No matter your personal style, fur is the one essential element that defines and elevates any look, from classic chic to retro flair. And it’s the one piece in your wardrobe that transcends time, a true fashion mainstay.
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**.

**EDITORIAL PROFILE**

- **fashion 57%**
- **beauty & health 11%**
- **entertainment/celebrity/culture 19%**
- **living 8%**
- **other/misc. 5%**
## 2013 EDITORIAL PRINT & TABLET CALENDAR

As of December 2012. Subject to change.

### JANUARY

**MAKE BETTER**
- PRINT AD CLOSE: 10.25.12
- PRINT & TABLET ON-SALE: 12.18.12

**TABLET**
- OPT IN FORM DUE: 11.8.12
- PORTAL OPEN: 10.29.12
- PORTAL CLOSE: 11.15.12
- ENHANCED COMMITMENT DUE: 10.11.12
- ENHANCED MATERIALS DUE: 10.28.12

### FEBRUARY

**WOMEN IN TELEVISION**
- PRINT AD CLOSE: 11.26.12
- PRINT & TABLET ON-SALE: 1.15.13

**TABLET**
- OPT IN FORM DUE: 12.7.12
- ENHANCED COMMITMENT DUE: 11.9.12
- ENHANCED MATERIALS DUE: 11.23.12

### MARCH

**SPRING FASHION & SHOPPING**
- PRINT AD CLOSE: 12.26.12
- PRINT & TABLET ON-SALE: 2.19.13

**TABLET**
- OPT IN FORM DUE: 1.11.13
- PORTAL CLOSE: 1.18.13
- ENHANCED MATERIALS DUE: 12.28.12

### APRIL

**GENIUS**
- PRINT AD CLOSE: 1.28.13
- PRINT & TABLET ON-SALE: 3.26.13

**TABLET**
- OPT IN FORM DUE: 2.22.13
- PORTAL OPEN: 1.28.13
- PORTAL CLOSE: 3.11.13
- ENHANCED COMMITMENT DUE: 1.18.13
- ENHANCED MATERIALS DUE: 2.1.13

### MAY

**WOMEN IN MUSIC**
- PRINT AD CLOSE: 2.25.13
- PRINT & TABLET ON-SALE: 4.23.13

**TABLET**
- OPT IN FORM DUE: 3.22.13
- PORTAL OPEN: 2.25.13
- PORTAL CLOSE: 3.29.13
- ENHANCED COMMITMENT DUE: 2.15.13
- ENHANCED MATERIALS DUE: 3.4.13

### JUNE

**THE BODY**
- PRINT AD CLOSE: 4.1.13
- PRINT & TABLET ON-SALE: 4.21.13

**TABLET**
- OPT IN FORM DUE: 4.12.13
- PORTAL OPEN: 4.4.13
- PORTAL CLOSE: 4.19.13
- ENHANCED COMMITMENT DUE: 4.15.13
- ENHANCED MATERIALS DUE: 4.1.13

### JULY

**NATURAL**
- PRINT AD CLOSE: 4.29.13
- PRINT & TABLET ON-SALE: 5.21.13

**TABLET**
- OPT IN FORM DUE: 5.17.13
- PORTAL OPEN: 4.29.13
- PORTAL CLOSE: 5.24.13
- ENHANCED COMMITMENT DUE: 4.22.13
- ENHANCED MATERIALS DUE: 5.6.13

### AUGUST

**EDITORS’ PICKS**
- PRINT AD CLOSE: 5.28.13
- PRINT & TABLET ON-SALE: 7.23.13

**TABLET**
- PORTAL OPEN: 5.28.13
- PORTAL CLOSE: 6.21.13
- ENHANCED COMMITMENT DUE: 5.20.13
- ENHANCED MATERIALS DUE: 6.3.13

### SEPTEMBER

**FALL FASHION & SHOPPING**
- PRINT AD CLOSE: 6.24.13
- PRINT & TABLET ON-SALE: 8.20.13

**TABLET**
- OPT IN FORM DUE: 7.12.13
- PORTAL OPEN: 6.24.13
- PORTAL CLOSE: 7.19.13
- ENHANCED COMMITMENT DUE: 6.17.13
- ENHANCED MATERIALS DUE: 6.27.13

### OCTOBER

**PERSONAL STYLE**
- PRINT AD CLOSE: 7.29.13
- PRINT & TABLET ON-SALE: 9.24.13

**TABLET**
- OPT IN FORM DUE: 8.16.13
- PORTAL OPEN: 7.29.13
- PORTAL CLOSE: 8.23.13
- ENHANCED COMMITMENT DUE: 7.18.13
- ENHANCED MATERIALS DUE: 7.30.13

### NOVEMBER

**WOMEN IN HOLLYWOOD**
- PRINT AD CLOSE: 8.26.13
- PRINT & TABLET ON-SALE: 10.22.13

**TABLET**
- OPT IN FORM DUE: 9.13.13
- PORTAL OPEN: 8.26.13
- PORTAL CLOSE: 9.20.13
- ENHANCED COMMITMENT DUE: 8.19.13
- ENHANCED MATERIALS DUE: 8.30.13

### DECEMBER

**WOMEN IN ART**
- PRINT AD CLOSE: 9.23.13
- PRINT & TABLET ON-SALE: 11.19.13

**TABLET**
- OPT IN FORM DUE: 10.11.13
- PORTAL OPEN: 9.23.13
- PORTAL CLOSE: 10.18.13
- ENHANCED COMMITMENT DUE: 9.16.13
- ENHANCED MATERIALS DUE: 9.30.13
Kevin C. O’Malley was named SVP, publisher and chief revenue officer of ELLE, which was acquired by Hearst from Lagardère SCA, in May 2011.

Before joining ELLE, O’Malley had been with Esquire magazine for the previous eight years, having been named publisher in February 2003. The title of vice president was added in January 2004 and the title of chief revenue officer in January 2011.

O’Malley has been the recipient of numerous awards and honors while at Esquire. In 2005, Media Industry Newsletter named him “Sales Executive of the Year.” He was named one of Advertising Age’s “Media Mavens” in 2004, while Esquire was named to the Advertising Age “A List,” which recognized the magazine as one of the hottest titles in the country. He was also named one of the “Top 100 Irish American Business Men” by the Irish American Business Society in 2004. In 2009, Esquire was named “Publishing Innovator of the Year” by Publishing Executive Magazine. O’Malley and Esquire Editor-in-Chief David Granger were co-recipients of the award for several industry milestones, including the production of the first-ever electronic magazine cover for the magazine’s groundbreaking 75th Anniversary issue.

Before joining Esquire, O’Malley had been president of Emap Metro USA’s Sports Division from 2000 to 2003, where he oversaw a number of men’s enthusiast titles, including Surfer, Snowboarder, Skateboarder, NFL Insider, and Powder, among others. In this position he was also responsible for the sales and marketing of “The Gravity Games,” a cross-platform action sports/youth culture TV and event marketing property that aired on NBC.

Previously, he served as vice president/publisher of Wenner Media LLC’s Men’s Journal from 1997 to 2000, where he helped shift the magazine’s adventure and fitness focus into a broader men’s lifestyle position. His efforts resulted in two consecutive record-breaking years in both advertising revenues and pages, as well as Men’s Journal’s first and only listing on Adweek’s “Hot List.” O’Malley also created and sold the magazine’s first-ever brand extension, “The Men’s Journal Adventure Team,” a cross-platform brand extension with the Outdoor Life Network. Prior to Men’s Journal, O’Malley was associate publisher at Rolling Stone, also a Wenner Media LLC publication, from 1993 to 1997.

From 1987 to 1993, O’Malley worked for Hearst Magazines in new magazine development and at Esquire, where his last position at the magazine was advertising director.

An avid recreational athlete, O’Malley is married and has four boys. He and his family reside in Rye, NY.
Roberta Myers was named editor-in-chief of ELLE in May 2000. Since taking the position, Myers has directed ELLE into a new era of success, giving readers the best in fashion, beauty, culture, arts, and news coverage with exceptional visuals, writing and reporting. This combination has solidified ELLE’s reputation as a magazine for women that delivers both style and substance. Myers is also responsible for content creation across all platforms including ELLE, ELLE.com and the ELLE iPad app which launched in October 2010. Under Myers’ editorial leadership, branded content is read by 5.6 million consumers in print and 1.5 million visitors online per month. A testament to the brand’s vitality and continued editorial relevance, ELLE has posted the largest increase in total readership in the past five years across all fashion magazines by 16 percent. In 2009, ELLE was the #1 performing monthly magazine with 2,082 ad pages and was subsequently placed at #2 on the 2009 Adweek Hot List. ELLE also was placed on Adweek’s 2008 Brand Leaders List, and was nominated in the Essays category at the 2008 National Magazine Awards. In September 2008, Forbes voted Myers No. 2 on its list of Most Powerful U.S. Fashion Magazine Editors and in May 2009, Gotham named Myers a Media Power Player.

Myers came to ELLE from Mirabella, where she had been the editor-in-chief since April 1998. During her tenure, Mirabella received a National Magazine Award nomination for Essays and Criticism. Prior to joining Mirabella, she was a senior articles editor at ELLE; a senior editor at InStyle, where she worked on the start-up of the successful Time Inc. launch; and editor-in-chief of Tell, the first joint venture between a television network (NBC) and a magazine company. She was managing editor at Seventeen, promoted twice from articles editor. She also worked at Interview, for Andy Warhol, and began her career at Rolling Stone. She is currently vice president of the American Society of Magazine Editors, was honored by Laboratory Institute of Merchandising for her contribution to the Business of Fashion, and has received two ACE Awards and three ASME nominations over her career.

Myers lives in Manhattan with her husband and two children.
Joe Zee was appointed ELLE’s Creative Director in January 2007 to “build on ELLE’s continued success by enhancing the magazine’s look and style,” said Editor-in-Chief Roberta Myers. The move to ELLE followed many successful years as Fashion Director at W and as Contributing Fashion Editor at Details and House & Garden. He was also Editor-in-Chief of both the men’s and women’s editions of Vitals.

As a fashion stylist, Zee collaborated on Vanity Fair’s March 2006 Hollywood Issue with designer Tom Ford and photographer Annie Leibovitz. Zee has worked with many of the world’s leading fashion photographers, including Bruce Weber, Carter Smith, Alexei Hay, Juergen Teller, and Patrick Demarchelier, to name only a few.

Zee is also the talent behind TV and print advertising campaigns for DKNY, Perry Ellis, Kenneth Cole, Sean John, Banana Republic, H&M, Estée Lauder, M.A.C. Cosmetics, Chanel, and Coty, among many others. He has styled notable campaigns for GAP including “(PRODUCT) RED”, the unforgettable pairing of Madonna and Missy Elliott and the 35th anniversary campaign with Sarah Jessica Parker.

Zee was named one of the Top 15 Stylists in the world by STYLIST (published by Rizzoli and Style.com) and was the New York Post’s pick for Top Fashion & Stylist Insider. He has made countless appearances as a fashion expert on ABC’s Good Morning America, NBC’s TODAY show and as a fashion correspondent on the red carpet for Extra. In 2008, Legal Momentum honored Zee for his advancement of women through his creative services.

As a co-author of The ELLEments of Personal Style (Gotham Books), Zee goes behind-the-scenes to bring readers a one-of-kind look at the personal closets, homes, workplaces and favorite spaces of fashion icons, socialites, leaders of business, movie stars, designers, and more.

Zee is featured on Sundance Channel’s original fashion series, All On The Line, where he dispenses his expert advice to struggling designers, helping them succeed in the make-it-or-break-it high stakes fashion industry.

Zee is based in New York.
Lori Goldstein has held the title of fashion editor at large since December 2012.

Goldstein, owner of Lori Goldstein, LLC, and one of the most iconic fashion stylists of our time, joins ELLE with over twenty years' experience in the fashion world. From collaborations with famed photographers Annie Leibovitz for Vanity Fair and Steven Meisel for Vogue Italia to styling for noted designers Donatella Versace and Vera Wang, Goldstein brings a distinct point of view that has become her aesthetic signature. Most recently, Goldstein launched LOGO by Lori Goldstein, an exclusive collection for QVC.

Samira Nasr was named fashion director of ELLE in January 2013. Previously, she served as style director at InStyle since September 2011.

Prior to joining InStyle, Nasr was a sought after freelance stylist who worked with Harper's Bazaar, Vogue Japan, and Vogue China. She was also a frequent contributor to ELLE. In addition to working with some of fashion's top publications, Nasr has styled campaigns for several prestigious brands including Banana Republic, Laura Mercier, Tory Burch, Express, Estee Lauder, Clarins, Tiffany & Co and L'Oreal. Nasr began her career as a market assistant at American Vogue, before working alongside creative director Grace Coddington for three years.

Anne Slowey has been writing about the people, places and diverse ideas that drive the world of fashion since 1989. She was named Fashion News Director of ELLE in 1998, and has spent her tenure at the magazine pushing the boundaries of traditional fashion reporting.

In the fall of 2008, Slowey was featured on the CW's Stylista, a reality series where hopeful fashion enthusiasts vie for a coveted editorial position at ELLE.

Slowey has made countless appearances as a fashion expert on ABC's Good Morning America, NBC's TODAY show and MTV's The City. Slowey was also a former judge on Project Runway. She previously worked as an editor at W and Vogue.
Emily Dougherty has covered the beauty industry as a writer and editor for more than thirteen years. She has been Deputy Editor of Nylon, Beauty Editor at Harper’s Bazaar and held the position of Senior Editor at ELLE before being promoted to Beauty/Fitness Director in 2003.

Her mission is to balance style and service in a cohesive package that delivers the latest trends, products, and procedures before—and better than—the competition.

A beauty aficionado from a young age, Dougherty still owns the first lipstick she ever bought (Estée Lauder Frosted Apricot, circa 1980) and is on an eternal quest for the perfect undereye concealer.

Paul Ritter is ELLE Group Design Director since January 2010, where he ensures brand design continuity across all platforms including ELLE, ELLE Décor and the web redesign. Ritter is also responsible for conceptualizing, creating and expanding the ELLE iPad app which launched in October of 2010.

Ritter came to ELLE in April 2007 from Vitals magazine as Design Director. Prior to ELLE, Ritter was the art director for Benetton’s Colors, one of the most influential magazine launches ever.

Over the past decade, Ritter has worked on advertising and branding for L’oréal, Zara, Estee Lauder Group, Colette, Italian Vogue, Jane, Black Book, Interview, V magazine, and the Whitney Museum of American Art, among many others.

Ritter is based in New York.

Joann Pailey was named Market Director of ELLE magazine in April of 2008. In this role, her duties include: generating story ideas, editing the French and American markets for fashion well and front of book stories, and editing the monthly shopping guide, ELLEShops.

Pailey came to ELLE in 2000 from Harper’s Bazaar as a fashion assistant, eventually becoming the assistant to fashion director Nina Garcia in 2002. In this position, she helped cover the french market, organized ElleShops, and served as the liaison between the fashion and art departments. Prior to being named market director, she was the market editor.
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

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

FIFI AWARD: EDITORIAL EXCELLENCE
DECEMBER 2012
FIFI Award in 2012 for Editorial Excellence:
Men’s Scent Feature. The winning feature was “Boy Meets Girl,” from December 2011.

APRIL 2011
The Fragrance Foundation presented three 2011 FIFI Awards to ELLE for editorial Excellence in Fragrance Coverage:
Best “Scent Bite” for “Mix Masters” in September 2010, Best Blog Post for “An Eau of Our Own” in October 2010, and Best Men’s Fragrance for “Picking Up His Scent” in December 2010. ELLE has won 18 FIFI Awards, more than any other magazine.

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.

GOLD TRIANGLE AWARDS
MARCH 2011
The American Academy of Dermatology awarded ELLE a 2011 Gold Triangle Award, for the July 2010 feature “Doctors’ Orders: Wrinkle Cures.” ELLE has won a total of 10 Gold Triangle Awards.

BEST SITE REDESIGN
NOVEMBER 2012
MIN 2012 Editorial & Design Awards, Best Site Redesign
**ELLE’S FiFi AWARDS 2007-2011**

<table>
<thead>
<tr>
<th>Year</th>
<th>Title</th>
<th>Author(s)</th>
<th>Type</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>“MIX MASTERS”</td>
<td>April Long, ELLE, September 2010</td>
<td>Beauty Blog Post</td>
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<tr>
<td></td>
<td>“AN EAU OF OUR OWN”</td>
<td>Maggie Bullock, ELLE.com, October 2010</td>
<td>Best “Scent Bite”</td>
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<tr>
<td></td>
<td>“PICKING UP HIS SCENT”</td>
<td>Maggie Bullock, ELLE, December 2010</td>
<td>Best Men’s Fragrance</td>
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<tr>
<td>2010</td>
<td>“ENDURING FRAGRANCE”</td>
<td>April Long, ELLE.com, April 2009</td>
<td>Beauty Blog Post</td>
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<tr>
<td></td>
<td>“CREATIVE JUICES”</td>
<td>April Long, ELLE, October 2009</td>
<td>Women’s Scent Bite</td>
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</tr>
<tr>
<td></td>
<td>“MAN, EAU MAN”</td>
<td>Maggie Bullock, ELLE, November 2009</td>
<td>Men’s Coverage</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>“ADVANCED CHEMISTRY”</td>
<td>Nicole Catanese, ELLE, October 2008</td>
<td>Women’s Scent Bite</td>
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<tr>
<td></td>
<td>“THIS YEAR’S MODEL”</td>
<td>Maggie Bullock, ELLE, December 2008</td>
<td>Men’s Coverage</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>“BOY SCOUTS”</td>
<td>Megan Deem, ELLE, December 2007</td>
<td>Men’s Coverage</td>
<td></td>
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<tr>
<td>2007</td>
<td>“VISION QUEST”</td>
<td>Megan Deem, ELLE, September 2006</td>
<td>Women’s Scent Bite</td>
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<tr>
<td></td>
<td>“MAKING SCENTS” &amp; “SHOP TALK”</td>
<td>Megan Deem, ELLE, December 2006</td>
<td>Women’s Scent Feature</td>
<td></td>
</tr>
</tbody>
</table>
With over **1.5 BILLION IMPRESSIONS** each month, ELLE garners significant media attention across major outlets.

**BROADCAST**
Access Hollywood  
Charlie Rose  
CNN’s Joy Behar  
CNN Showbiz Tonight  
CNN Reliable Sources  
CW11 Morning News  
E! News  
Entertainment Tonight  
EXTRA  
Good Day LA  
Good Morning America  
Gossip Girl  
Inside Edition  
KTLA  
Larry King Live  
The Late Show with David Letterman  
LXTV  
MARTHA  
MSNBC Live  
Oprah  
O’Reilly Factor  
The City  
The Daily 10  
The Insider  
The Tyra Banks Show  
The View  
TODAY  
The Tonight Show with Jay Leno  
TV Guide Channel  
Hollywood 411  
VideoFashion Daily

**PRINT**
Ad Age  
Boston Globe  
BusinessWeek  
Chicago Tribune  
GOTHAM  
In Touch  
LA Confidential  
Life & Style  
Los Angeles Times  
Mediaweek  
Newsday  
New York Daily News  
New York Post  
New York Times  
OK!  
People  
STAR  
Time Out NY  
TV Guide  
USA Today  
US Weekly  
Variety  
Wall Street Journal  
Washington Post  
WWD

**DIGITAL**
AssociatedPress.com  
E!Online.com  
Fashionality.com  
Fashionista.com  
Fashionmagdaily.com  
FashionWeekDaily.com  
HuffingtonPost.com  
Just Jared.com  
MSNBC.com  
MTV.com  
Nymag.com  
Nyobserver.com  
NYPost.com  
OK-Magazine.com  
People.com  
PerezHilton.com  
Pinkisthenewblog.com  
Popbytes.com  
Poppunch.com  
Popsugar.com  
Reuters.com  
Starmagazine.com  
starpulse.com  
Stylebash.com  
Styleite.com  
TheCelebrityBlog.com  
TheDailyBeast.com  
TheFashionSpot.com  
TMZ.com  
USA Today.com  
UsMagazine.com
CIRCULATION VITALITY
SECOND-HALF 2012

<table>
<thead>
<tr>
<th></th>
<th>Total Circulation</th>
<th>% of Total Circulation</th>
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<tbody>
<tr>
<td>Paid Subscriptions:</td>
<td>886,512</td>
<td>78.1%</td>
</tr>
<tr>
<td>Verified Subscriptions:</td>
<td>36,292</td>
<td>3.2%</td>
</tr>
<tr>
<td><strong>Total Paid &amp; Verified Subscriptions:</strong></td>
<td><strong>922,804</strong></td>
<td><strong>81.3%</strong></td>
</tr>
<tr>
<td>Single Copy Sales:</td>
<td>212,933</td>
<td>18.7%</td>
</tr>
<tr>
<td><strong>Total Circulation:</strong></td>
<td><strong>1,135,737</strong></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td>Rate base:</td>
<td>1,100,000</td>
<td></td>
</tr>
<tr>
<td>Bonus:</td>
<td>35,737 (3%)</td>
<td></td>
</tr>
</tbody>
</table>

**CONTINUED READER DEMAND**

- With a total circulation of 1,135,737 in second-half 2012, ELLE delivered more than 35,000 in bonus circulation to advertisers.

- Individual paid subscriptions to ELLE are up +2% vs. second-half 2011.

- ELLE’s digital edition reaches 52,000 readers each month and is up +6% vs. second-half 2011.

Source: AAM Snapshot, Dec 2012
Silk and cashmere jacket, $3,595, pants, $925, both, Giorgio Armani, at Giorgio Armani boutiques nationwide. Hoop earrings, Alexis Bittar, price on request. Lucite ring, Patricia von Musulin, $1,200. Canvas wedges, Stella McCartney, $760. For details, see Shopping Guide.

Hair by Kimberly Kimble for Kimble Hair; makeup by Jo Strettell for Nars at The Magnet Agency; manicure by Ashlie Johnson for Chanel at The Wall Group; produced by Caroline Batiste; fashion assistant: Melaney Oldenhof.

Who reads ELLE?

MRI DOUBLEBASE 2012

| TOTAL AUDIENCE | 5,897,000 |
| WOMEN          | 5,189,000 |
| MEDIAN AGE     | 34.4      |
| MEDIAN HHI     | $70,293   |
| READERS PER COPY | 5.53     |

% COMP

- Age 18-34: 51.1
- Age 18-49: 77.5
- Age 25-49: 52.0
- Age 25-54: 59.0
- HHI $50,000+: 65.9
- HHI $75,000+: 47.1
- HHI $100,000+: 34.0
- Any College: 71.9
- Grad College+: 34.6
- Employed: 66.1
- Professional/Managerial: 25.9
- Single: 42.6
- Married: 38.9
- Any Children: 47.4
- Own Home: 58.7

Source: MRI Doublebase 2012; Base: Adults
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.”

—Roberta Myers, Editor-in-Chief

<table>
<thead>
<tr>
<th>STYLISH AND INFLUENTIAL</th>
<th>ELLE READERS</th>
<th>READERS OF OTHERS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>They are trendsetters:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Family and friends often ask for and trust my fashion advice</td>
<td>249</td>
<td>171</td>
</tr>
<tr>
<td>• Family and friends often ask for and trust my beauty advice</td>
<td>253</td>
<td>208</td>
</tr>
<tr>
<td>• I love to mix and high and low when putting together an outfit</td>
<td>211</td>
<td>160</td>
</tr>
<tr>
<td>• People come to me for advice before making a purchase</td>
<td>130</td>
<td>118</td>
</tr>
<tr>
<td>• I tend to make impulse purchases</td>
<td>135</td>
<td>118</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—Ranked #1 vs. competitive set!

Source: MRI Spring 2012; Base: Adults; ELLE Inner Circle, 2011; MRI Starch, Jan-Jun 2012
*Readers of Others: Vogue, Harper’s Bazaar, InStyle, Lucky, Marie Claire, W
OMNI-CHANNEL BRAND VITALITY

GLOBAL REACH

• ELLE is the #1 fashion magazine worldwide with 44 global editions and 22 million readers
• ELLE.com is the #1 fashion site worldwide with 28 sites and 20 million UVs

AUDIENCE

• With 5.9 million readers, ELLE has experienced the largest audience growth (+21%) over the past five years
• ELLE had the largest overall increase in income in the competitive set, up +15% to $75,938

CIRCULATION

• ELLE’s subscription circulation in 2012 was up +3% vs. 2011
• With a total circulation of 1,135,737 in second-half 2012, ELLE delivered more than 35,000 in bonus circulation to advertisers

ELLE.COM

• ELLE was the only Fashion magazine to be ranked “Gifted” by the L2 Digital IQ Index
• ELLE unveiled the next evolution of the site in June 2012 which features more exclusive content, larger video units, a luxe style format, and 70% original content
• 3.1 million monthly unique visitors
• Versus competitive sites*, ELLE ranks:
  - #2 Total Visits (5.4 Million)
  - #2 Average Daily Visitors (168,000)

TABLET EDITION

• ELLE’s tablet edition allows readers to consume exclusive content, create their own inspiration board, get styled with our Personal Stylist feature, and shop directly from the app
• 52,000 paid copies per month ~2 times more than any other fashion title

SOCIAL FOOTPRINT

• 1.4 Million+ Twitter followers, 1.2 Million+ Google+ followers, 930,000+ Facebook fans, 72,000+ Instagram followers, 86,000+ Pinterest followers, 305,000 Tumblr followers

ADVERTISING

• ELLE ranks #1 for actions taken as a result of advertising
• 2012 was a record-breaking year, with an increase of +6% in total ad pages and +8% in total revenue

Source: MRI Doublebase 2012; MMR 2012; ABC June 2012; Omniture Jan 2013; ComScore Jan-Dec 2012; L2 Digital IQ Index, 2012; Website Data 2/7/13; Starch 2012; PB, Jan-Dec 2012; *competitive sites include: Style.com, Refinery29.com, InStyle.com, MarieClaire.com, Vogue.com, LuckyMag.com, HarpersBazaar.com, WMagazine.com
### WHO VISITS ELLE.COM?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>TOTAL AVG MONTHLY UNIQUE VISITORS</td>
<td>1,419,000</td>
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<tr>
<td>PAGE VIEWS</td>
<td>12MM</td>
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<tr>
<td>AVERAGE MINUTES PER VISIT</td>
<td>5.8</td>
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<tr>
<td>FEMALE / MALE RATIO</td>
<td>67%/33%</td>
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<tr>
<td>MEDIAN AGE</td>
<td>35</td>
</tr>
<tr>
<td>MEDIAN HHI</td>
<td>$73,460</td>
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#### % COMP

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<tr>
<th>Age Group</th>
<th>%</th>
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<tr>
<td>Age 21+</td>
<td>84.7</td>
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<tr>
<td>Age 18-34</td>
<td>44.0</td>
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<td>Age 18-49</td>
<td>68.4</td>
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<td>Age 25-44</td>
<td>40.9</td>
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<td>Age 25-54</td>
<td>55.3</td>
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<th>Income Group</th>
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<td>HHI $60,000+</td>
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<td>HHI $75,000+</td>
<td>49.0</td>
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<tr>
<td>HHI $100,000+</td>
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<table>
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<th>Education Level</th>
<th>%</th>
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<tr>
<td>Any College</td>
<td>76.8</td>
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<tr>
<td>College Grad+</td>
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<td>Employed</td>
<td>43.4</td>
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<table>
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<th>Marital Status</th>
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<td>Single</td>
<td>21.7</td>
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<tr>
<td>Married</td>
<td>47.2</td>
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<tr>
<td>Any Children</td>
<td>47.3</td>
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<tr>
<td>Own Home</td>
<td>53.9</td>
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</table>

Source: ComScore Media Metrix, Jan-Dec 2012 AVG
TABLET EDITIONS

ELLE is available on all leading tablet devices and offers free opt-in for iPad with active URL and additional enhancement opportunities.

MOBILE OPTIMIZED WEBSITE

ELLE’s mobile optimized website offer the best in ELLE.com content, optimized for smart phone screens.
ELLE INNER CIRCLE
ELLE’s reader panel of 18,000+ members allows advertisers to connect with ELLE’s most engaged consumers.

- A larger respondent base than syndicated studies
- Ideal testing ground for ad campaigns, new products, and special promotional opportunities.
- Capabilities include general trend surveys, brand awareness surveys, ad recall/critique surveys, product sampling, and focus groups.
- Created in partnership with Mediamark Research Incorporated (MRI)
- Results usually available within four weeks.

ELLE INNER CIRCLE ELITE
A subset of ELLE’s larger reader panel, the Inner Circle Elite is 1,000 members-strong and is surveyed with hot topics weekly.

- Panel consists of readers who have opted in to take a weekly survey ranging from current events and trends to brand awareness and affinity.
- With a response rate greater than 40%, this panel is the optimal place to get quick feedback on hot topics.
- Results typically available within one week.

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: $2,000 for 10 questions).
ELLE PROMOTIONS:
Where ELLE’s 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

HOW TO PARTICIPATE
Provide ELLE with:
• High resolution logo or product image**
• 30–40 words of copy
• Web address if desired

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.
7 For All Mankind
Adriano Goldschmied
Akris
Alberta Ferretti
ALDO
Alexander McQueen
Allani
Alice & Olivia
Andrew Marc
Ann Taylor
Anne Klein
APC Clothing
Armani
Assael Jewelers
Atilio Giusti Leombruni
Australia Luxe
B Makowsky
B Temptd
Baby Phat
Balenciaga
Bali
Bally
Banana Republic
Barely There
Barneys NY
Bath & Body Works
BC Int'l Group
BCBG Max Azria
Bebe
Becca
Beladora Jewelry
Belts For Boots
Benetton
Betsey Johnson
Big Star
Bloomingdales
Blumartine
Born
Bottega Veneta
Brian Reyes
Bulgari
Burberry
Calvin Klein
Carolina Herrera
Carrera
Celine
Cesare Paciotti
Cettu
Champion
Chanel
Chico's
Chloe
Chopard
Christian Dior
Coach
Cole Haan
Comptoir Des Cotonniers
Converse
CUSP
David Yurman
De Beers
Derek Lam
Dereon
Diane Von Furstenberg
Diesel
Dillard's
Dolce & Gabbana
Donna Karan
Dr Neely & Bourke
Dr Scholls
Dsquared2
DSW Shoe Warehouse
Elie Tahari
Emu Australia
Endless.com
Eres
Escada
Esprit
Etro
Express
Fendi
Fidelitydenim.com
Flexees
French Connection
Frey Wille Jewelry
Fruit Of The Loom
G-Star
Gap
Giuseppe Zanotti
Glory Chen
GoHastings.com
Gottex
Gucci
Guess
H&M
Hale Bob
Havaianas
HediarGourmetShop
Henri Bendel
HSN
Hugo Boss
Isabel Marant
J Brand
Jantzen
JC Penny
Jean Paul Gaultier
Jeanbay
Jessica Simpson
Jil Sander
Jimmy Choo
Joe Fresh
Joes Jeans
Joie
Jones New York
Judith Leiber
Juicy Couture
Kate Spade
Kathy Van Zeeland
Kay Jewelers
Keds
<table>
<thead>
<tr>
<th>ADVERTISERS</th>
<th>FASHION/ACCESSORIES/RETAIL</th>
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<td>Ocean Pacific</td>
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<tr>
<td>Kersh</td>
<td>Omega</td>
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<tr>
<td>Knart</td>
<td>Oscar De La Renta</td>
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<tr>
<td>Kohl's</td>
<td>Payless Shoesource</td>
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<tr>
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<td>Lanvin</td>
<td>Pikolinos</td>
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<tr>
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<tr>
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<tr>
<td>Lily Of France</td>
<td>Ports 1961</td>
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<tr>
<td>Limited Store</td>
<td>Prada</td>
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<tr>
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ADVERTISERS
BEAUTY/FRAGRANCE

Almay
Aloxxi
Always
Amore Pacific
Ardell Fashion Lashes
Armani
Artistry
Aveda
Aveeno
Babyliss
Balenciaga
Banana Republic
bareMinerals
BB
Bebe
Beckham
Beyonce
Bic
Bioré
Bliss
Bodycology
Borghese
Bottega Veneta
Braun
Bulgari
Bumble & Bumble
Burberry
Burts Bees
Calvin Klein
Caress
Chanel
Chi Touch
Chloe
Christian Dior
Clairol
Clarins
Clarisonic
Cle De Peau
Clear
Clinique
Coach
Colgate
Conair
Coty
Cover Girl
Creative Nail Design
Creme De La Mer
Crest
DDF
DenTek
Dermadoctor
Dickinsons
Dolce & Gabbana
Donna Karan
Dove
DuWop
Elizabeth Arden
EOS
Essie
Estee Lauder
Eva
Fekkai
Fendi
Garnier
Gillette
Givenchy
Gold Bond
Gol 2B
Great Lengths
Gucci
Guess
Halle Berry
Hawaiian Tropic
Herbal Essences
Herve Leger
Infusium 23
IS Clinical
Jennifer Lopez
Jergens
Jessica Simpson
Jimmy Choo
John Frieda
Juicy Couture
Kate Spade
Katy Perry
Kenzo
Kinerae
Korres
Kotex
L’Oreal Paris
La Mer
La Prairie
Lancome
Laura Mercier
Lumene
Luster
MAC
Madonna
Make Up For Ever
Mane N Tail
Marc Anthony
Marc Jacobs
Mariah Carey
Mary J Blige
Maybelline New York
Merle Norman
Michael Kors
Moroccanoil
Murad
Napoleon
Napoleon Perdis
Narciso Rodriguez
Nars
Naturtint
Nautica
Neu Lash
Neutrogena
New York Color
Nexxus
Nicole Miller

ADVERTISERS
BEAUTY/FRAGRANCE

Nivea
Olay
Opi
Oral B
Organix
Oscar De La Renta
Paco Rabanne
Pantene
Paris Hilton
Parissa
Paul Mitchell
Perricone MD
Perry Ellis
Philosophy
Physicians Formula
Prada
Prevege
Ralph Lauren
Rapidlash
Re Vive
Revlon
Rimmel
Roberto Cavalli
Roc
Sally Hansen
Salon Grafix
Salvatore Ferragamo
Sarah Jessica Parker
Schick
Scunci
Sebastian
Secret
Sheer Blonde
Shiseido
Simple
SK-II
Skin Intimate
Smashbox
Stila
StriVectin
Suave
Sunday Riley
Tampax
Thierry Mugler
Tom Ford
Tommy Hilfiger
Tresseme
Tria Beauty
Urban Decay
Vaseline
Veet
Vera Wang
Versace
Viktor & Rolf
Vince Camuto
Wella
Wexler
Womenofworth.com
Zoya

A Jaffe
Alwand Vahan
Andrea Candela
Ann Taylor
Anne Klein
Antonini
Anzie
Armani
Armitron
Assael
Baume & Mercier
Bertolucci
Bixby Designs
Brighton
Bulgari
Bulova
Burberry
Cartier
Chamilia
Chanel
Chopard
Christian Dior
Citizen
Coach
Cordova
Crislu
David Yurman
De Beers
Dolce & Gabbana
Ebel
Elgin
Elle
Fendi
Forevermark
Frey Wille
Gemlok
Guess
Gurhan
H Stern
Halia

Harry Winston
Hearts On Fire
Ippolita
Jeff Cooper
John Hardy
Jorg Gray
Juicy Couture
Kabana
Kameleion
Lafora
Le Vian
Leslie Greene
Longines
Loree Rodkin
Louis Vuitton
Marco Bicego
Mark
Matthew Campbell Laurenza
Metalsmiths
Michael Kors
Michael M
Movado
Nelson
Novo
Palladium
Pandora
Parade Designs
Patek Philippe
Platinum
Pomellato
Rado
Raymond Weil
Rebecca
Rembrandt Charms
Rina Limor
Ritani Bridal
Roberto Coin
Rolex
Ruth Greg & Co
Silpada Designs

Simon G
Sprout
Swarovski
Swatch
Taccori
Tag Heuer
Technomarine
Thistle & Bee
Tiffany
Tous
Trollbeads
Van Cleef & Arpels
World Gold Council
Zeta Graff

ADVERTISERS
REST OF THE BEST

ABC
Abrams
Absolut
Acura
Allergan
American Express
Art Institutes
Asus
AT&T
Avon Foundation
Azo
Bacardi
Barr Lab
Belvedere
Berlex Lab
Breast Cancer Awareness
Breast Cancer Research Foundation
Breast Service Luncheon
Bremenn Research Labs
Buick
Cadillac
Canon
Cedars-Sinai Heart Institute
Celluscience
Chevrolet
China Eastern Airlines
Ciba Vision
Crystal Light
Delsey
DKMS Americas
Dodge
Downy
Dysport
Eden Roc Hotel/Resort
Effen
Elle Spa Salon
Emergen-C
EOS
Expedia
Fage Total
FFAWN Organization
Fiat
Filipacchi
Flip Video
Florida
Ford
Fujifilm
Fujifilm Finepix
Glade
Godiva
Golden Gate Capital Corp
Gotham
HBO
Hearst
Hersheys
Honda
HTC
Hyundai
Infiniti
Insearchofincredible.com
Intel
Jack Daniels
Jeep
John Barrett Hair Salon
Jones NY In The Classroom
Kenmore
Kia
Kim Crawford Winery
LG
Lu Biscuits
Mark
Mazda
Media Networks
Mediamax Network
Mercedes Benz
Michelob
Moet
MSN
Museum Of Modern Art
National Disaster Search Dog
Foundation
Natural American Spirit
New York Fashion Show
Nokia
North American Coffee Partnership
Nuvo
Onemightydrop.com
Panasonic
Pepsi
Plan B
Pucker
Qream
Revel Resorts
Ruby Tuesday Restaurant
Sabre
Samsung
Santa Margherita
Sculptra Aesthetic
Sierra Mist
Sofitel Hotel/Resort
Sony
Sony Pictures
Stand Up To Cancer Organization
Starbucks Coffee Shop
Style
Style 360
Sun Chips
Sundance Channel
TBS
Tito
Toshiba
Trident
Universal Pictures
Valspar
VH-1
Volcomunity.com
Volvo
Waterford
Womens Marketing
World Gold Council
Zantrex 3
Zeno

2013 ADVERTISING RATES
EFFECTIVE: JANUARY 2013

Rate Base: 1,100,000
Rate Card No. 34

<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>
</tr>
</thead>
<tbody>
<tr>
<td>GENERAL RATES</td>
<td>155,680</td>
<td>118,320</td>
<td>109,010</td>
<td>84,090</td>
<td>194,650</td>
<td>171,260</td>
<td>202,400</td>
</tr>
<tr>
<td>RETAIL RATES</td>
<td>124,560</td>
<td>94,660</td>
<td>87,200</td>
<td>67,270</td>
<td>194,650</td>
<td>171,260</td>
<td>202,400</td>
</tr>
</tbody>
</table>

All rates are gross before agency commission; Maximum cover discount is 25%.
Leather-trim PVC trench coat, price on request, georgette blouse with white collar and sleeves, $1,390, pleated skirt, $1,990, all, Valentino, at Valentino boutiques nationwide. Studded Lucite-heel pumps, Valentino Garavani, $1,325, visit valentino.com. For details, see Shopping Guide.

VALENTINO AT HOTEL SALOMON DE ROTHSCHILD

"On Jessica this LOOK is LiKe YOUnG hOLLYWOOD Meets LA DOLCE VITA, With a LittLe Bit OF ROcK 'n' ROLL."

—VALENTINO CREATIVE DIRECTORS MARIA GRAZIA CHIURI AND PIERPAOLO PICCIOLI

2013 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 Johnny, PRODUCTION MANAGER 212.649.3631 or cjohnny@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 subtsetted 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 Sc half-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.
Pinstripe cutout blazer, $2,225, trousers, $935, cotton poplin shirt, $945, tie, leather pumps, prices on request, all, Jean Paul Gaultier, collection at Yuta Powell, NYC. For details, see Shopping Guide.

Jean Paul Gaultier on the rooftop of his atelier: “For this collection I wanted to pay homage to David Bowie, Grace Jones, Madonna, Annie Lennox, Boy George, Michael Jackson—in a very tacky, funny, kitsch way.”

www.elle.com

AD SPECIFICATIONS

All sizes are width x depth.

<table>
<thead>
<tr>
<th></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.
The following are our specifications for supplied inserts. If there are any specifications needed that are not covered here, please contact Diane Arlotta in the production department at 212.649.3656.

**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.”

Prior to printing, a blueline must be submitted for publication approval. We will not approve any insert without a blueline.

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**

- Single leaf: Minimum weight 60#, maximum weight 100#
- Four to eight pages: Minimum weight 50#, maximum weight 70#
- Twelve to thirty-two pages: Minimum weight 50#, maximum weight 60#

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 Arlotta, 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 bluelines to: ELLE, Production Department, Attn: Diane Arlotta, 300 W. 57th Street, 11th Floor, 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.

Pallets 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:
Brown Printing Company 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’
PERFECTBOUND 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 ½” 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.

![Diagram of collator marks on perfect bound inserts](image)

**JOB NUMBERS**

Brown 2013 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>4107421</td>
<td>DECEMBER 14, 2013</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>4107437</td>
<td>JANUARY 16, 2013</td>
</tr>
<tr>
<td>MARCH</td>
<td>4125196</td>
<td>FEBRUARY 20, 2013</td>
</tr>
<tr>
<td>APRIL</td>
<td>4125212</td>
<td>MARCH 20, 2013</td>
</tr>
<tr>
<td>MAY</td>
<td>4125228</td>
<td>APRIL 17, 2013</td>
</tr>
<tr>
<td>JUNE</td>
<td>4125244</td>
<td>MAY 21, 2013</td>
</tr>
<tr>
<td>JULY</td>
<td>4125260</td>
<td>JUNE 19, 2013</td>
</tr>
<tr>
<td>AUGUST</td>
<td>4125276</td>
<td>JULY 17, 2013</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>4125292</td>
<td>AUGUST 20, 2013</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>4125308</td>
<td>SEPTEMBER 17, 2013</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>4125324</td>
<td>OCTOBER 16, 2013</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>4125340</td>
<td></td>
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## 2013 Premium Position Close Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Close</th>
<th>Scent Strip Close</th>
<th>Premium Position Close</th>
<th>Fractional Ad Close</th>
<th>Regional Ad Close</th>
<th>Supplied Inserts Due</th>
<th>Ad Close &amp; Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>11.1.12</td>
<td>11.1.12</td>
<td>1.25.13</td>
<td>2.11.13</td>
<td>2.20.13</td>
<td>3.20.13</td>
<td>2.25.13</td>
</tr>
<tr>
<td>June</td>
<td>12.3.12</td>
<td>12.3.12</td>
<td>3.4.13</td>
<td>3.21.13</td>
<td>3.27.13</td>
<td>4.17.13</td>
<td>4.4.13</td>
</tr>
<tr>
<td>July</td>
<td>1.2.13</td>
<td>1.2.13</td>
<td>3.29.13</td>
<td>4.15.13</td>
<td>4.24.13</td>
<td>5.21.13</td>
<td>4.29.13</td>
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</table>
CIRCULATION: 300,000

<table>
<thead>
<tr>
<th>FOUR COLOR</th>
<th>GROSS</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$35,000</td>
</tr>
<tr>
<td>Second Cover</td>
<td>$43,750</td>
</tr>
<tr>
<td>Third Cover</td>
<td>$42,000</td>
</tr>
<tr>
<td>Fourth Cover</td>
<td>$45,500</td>
</tr>
<tr>
<td>Premium Run-of-Book Positions*</td>
<td>$40,250</td>
</tr>
</tbody>
</table>

*First 20 Advertisers must be spread creative; first watch, first beauty, all “firsts” must be spreads.
All rates are gross before agency commission.
Fractional and regional ads are not available.