

Publisher: MEC Book: Richard Year: 2017

Terms and Conditions: Circulation

Digital Replication

L'Oréal USA will only agree to un-authenticated digital replica circulation contributing to the guaranteed rate base. Will you agree to this?

Answer: Yes

RateBase: Annual Increases

2017 rate base increases will only be accepted if already achieved as paid circulation on your 6/16 Publisher's Statement or if you can illustrate that your circulation is on an upward trajectory. Are you increasing your 2017 rate base?

Answer: No

Circulation: Strategy Changes

Do you anticipate any changes to your circulation strategy in 2017?

Answer: Yes

Do you expect any changes in circulation strategy that would impact verified circulation?

Answer: Yes

L'Oréal USA requires notification of any circulation strategy changes not disclosed in the above space, two months prior to effective issue close date. This will allow us to address the situation and determine the most favorable course of action for our Brands. Will you agree?

Answer: Yes

Verified Circulation: Guidelines

L'Oréal USA accepts a limited amount of Verified Circulation to contribute to the guaranteed rate base. Guidelines have been established for acceptable amounts, by genre, based on the average percentage of Verified Circulation compared to the total paid circulation. The average percent of Verified Circulation for the Travel Genre is 6%. We expect your total Verified Circulation to remain under 6% of your Total Paid + Verified Circulation. Any Verified Circulation that exceeds 6% will not contribute to L'Oréal USA's rate base guarantee. Will you agree?

Answer: No

Monthly swings in verified circulation can not be used to achieve monthly rate base guarantees on either publisher or audit statements. This "hyper inflated" circulation is defined as: verified circulation contributing to the rate base guarantee that is +% greater than the 6 month average (% is based on the average verified circulation for the six month period). For any issues where "hyper - inflated" verified circulation exists, the verified circulation will be adjusted to the average 6-month verified circulation number. A weighted circulation shortfall analysis by month will be conducted to determine if rebates are due. Hyper inflated rules are NOT in effect for Publications with less than 5% verified circulation and/or publications achieving rate base guarantees without adding verified circulation. Will you agree?

Answer: Yes

Terms and Conditions: Circulation Shortfall

A circulation shortfall analysis using the AAM Publisher's Statement will be conducted by the AOR on a 6-month basis, comparing the total paid/verified circulation versus the guaranteed rate base. Adjustments will be made based on digital and verified guidelines detailed above. Circulation delivery is calculated by month (multiplying the NEPs by the adjusted monthly delivered circulation). If there is circulation shortfall as a result of this analysis, credits will be issued in the form of rebate checks within 30 days of notification by the L'Oréal USA AOR. Will you agree?

Answer: Yes

Terms and Conditions: Arrears

Arrears will not contribute to circulation. If your magazine does not make rate base without arrears, the above noted shortfall methodology will be applied. Will you agree?

Answer: Yes

Terms and Conditions: Rates

Discount Structure

We only accept a rate base increase if it is announced in this document. Will you agree?

Answer: Yes

If your publication's rate base declines mid-year 2017, we expect the L'Oréal USA Negotiated CPM to apply to the new rate base and for the new rates to be adjusted as such. Will you agree?

Answer: No