

FOOD & WINE

2014

ADVERTISING GUIDELINES FOR TABLET ISSUES



FOOD & WINE TABLET ISSUES ARE AVAILABLE ON iPad, Google Play, Amazon Kindle, Barnes & Noble Nook®, KOBO AND NEXT ISSUE MEDIA E-READERS.

All print ads in F&W's newsstand version currently run on the Barnes & Noble Nook and earlier software versions of the Kindle e-Reader as well as on the Next Issue Media e-Reader. Enhanced tablet issues are available with edit specifically formatted for the current software versions of Kindle Fire tablet devices.

DIGITAL ADS IN TABLET ISSUES

All national full-page and greater print ads, including special advertising sections, will run in F&W tablet issues. One URL per ad will be hot linked to our partners' websites.

Fractional units (of $\frac{1}{3}$ or greater) running nationally may be upgraded to a full-page ad in the iPad edition for a fee of \$5,000.

- Advertiser must supply full-page creative.
- Limited space, first come first served.

Please note: Advertisers who do not wish to run in F&W's tablet issues must opt-out on the insertion order or via email before the print/tablet close date.

DIGITAL AD ENHANCEMENTS

Advertisers running in print have the opportunity to upgrade their ad for tablet issues with dynamic, interactive features at the cost of \$15,000.

- Streaming Video – up to 120 seconds combined run time
- Photo Slideshow – up to 10 JPG images per ad placement
- Link to Your Website – enhance your brand experience by including multiple links to social media outlets

DIGITAL-ONLY ADS

Digital-only ads are available in each tablet issue for partners not running in print at a cost of \$25,000 per insertion.

Both digital enhanced and digital-only ads consist of a base layer and two hotspot layers, which give the ability to add on dynamic features—streaming video, photo slideshow and links to your website.

DESIGNED-FOR-TABLET ADS

Partners may submit a separate file of their in-book ad designed for tablet to run on all tablet editions. For partners who do not have in-house designers to create an EFT ad file, the F&W Creative Lab can do so for a fee of \$2,500.

FOR AD SPECIFICATION AND DEADLINES, VISIT
fwmmediakit.com

ISSUE	ORDER CLOSING	MATERIALS DUE*	TABLET RELEASE
JANUARY	OCTOBER 29, 2013	OCTOBER 29, 2013	DECEMBER 13, 2013
FEBRUARY	NOVEMBER 25, 2013	NOVEMBER 25, 2013	JANUARY 10, 2014
MARCH	DECEMBER 23, 2013	DECEMBER 23, 2013	FEBRUARY 7, 2014
APRIL	JANUARY 24, 2014	JANUARY 24, 2014	MARCH 7, 2014
MAY	FEBRUARY 22, 2014	FEBRUARY 22, 2014	APRIL 4, 2014
JUNE	MARCH 24, 2014	MARCH 24, 2014	MAY 2, 2014
JULY	APRIL 24, 2014	APRIL 24, 2014	JUNE 6, 2014
AUGUST	MAY 29, 2014	MAY 29, 2014	JULY 11, 2014
SEPTEMBER	JUNE 26, 2014	JUNE 26, 2014	AUGUST 8, 2014
OCTOBER	JULY 24, 2014	JULY 24, 2014	SEPTEMBER 5, 2014
NOVEMBER	AUGUST 22, 2014	AUGUST 22, 2014	OCTOBER 3, 2014
DECEMBER	SEPTEMBER 25, 2014	SEPTEMBER 25, 2014	NOVEMBER 7, 2014

*MATERIALS DUE (FOR ALL DEVICES) INCLUDE: DFT (DESIGN FOR TABLET), EFT (ENHANCED FOR TABLET), DIGITAL-ONLY & HTML5

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