competitive Titles: Vogue, Harper’s Bazaar, InStyle, Marie Claire, W, *Rank among stable data
DATA CAPABILITIES

ELLE INNER CIRCLE
Drive awareness + business decisions through ELLE’s proprietary online social community
• Managed in partnership with Passenger, a pioneer in creating “member-first” mobile-optimized community experiences
• A larger respondent base than nationally-syndicated research studies (e.g. MRI, IPSOS)
• Target and seed product with influencers based on brand objective and screening criteria aligned with specific product
• Engage with the engaged: 50-90% response rates; well above industry averages

HEARST DATABASE
Access to best-in-class database solutions with 90MM+ consumers
• Measurement: Overlay ELLE subscriber data with brand’s purchasing data to track conversation
• Customization: Deliver custom, targeted creative to print subscribers via Project Match
• Reach: Extend reach of a campaign via targeted direct mail, email, or targeting ELLE readers online (outside of Hearst properties)

MRI STARCH
Measures advertising effectiveness and reader involvement for all national ads 1/3 page or larger.
• All 12 issues of ELLE measured each year
• Provides marketing partners insight into how their ad campaigns perform against competitors based on variables such as position and creative execution.
• Custom survey questions allow advertisers to elicit more in-depth reader feedback about the effectiveness of the advertising and are available with each issue (Cost: $2,500 for 10 questions).
IN-BOOK PROMOTIONS

ELLE EXTRA:
Where ELLE’s 5.6+ million+ trend-setting readers turn each month to get the scoop on the latest happenings and hottest finds.

• ELLE’s monthly in-book promotion pages unveil buzz-worthy events, contests/sweepstakes, promotions, product launches, and more.*
• Exposure includes a listing on ELLEExtra.com, ELLE’s promos and events channel on ELLE.com.

GET YOUR BRAND CONNECTED
• Incorporate your product and image in a highly visible in-book environment with national exposure
• Align your brand with the authority of ELLE
• Increase brand awareness
• Support online, retail, and all other marketing initiatives

For more information, please contact your ELLE representative.

*Offered on a first-come, first-served basis. All listings are subject to revision/approval by ELLE.
**Digital files; high resolution 300 DPI, TIFF or EPS files.
## 2015 Advertising Rates

**EFFECTIVE JANUARY 2015**

Rate Base: 1,100,000
Rate Card No. 36

<table>
<thead>
<tr>
<th>Four Color</th>
<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>Second Cover</th>
<th>Third Cover</th>
<th>Fourth Cover</th>
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<tbody>
<tr>
<td>General Rates</td>
<td>$171,645</td>
<td>$130,445</td>
<td>$120,180</td>
<td>$92,715</td>
<td>$214,605</td>
<td>$188,815</td>
<td>$223,150</td>
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<tr>
<td>Retail Rates</td>
<td>$137,330</td>
<td>$104,365</td>
<td>$96,140</td>
<td>$74,175</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Issue</td>
<td>Cover Close</td>
<td>Scent Strip Close</td>
<td>Premium Position Close*</td>
<td>Fractional Ad Close</td>
<td>Regional Ad Close</td>
<td>Supplied Inserts Due</td>
<td>Ad Close &amp; Materials Due</td>
</tr>
<tr>
<td>------------</td>
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<td>-------------------------</td>
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</tr>
<tr>
<td>May</td>
<td>10.31.14</td>
<td>10.31.14</td>
<td>1.23.15</td>
<td>2.9.15</td>
<td>2.16.15</td>
<td>3.20.15</td>
<td>2.23.15</td>
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<tr>
<td>June</td>
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<td>12.1.14</td>
<td>2.23.15</td>
<td>3.9.15</td>
<td>3.16.15</td>
<td>4.17.15</td>
<td>3.23.15</td>
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<td>1.2.15</td>
<td>3.23.15</td>
<td>4.13.15</td>
<td>4.20.15</td>
<td>5.21.15</td>
<td>4.27.15</td>
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<td>August</td>
<td>1.30.15</td>
<td>1.30.15</td>
<td>4.27.15</td>
<td>5.12.15</td>
<td>5.19.15</td>
<td>6.15.15</td>
<td>5.26.15</td>
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<td>September</td>
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<td>2.27.15</td>
<td>5.25.15</td>
<td>6.8.15</td>
<td>6.15.15</td>
<td>7.17.15</td>
<td>6.22.15</td>
</tr>
<tr>
<td>October</td>
<td>4.1.15</td>
<td>4.1.15</td>
<td>6.29.15</td>
<td>7.13.15</td>
<td>7.20.15</td>
<td>8.21.15</td>
<td>7.27.15</td>
</tr>
<tr>
<td>November</td>
<td>5.1.15</td>
<td>5.1.15</td>
<td>7.24.15</td>
<td>8.10.15</td>
<td>8.17.15</td>
<td>9.12.15</td>
<td>8.24.15</td>
</tr>
</tbody>
</table>

*Includes TOC’s, Mastheads, Contributors, Letters, Pre-TOC Spreads, Etc.
2015 DIGITAL AD SPECIFICATIONS & MECHANICAL REQUIREMENTS

PROOFS
• Hearst utilizes Virtual Proofing technology at all monthly publication print facilities. Hard copy guidance is no longer required.

FOR ASSISTANCE CALL
• Celeste Madhere, PRODUCTION MANAGER 212.649.3631 or cmadhere@hearst.com

ACCEPTABLE FILE FORMAT
• Single page PDF/X-1a—PDF version 1.3 (Acrobat 4); output resolution of 2400 dpi; composite CYMK; high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100% as well as other characteristics. This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider. Further information about PDF-X1a can be found at http://www.ipa.org. All custom ink colors must be approved by Production Manager and identified by PANTONE number.

Note: Any non-process colors are included in the file will be converted to CMYK. Conversion process may compromise the integrity of the file and waives our color guarantee.

UNACCEPTABLE FILE FORMATS
• Other file types—such as Postscript, TIFF, TIFF/IT, EPS, native Photoshop, Quark, InDesign, Illustrator, etc.

SUBMIT CREATIVE VIA
• Please upload all ads to our ad portal http://ads.hearst.com

INK SPECIFICATIONS
• 4/C process. Match colors available.

DENSITY
• Total density should not exceed 300%

MARKS
• All marks (trim, bleed) should be included in all colors and must be located 1/4” (6.35 mmm) from trim and not to invade the live or bleed areas.

BINDING SPECIFICATIONS
• Perfect bound; jog to foot

METADATA
• We support AdsML, GWG Ad and Soft-Proofing Tickets

PRINTING METHOD
• Web offset.

GENERAL RULES
• Allow minimum 0.125” (3.175mm) on all sides for bleed ads; Reverse type or 4/C Black text smaller than 10 pt and any solid type smaller than 6 pt cannot be guaranteed for perfect registration or readability; white color objects cannot be set to overprint
## AD SPECIFICATIONS

All sizes are width x depth.

<table>
<thead>
<tr>
<th>Layout Description</th>
<th>BLEED</th>
<th>TRIM SIZE</th>
<th>NON-BLEED</th>
<th>LIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page: Inches</td>
<td>8.25 x 11.125</td>
<td>8 x 10.875</td>
<td>7 x 10</td>
<td>7.5 x 10.375</td>
</tr>
<tr>
<td>Spread</td>
<td>16.25 x 11.125</td>
<td>16 x 10.875</td>
<td>15 x 10</td>
<td>15.5 x 10.375</td>
</tr>
<tr>
<td>2/3 Pg Vertical, 2 Columns</td>
<td>5.375 x 11.125</td>
<td>5.125 x 10.875</td>
<td>4.625 x 10</td>
<td>4.5625 x 10.375</td>
</tr>
<tr>
<td>1/3 Pg Vertical</td>
<td>2.8125 x 11.125</td>
<td>2.5625 x 10.875</td>
<td>2.3125 x 10</td>
<td>2.5625 x 10.375</td>
</tr>
<tr>
<td>1/2 Pg Horizontal, 3 Columns</td>
<td>8.25 x 5.5</td>
<td>8 x 5.25</td>
<td>7 x 4.75</td>
<td>7.5 x 4.75</td>
</tr>
<tr>
<td>1/2 Horizontal Spread</td>
<td>16.25 x 5.5</td>
<td>16 x 5.25</td>
<td>15 x 4.75</td>
<td>15 x 4.75</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.125 x 11.125</td>
<td>3.875 x 10.875</td>
<td>3.25 x 10</td>
<td>3.25 x 10.375</td>
</tr>
<tr>
<td>1/2 Pg Digest</td>
<td>5.4375 x 8.5</td>
<td>5.1875 x 8.25</td>
<td>4.625 x 7.75</td>
<td>4.6875 x 7.75</td>
</tr>
<tr>
<td>1/3 Square, 2 Columns</td>
<td>5.3125 x 5.5</td>
<td>5.0625 x 5.25</td>
<td>4.625 x 4.875</td>
<td>4.5625 x 4.75</td>
</tr>
<tr>
<td>Full Page: Centimeters</td>
<td>21cm x 28.3cm</td>
<td>20.4cm x 27.6cm</td>
<td>17.8cm x 25.4cm</td>
<td>20.4cm x 27.6cm</td>
</tr>
<tr>
<td>Spread Full Bleed</td>
<td>41.91cm x 28.2575cm</td>
<td>40.64cm x 27.6225cm</td>
<td>—</td>
<td>40.64cm x 27.6225cm</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>7.14cm x 28.3cm</td>
<td>6.5cm x 27.6cm</td>
<td>5.8cm x 25.4cm</td>
<td>6.5cm x 27.6cm</td>
</tr>
</tbody>
</table>

Live matter SAFETY: Leave .25" from all TRIM edges. Gutter safety for TYPE: .125"–.1875" from each side of spread center.

Live matter SAFETY in CM: Leave 6mm from all TRIM edges. Gutter safety for TYPE: 5mm–6mm from each side of spread center.

## FOR SUPPLIED INSERT INFORMATION CONTACT

- Diane Arlotta, Production Manager 212.649.3656

NOTE: Since out-of-specifications material could negatively impact the quality of reproduction, all advertising material furnished out-of-specification will result in an additional charge of $150.
2015 INSERT SPECIFICATIONS

FULL-PAGE SUPPLIED INSERTS

• Prior to the printing of supplied inserts, it is essential to contact the production department for confirmation of specifications and print order. FAILURE TO COMPLY WITH SPECIFICATIONS COULD CAUSE ADDITIONAL COSTS, WHICH WILL BE PASSED ON TO THE AGENCY OR ADVERTISER. “Publisher shall in no event be liable for the quality of supplied materials, any damage caused in transit, or the reproduction of any materials not in strict conformance with the requirements set forth herein. This agreement is in furtherance of, and not in lieu of, the publisher’s rate card.”

Delivered Size 8.25” x 11.125”
Trim Size 8” x 10.875”
Publication to Trim .125” from foot and gutter, excess to trim from head and face
Scent Strips Maximum trimmed size 7.75” x 10.875”

Publication jogs to the foot. Live matter to be kept .375” from all trim edges

PAPER REQUIREMENTS

<table>
<thead>
<tr>
<th>Single Leaf</th>
<th>Minimum weight 60#, maximum weight 100#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four to Eight Pages</td>
<td>Minimum weight 50#, maximum weight 70#</td>
</tr>
<tr>
<td>Twelve to Thirty-Two Page</td>
<td>Minimum weight 50#, maximum weight 60#</td>
</tr>
</tbody>
</table>

• Inserts less than full page will be handled on an individual basis. Contact the production department and submit a dummy for approval.

• Six samples of the supplied materials must be sent to the production department. One sample should be clearly marked showing the binding edge. If this is not submitted, the publication is not responsible for improper binding.

• Please send the samples and bluelines to:
ELLE, Production Department, Attn: Diane Ariotta, 300 W. 57th Street, 11th Floor
New York, NY, 10019 Tel: 212.649.3656

SUPPLIED CARD INSERTS

• Prior to the printing of supplied card inserts, it is essential to contact the production department for confirmation of specifications and print order. FAILURE TO COMPLY WITH SPECIFICATIONS COULD CAUSE ADDITIONAL COSTS, WHICH WILL BE PASSED ON TO THE AGENCY OR ADVERTISER. “Publisher shall in no event be liable for the quality of supplied materials, any damage caused in transit, or the reproduction of any materials not in strict conformance with the requirements set forth herein. This agreement is in furtherance of, and not in lieu of, the publisher’s rate card.”

• Prior to printing, a blueline must be submitted for publication approval.

• Standard card size: Minimum 4.5” x 5”, maximum 8.25” x 11.125”

• Live matter to be kept .375” from all trim edges

• Foot jog magazine

• .125” grind off from foot and binding edge

• .5” between grind off and perf
SUPPLIED CARD INSERTS CONTINUED

- Cards to be returned through the Postal Service must caliper .007. Porosity of inserts must be 124 or less, utilizing a Sheffield porosity with a .75” ID gasket. This is comparable to 25 or greater using the Gurley. Perforation specification must be a maximum of 50% perforation. Less paper and more air than 50/50 will not be acceptable.
- Due to Post Office regulations, no supplied inserts are to carry folio numbers unless such pagination has been agreed upon in advance and has been confirmed in writing by the production department.
- Six samples of the supplied materials must be sent to the production department. One sample should be clearly marked showing the binding edge. If this is not submitted, the publication is not responsible for improper binding.
- Please send the samples and blueprints to:
  ELLE, Production Department, Attn: Diane Arlotta,
  300 W. 57th Street, 11th Flr, New York, NY, 10019
  Tel: 212.649.3656

PACKING SPECIFICATIONS

- Product splits are not to be mixed on the same pallet. Partial shipments create difficulty; therefore we request that complete shipment for each issue be sent.
- Bind-in cards and other types of supplied inserts should be furnished to Brown Printing, brick-stacked on pallets using 6” lifts with all units facing in one direction.
- When a given insert has more than one version for regional splits, a pallet should not contain more than one version, unless material is packed in cartons and properly identified.
- Pallet should be 40” wide and 48” long and should not be packed higher than 40” from the floor to pallet top. Pallets must be waterproof-wrapped and securely banded with a minimum of two bands in each direction.
- Contents of the pallets must be clearly identified and flagged on at least two sides with the following information: publication name, issue date, gross weight, tare weight, net weight, quantity, key number (if any), skid number.
- Affix a sample of the insert on all four sides of the pallet.
- Cartons should be used when the nature of the insert or card does not permit brick stacking, or if additional protection of the material furnished is deemed necessary.
- All materials are to be shipped directly to:
  Quad/Graphics Attn: Angie Storvick, Lead Customer Account Manager
  2300 Brown Avenue, PO Box 1549 Waseca, MN 56093
- The plant will receive material Monday through Friday, 8 a.m. to 4 p.m. In the event material has to be received on weekends, prior notice must be given for special arrangements to be made. There will be additional charges to the agency or advertiser if weekend delivery is necessary.

PALLET REQUIREMENTS

Pallet: (4-way entry)
Overall size 48” x 40” with solid deck top.
Three stringers—each 2” x 4” (full 4”) x 48”
Three bottom boards—each .5” x 6” x 40”

Pallet tops or covers:
Overall size 48” x 40” with 1/2” solid top.
Three cleats—each .75” x 4” x 40”
PERFECT BOUND INSERTS

• Brown Printing is highly encouraging all customers to have outside supplied inserts and signatures set up with collator marks on the binding edge of perfect bound inserts to help ensure that they bind in correctly. Collator marks should be 1/2” in length along the spine and 1/16” in width positioned on the spine so that they will taken off when the 1/8” grind off is taken. Collator marks can be positioned anywhere along the spine and can be any color.

• When placed in the pocket or stream feeder, the collator marks will be visible by the pocket-feeder providing another check to make sure that things are being fed correctly. If an insert is placed in the pocket incorrectly, the collator marks will not line up providing the opportunity for an immediate check before anything is bound incorrectly.

• If supplying a piece with multiple versions, please set up the marks so that they are positioned in different locations along the spine or use a different color to distinguish between the versions.

• Please see the diagram below and contact the Production Manager if you have any questions. Thank you in advance for your partnership in this matter.

JOB NUMBERS

• Quad/Graphics 2015 job numbers must be included on the Bill of Lading.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Job Number</th>
<th>Insert Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>-</td>
<td>November 12, 2014</td>
</tr>
<tr>
<td>February</td>
<td>-</td>
<td>December 12, 2014</td>
</tr>
<tr>
<td>March</td>
<td>B50J4P0</td>
<td>January 16, 2015</td>
</tr>
<tr>
<td>April</td>
<td>B50J310</td>
<td>February 20, 2015</td>
</tr>
<tr>
<td>May</td>
<td>B50J5P0</td>
<td>March 20, 2015</td>
</tr>
<tr>
<td>June</td>
<td>B50J5R0</td>
<td>April 17, 2015</td>
</tr>
<tr>
<td>July</td>
<td>B50J6M0</td>
<td>May 21, 2015</td>
</tr>
<tr>
<td>August</td>
<td>B50K320</td>
<td>June 19, 2015</td>
</tr>
<tr>
<td>September</td>
<td>B50J5T0</td>
<td>July 17, 2015</td>
</tr>
<tr>
<td>October</td>
<td>B50J330</td>
<td>August 21, 2015</td>
</tr>
<tr>
<td>November</td>
<td>B50J4R0</td>
<td>September 18, 2015</td>
</tr>
<tr>
<td>December</td>
<td>B50J4TO</td>
<td>October 16, 2015</td>
</tr>
</tbody>
</table>
NEW YORK
300 West 57th Street, 24th Floor, New York, NY 10019
Phone: 212.649.2000 | Fax: 649.280.1058

SENIOR VICE PRESIDENT, PUBLISHER AND CHIEF REVENUE OFFICER
Kevin O’Malley

ASSOCIATE PUBLISHER
Blair Schlumborn

ADVERTISING DIRECTOR
Justin Tarquinio

SENIOR EXECUTIVE DIRECTOR, BEAUTY
Anna Araman

EXECUTIVE DIRECTOR, BEAUTY
Stephanie Ippolito

EXECUTIVE DIRECTORS, FASHION AND RETAIL
Stacey Callahan, Paula Fortgang

BEAUTY DIRECTOR
Jill Schlanger-Slivka

INTERNATIONAL FASHION MANAGER
Haley Katz

ACCOUNT MANAGER
Holland Casey

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747 Front Street #400, San Francisco, CA 94111
Phone: 415.844.6381

SAN FRANCISCO DIRECTOR
Ellen Sullivan

CHICAGO
One South Wacker Drive, Chicago, IL 60606
Phone: 312.251.2970 | Fax: 312.622.0650

MIDWEST DIRECTOR
Courtney Casey

DETROIT
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Phone: 248.614.6155 | Fax: 248.614.6006

DETROIT DIRECTOR
Courtney Strang

SOUTHWEST
WNP Media, LLC
4217 Camden Ave, Dallas, TX 75206
Phone: 214.824.9008 x101 | Fax: 214.824.9009

TEXAS DIRECTORS
Lucindo Weikel

SOUTHEAST
Mandel Media Group
2233 Peachtree Road, NE Suite 305, Atlanta, GA 30309
Phone: 404.381.1122

SOUTHEAST DIRECTOR
Melissa Evertsen
TERMS & CONDITIONS

1. Hearst Communications, Inc., Hearst Magazines Division ("Publisher") will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher’s rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser’s agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser’s obligations hereunder.

2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to ELLE without the prior written permission of the Publisher.

3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.

4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher’s discretion.

5. The advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.

6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.

7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.

8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

9. Advertisements in other than standard sizes are subject to Publisher’s approval.

10. ELLE is a member of the Alliance of Audited Media (AAM). ELLE reports its total circulation on an issue-by-issue basis which is audited by AAM. ELLE does not guarantee circulation to regional advertisers, and regional circulations reported to AAM are used only as a basis for determining rates. For newsletter distribution purposes, a 5% margin must be allowed for regional circulations.

11. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.

12. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called “space reservations” are not considered by Publisher as orders or binding upon it in any way.

13. Reproduction quality is at the advertiser’s risk if Publisher’s specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.

14. Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.

15. No rebate will be allowed for insertion of wrong key numbers.

16. The advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher’s liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.

17. The advertiser represents that if it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonial contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violating any third party’s rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature (“Losses”) arising out of copying, printing, or publishing of such advertisement (“Claims”).

18. In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotions which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the advertiser including, without limitation, those arising from any Claims.

19. The advertiser agrees to and do indemnify and save harmless Publisher from all loss, liability, damage, and expense of whatsoever nature (“Losses”) arising out of copying, printing, or publishing of such advertisement (“Claims”).

20. All advertisements must be clearly identified by the trademark or signature of the advertiser.

21. Words such as “advertisement” will be placed with copy that, in Publisher’s opinion, resembles editorial matter.

22. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages prior to the advertising closing date. Therefore, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.

23. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.

24. The advertiser agrees to reimburse Publisher for its attorney’s costs and fees in collecting any unpaid billings for advertisements.

25. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

26. All issues related 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, and the parties hereby consent to the jurisdiction of such courts.