



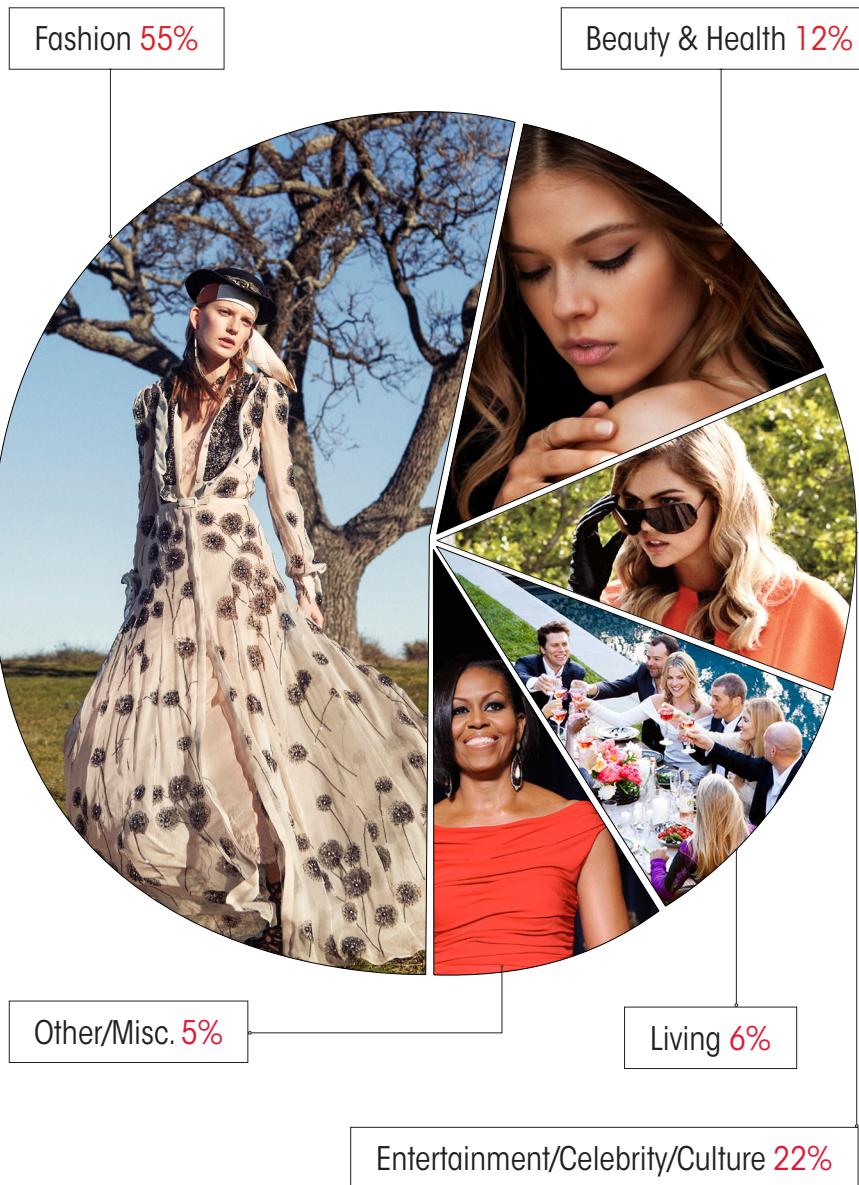
## THE WORLD OF

# ELLE

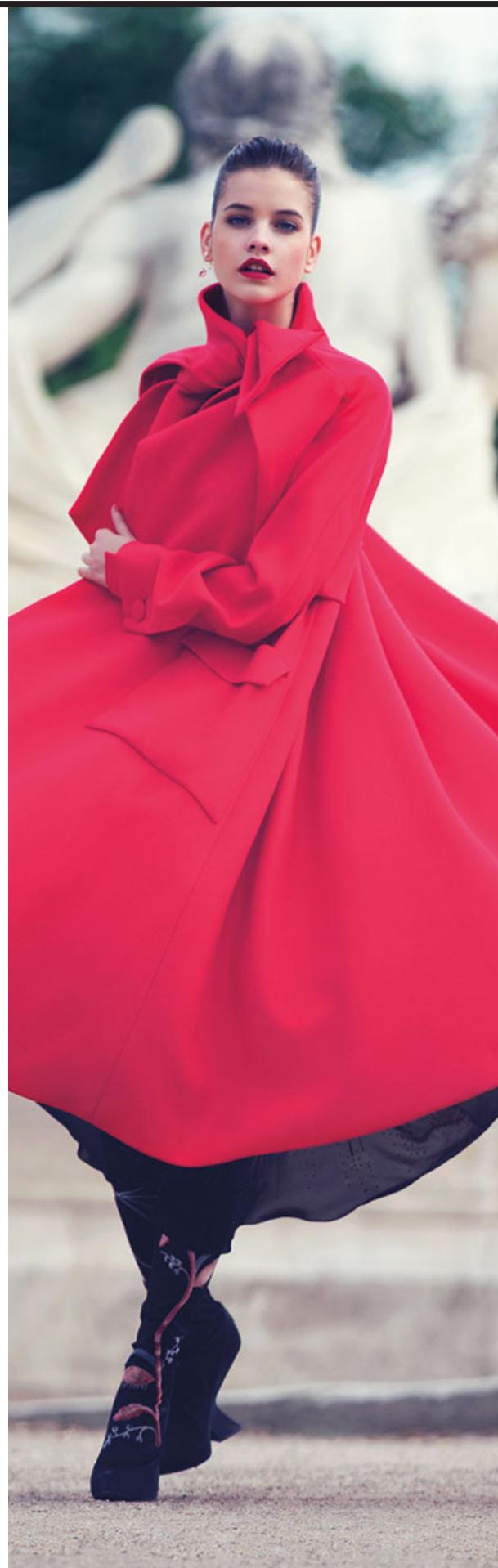
# EDITORIAL MISSION

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



Source: MediaRadar, Jan-Dec 2013; Other/Misc Includes: Automotive, Children, Building/Construction, Finance/Real Estate, Consumer Electronics, Hobbies/Athletics/Current Affairs



# KEVIN C. O'MALLEY

**SENIOR VICE PRESIDENT, PUBLISHER  
AND CHIEF REVENUE OFFICER, ELLE**

Kevin C. O'Malley serves as SVP, Publisher, and Chief Revenue Officer of ELLE, the world's largest fashion magazine, which reaches 21 million readers every month worldwide. In its first full year at Hearst, ELLE posted record-breaking gains in ad revenue and total pages; the September 2012 issue of ELLE was the single-largest issue ever published by Hearst.

Before joining ELLE, O'Malley had served as VP, Publisher and Chief Revenue Officer of Esquire, which he joined in 2003. Under his leadership, Esquire developed several successful brand extensions and digital innovations, including the first-ever electronic magazine cover in 2008, interactive cover treatments and augmented reality in 2009, a furniture line which launched in 2011, and the Esquire Signature Space program. He was named "Publishing Innovator of the Year" by Publishing Executive Magazine and "Sales Executive of the Year" and one of Media's "Most Intriguing People" by Media Industry Newsletter.

Prior to joining Esquire, O'Malley was President of Emap USA's Sports Division, where, from August 2000 to February 2003, he oversaw a number of men's sports-focused publications. Prior to that, he served as Vice President and Publisher of Men's Journal, where he helped transition the title from a sports-and-fitness publication into a men's general interest magazine. Previously, he was Associate Publisher at Rolling Stone. O'Malley started his career in publishing at Hearst Magazines in 1987, holding various positions at Esquire and new magazine development.

An avid recreational athlete, O'Malley is married and has four sons. He and his family reside in Rye, NY.



# ROBERTA MYERS

## EDITOR-IN-CHIEF

Robbie Myers was named editor in chief of ELLE in May 2000. During her tenure, ELLE has experienced unprecedented success while maintaining its reputation as the best in fashion, beauty, culture, arts, journalism and photography, all delivered with style and substance. Myers is responsible for content creation across all brand platforms including ELLE, ELLE.com and the ELLE iPad App. Under Myers' editorial leadership, branded content is read by eight million consumers monthly. A testament to the brand's vitality and continued editorial relevance, ELLE's audience has grown +8% over the past five years. ELLE has received numerous accolades during Myers' tenure including being named to Adweek's Hot List and Brand Leaders List. In addition, Forbes added Myers to its list of Most Powerful U.S. Fashion Magazine Editors, after Gotham dubbed Myers a Media Power Player.

Myers came to ELLE 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 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 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

## CREATIVE DIRECTOR

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 and in 2013, The Daily named Zee Creative Director of the Year.

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.

In September 2013, The Sundance Channel premiered *Revealing*, a four-episode series produced and hosted by Zee. Zee is also featured on Sundance Channel's original fashion series, *All On The Line*.  
Zee is based in New York.



# LORI GOLDSTEIN

## *FASHION EDITOR-AT-LARGE*

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

## *FASHION DIRECTOR*

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

Prior to joining In Style, 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

## *FASHION NEWS DIRECTOR*

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

## *BEAUTY/FITNESS DIRECTOR*

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.



# MARIA DUENAS JACOBS

## *ACCESSORIES DIRECTOR*

Maria Duenas Jacobs joined ELLE as Accessories Director in May 2013. Duenas Jacobs came to ELLE from Glamour where she spent 7 years and most recently held the title of Senior Accessories Director.

Prior to joining Glamour in 2006, Duenas Jacobs dabbled beyond editorial including stints at PR Consulting and Proenza Schouler. She has been involved in the fashion world since college, when she worked as a Freelance Stylist.

Duenas Jacobs is based in New York.



# JOANN PAILEY

## *MARKET DIRECTOR*

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.



# AWARDS

## FIFI AWARD; EDITORIAL EXCELLENCE

**Total ELLE Fragrance Foundation Awards: 21; more than any other fashion & beauty title!**

Most Recently: April 2013.

**The Fragrance Foundation presented three 2011 FiFi Awards to ELLE:**

Best Scent Feature, Best Scent Bite, Best Blog Post

## WINNER: ADVERTISING AGE A-LIST

October 2013

**Ad Age Ranked ELLE #5** on the annual A-List, a roundup of magazine brands creatively charting the path forward.

**ELLE is a 4-Time A-List Winner**—more than any other fashion title in the last decade.

## WINNER: CREATIVE DIRECTOR OF THE YEAR

September 2013

**The Daily**, Creative Director of the Year – JOE ZEE

## 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.

## 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.



# AD AGE MAGAZINE A-LIST 2013

EVERY OCTOBER, AD AGE ANNOUNCES ITS A-LIST – AN APTLY TITLED ROUNDUP OF MAGAZINE BRANDS CREATIVELY CHARTING THE PATH FORWARD.

THIS YEAR, **ELLE** WAS GIVEN THE #5 SPOT ON THIS ELITE LIST OF GLOSSY TITLES, THOSE THAT ARE NOT ONLY EXCELLING IN PRINT, BUT SMARTLY BUILDING THEIR BRANDS BEYOND THE PAGE.

**4-TIME A-LIST WINNER:  
MORE THAN ANY OTHER FASHION  
TITLE IN THE LAST DECADE**

- 1 BON APPÉTIT
- 2 ESQUIRE
- 3 VICE
- 4 INSTYLE

# ELLE

**5** **ELLE**

Elle just published not only its thickest September issue, but Hearst's, too. Its web revenue is hitting highs, and Elle is looking toward the future with a Google Glass venture. But it all starts with quality content: When a U.K. magazine declared print's new golden age but featured only male editors, Editor-in-Chief Robbie Myers became a champion of long-form journalism in women's magazines.



- 6 WOMEN'S HEALTH
- 7 NEW YORK
- 8 EATINGWELL
- 9 W
- 10 MEN'S FITNESS

# CIRCULATION VITALITY

## SECOND-HALF 2013

	Total Circulation	% of Total Circulation
Paid Subscriptions:	890,195	80.2%
Verified Subscriptions:	43,698	3.9%
<b>Total Paid &amp; Verified Subscriptions:</b>	<b>933,893</b>	<b>84.2%</b>
Single Copy Sales:	175,892	15.8%
<b>Total Circulation:</b>	<b>1,109,785</b>	<b>100%</b>
Rate Base:	1,100,000	
Bonus:	9,785 (1%)	

### CONTINUED READER DEMAND

- With a total circulation of 1,109,785 in second-half 2013, ELLE delivered nearly 10,000 in bonus circulation to advertisers.
- ELLE's digital edition reaches 39,000+ readers each month.



Source: AAM Statement, December 2013

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# WHO READS ELLE

## MRI DOUBLEBASE 2013

Total Audience	5,644,000
Women	5,088,000
Median Age	36.4
Median HHI	\$76,052
Readers Per Copy	5.28

	% COMP
Age 18-34	47.4
Age 18-49	75.3
Age 25-49	52.0
Age 25-54	60.1
HHI \$50,000+	66.7
HHI \$75,000+	50.5
HHI \$100,000+	38.7
Any College	73.8
Grad College+	36.5
Employed	67.8
Professional/Managerial	29.6
Single	43.2
Married	42.0
Any Children	44.1
Own Home	62.3

Source: MRI Doublebase 2013, Base: Adults



# WHO READS ELLE

IPSOS AFFLUENT SURVEY, USA 2013

Total Audience	1,173,000
Women	1,003,000
Median Age	42.0
Median HHI	\$149,261

## % COMP

Age 18-34	34.5
Age 18-49	63.5
Age 25-49	49.2
Age 25-54	64.9
HHI \$125,000+	77.4
HHI \$150,000+	49.2
HHI \$200,000+	28.3
HHI \$250,000+	21.0
Any College	97.4
Grad College+	71.6
Employed	79.2
Professional/Managerial	58.5
Single	43.2
Married	42.0
Any Children	44.1
Own Home	62.3



Source: IPSOS Affluent Survey, USA 2013

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# WHO VISITS ELLE.COM

Total Avg Monthly Unique Visitors	2,834,000
Page Visits	5.8MM
Total Minutes	14MM
Female / Male Ratio	68%/32%
Median Age	37
Median HHI	\$79K

	% COMP
Age 21+	87.0
Age 18-34	44.8
Age 18-49	68.4
Age 25-44	42.6
Age 25-54	53.7
HHI \$60,000+	61.4
HHI \$75,000+	52.5
HHI \$100,000+	39.1
Any College	72.6
College Grad+	47.9
Grad School+	18.1
Single	29.3
Married	39.4
Any Children	41.1
Own Home	47.3



Source: ComScore MultiPlatform Feb 2014 (UVs); Jan–Feb 2014 AVG (Demos)

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# 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

### INFLUENCING HER NETWORK

My friends & family look to me for advice on:	Index	Competitive Rank
• Accessories	240	Rank #1
• Shopping	221	Rank #1
• TV, Music, Movies	159	Rank #1
• Travel	149	Rank #1
• New Technology	114	Rank #1

### 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
- **62% took action as a result of seeing an ad in ELLE— Ranked #1 vs. competitive set!**



Source: MRI Doublebase 2013, Base: Adults; ELLE Inner Circle, 2012; MRI Starch, Jan-Jun 2013  
 \*Competitive Titles: Vogue, Harper's Bazaar, InStyle, Lucky, Marie Claire, W

# RESEARCH OPPORTUNITIES

## ELLE INNER CIRCLE

ELLE's reader panel 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.
- Results usually available within four weeks.

## 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).



# 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
- ELLE has had the largest overall circulation growth in the past year (+3%) vs. competitive fashion title

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.

# 2014 EDITORIAL PRINT & TABLET CALENDAR

## JANUARY

MAKE BETTER

**PRINT AD CLOSE:** 10.27.13  
**Print On-Sale\*:** 12.16.13

### TABLET

Opt In Form Due 11.10.13  
Portal Open 10.27.13  
Portal Close 11.18.13  
Enhanced Commitment Due 10.25.13  
Enhanced Materials Due 11.4.13

## FEBRUARY

WOMEN IN TELEVISION

**PRINT AD CLOSE:** 11.18.13  
**Print On-Sale\*:** 1.14.14

### TABLET

Opt In Form Due 12.16.13  
Portal Open 11.18.13  
Portal Close 12.23.13  
Enhanced Commitment Due 11.18.13  
Enhanced Materials Due 12.2.13

## MARCH

SPRING FASHION & SHOPPING

**PRINT AD CLOSE:** 12.26.13  
**Print On-Sale\*:** 2.18.14

### TABLET

Opt In Form Due 1.21.14  
Portal Open 12.26.13  
Portal Close 1.28.14  
Enhanced Commitment Due 12.26.13  
Enhanced Materials Due 1.6.14

## APRIL

GENIUS

**PRINT AD CLOSE:** 1.27.14  
**Print On-Sale\*:** 3.25.14

### TABLET

Opt In Form Due 2.18.14  
Portal Open 1.27.14  
Portal Close 2.25.14  
Enhanced Commitment Due 1.27.14  
Enhanced Materials Due 2.7.14

## MAY

WOMEN IN MUSIC

**PRINT AD CLOSE:** 2.24.14  
**Print On-Sale\*:** 4.22.14

### TABLET

Opt In Form Due 3.24.14  
Portal Open 2.24.14  
Portal Close 3.31.14  
Enhanced Commitment Due 2.24.14  
Enhanced Materials Due 3.10.14

## JUNE

THE BODY

**PRINT AD CLOSE:** 3.24.14  
**Print On-Sale\*:** 5.20.14

### TABLET

Opt In Form Due 4.22.14  
Portal Open 3.24.14  
Portal Close 4.29.14  
Enhanced Commitment Due 3.24.14  
Enhanced Materials Due 4.7.14

## JULY

SOCIAL

**PRINT AD CLOSE:** 4.28.14  
**Print On-Sale\*:** 6.24.14

### TABLET

Opt In Form Due 5.20.14  
Portal Open 4.28.14  
Portal Close 5.27.14  
Enhanced Commitment Due 4.28.14  
Enhanced Materials Due 5.9.14

## AUGUST

EDITOR'S PICKS

**PRINT AD CLOSE:** 5.27.14  
**Print On-Sale\*:** 7.22.14

### TABLET

Opt In Form Due 6.17.14  
Portal Open 5.27.14  
Portal Close 6.24.14  
Enhanced Commitment Due 5.27.14  
Enhanced Materials Due 6.9.14

## SEPTEMBER

FALL FASHION & SHOPPING

**PRINT AD CLOSE:** 6.23.14  
**Print On-Sale\*:** 8.19.14

### TABLET

Opt In Form Due 7.22.14  
Portal Open 6.23.14  
Portal Close 7.29.14  
Enhanced Commitment Due 6.23.14  
Enhanced Materials Due 7.10.14

## OCTOBER

PERSONAL STYLE

**PRINT AD CLOSE:** 7.28.14  
**Print On-Sale\*:** 9.23.14

### TABLET

Opt In Form Due 8.19.14  
Portal Open 7.28.14  
Portal Close 8.26.14  
Enhanced Commitment Due 7.28.14  
Enhanced Materials Due 8.8.14

## NOVEMBER

WOMEN IN HOLLYWOOD

**PRINT AD CLOSE:** 8.25.14  
**Print On-Sale\*:** 10.21.14

### TABLET

Opt In Form Due 9.16.14  
Portal Open 8.25.14  
Portal Close 9.23.14  
Enhanced Commitment Due 8.25.14  
Enhanced Materials Due 9.9.14

## DECEMBER

WOMEN IN ART

**PRINT AD CLOSE:** 9.22.14  
**Print On-Sale\*:** 11.18.14

### TABLET

Opt In Form Due 10.14.14  
Portal Open 9.22.14  
Portal Close 10.21.14  
Enhanced Commitment Due 9.22.14  
Enhanced Materials Due 10.7.14

As of January 2014. Subject to change; \*Tablet typically on-sale one week prior to print on-sale

# 2014 PREMIUM POSITION CLOSE DATES



Issue	Cover Close	Scent Strip Close	Premium Position Close	Fractional Ad Close	Regional Ad Close	Supplied Inserts Due	Ad Close & Materials Due
February	8.1.13	9.3.13	10.18.13	11.4.13	11.11.13	12.13.13	11.18.13
March	9.3.13	10.1.13	11.26.13	12.12.13	12.16.13	1.15.14	12.26.13
April	10.1.13	10.1.13	12.27.13	1.13.14	1.20.14	2.19.14	1.27.14
May	11.1.13	11.1.13	1.24.14	2.10.14	2.17.14	3.19.14	2.24.14
June	12.2.13	12.2.13	3.3.14	3.10.14	3.17.14	4.16.14	3.24.14
July	1.2.14	1.2.14	3.31.14	4.14.14	4.21.14	5.20.14	4.28.14
August	2.3.14	2.3.14	4.28.14	5.13.14	5.20.14	6.18.14	5.27.14
September	3.3.14	3.3.14	5.26.14	6.9.14	6.16.14	7.16.14	6.23.14
October	4.1.14	4.1.14	6.30.14	7.14.14	7.21.14	8.19.14	7.28.14
November	5.1.14	5.1.14	7.28.14	8.11.14	8.18.14	9.16.14	8.25.14
December	6.2.14	6.2.14	8.25.14	9.8.14	9.15.14	10.15.14	9.22.14
January 2015	7.31.14	7.31.14	9.29.14	10.13.14	10.20.14	11.12.14	10.27.14



# 2014 ADVERTISING RATES

EFFECTIVE: JANUARY 2014

Rate Base: 1,100,000  
Rate Card No. 35

Four Color	Full Page	2/3 Page	1/2 Page	1/3 Page	Second Cover	Third Cover	Fourth Cover
General Rates	163,465	124,235	114,460	88,295	204,385	179,825	212,520
Retail Rates	130,790	99,395	91,560	70,635	204,385	179,825	212,520

# 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 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 CMYK; 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 mm) 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.

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

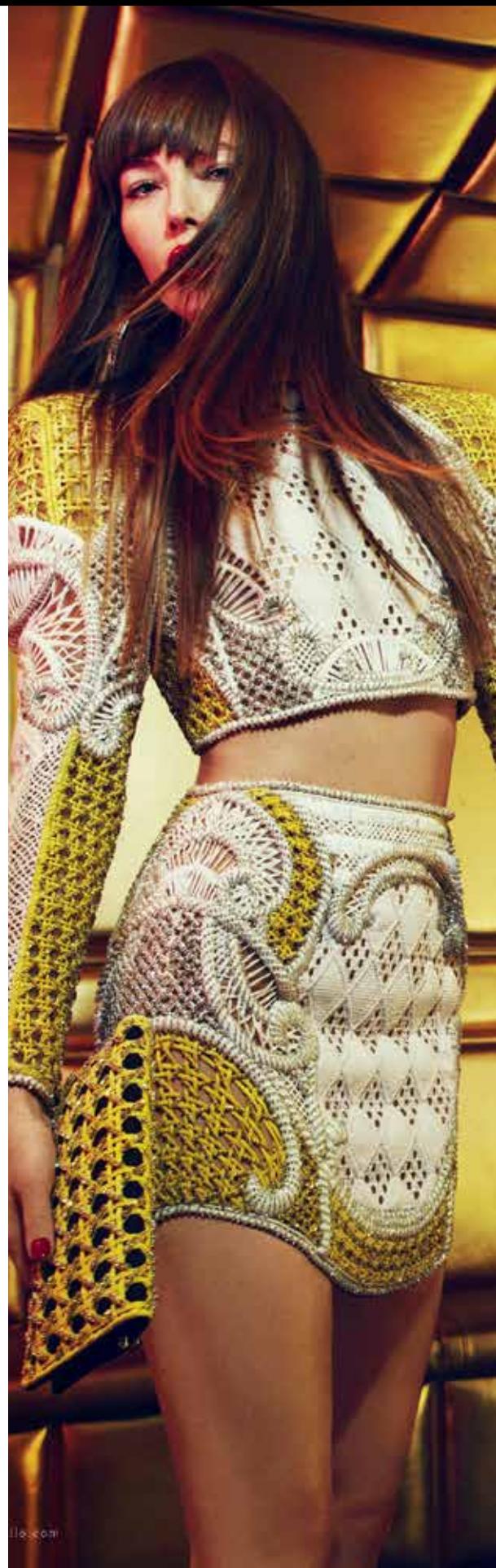
Live matter SAFETY: Leave .25" from all TRIM edges. Gutter safety for TYPE: .125"-.1875" from each side of spread center.

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.



**AD SPECIFICATIONS**

All sizes are width x depth.

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

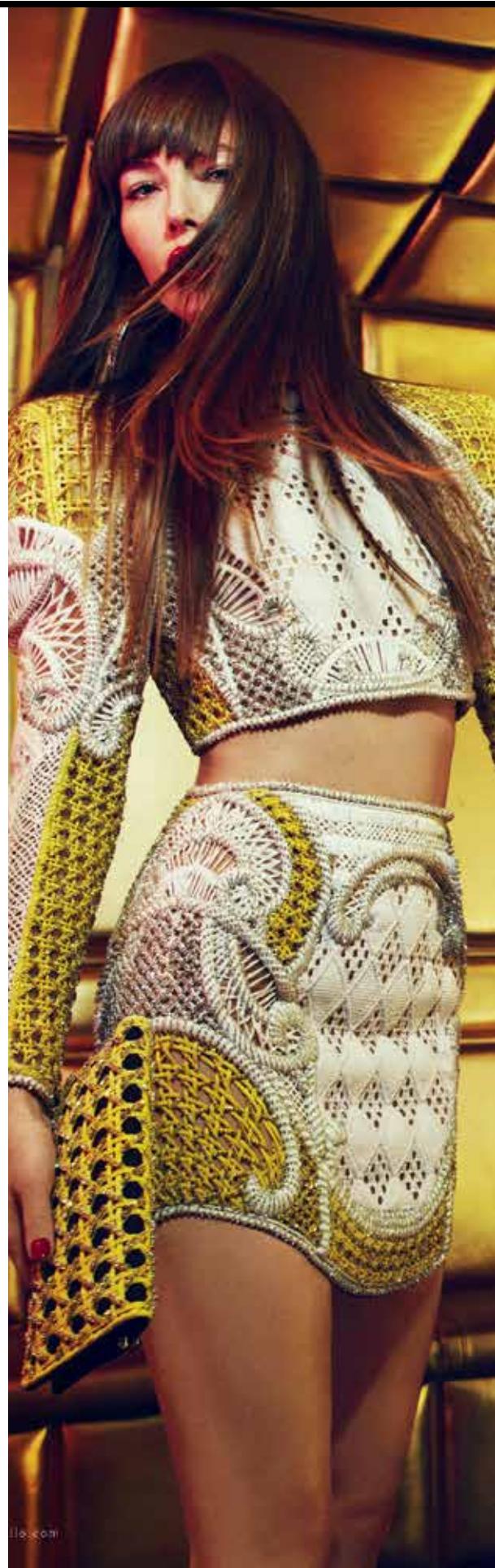
Live matter SAFETY: Leave .25" from all TRIM edges. Gutter safety for TYPE: .125"-.1875" from each side of spread center.

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.



# 2013 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"x11.125"

**Trim Size**

8"x10.875"

**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 Page** 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



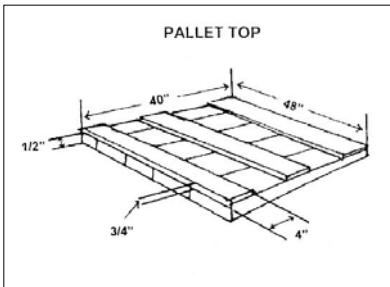
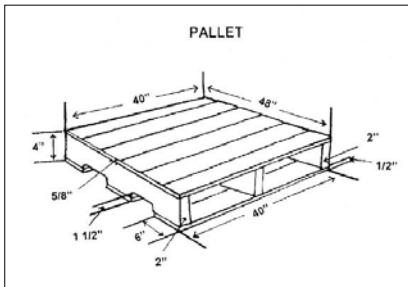
## SUPPLIED CARD INSERTS CONTINUED

- 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 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.
- 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 Storwick, 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



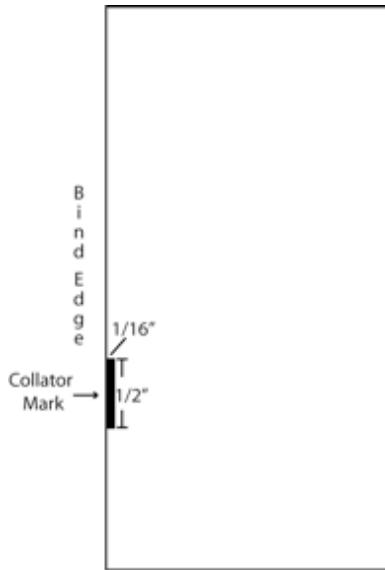
Pallet: (4-way entry)  
 Overall size 48" x 40" with solid deck top.  
 Three stringers—each 2" x 4" (full 4") x 48"  
 Three bottom boards—each .5" x 6" x 40"

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  $\frac{1}{2}$ " in length along the spine and  $\frac{1}{16}$ " in width positioned on the spine so that they will taken off when the  $\frac{1}{8}$ " 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

- Brown 2013 job numbers must be included on the Bill of Lading.

Issue	Job Number	Insert Due Dates
January	4107421	
February	4107437	December 14, 2013
March	4125196	January 16, 2013
April	4125212	February 20, 2013
May	4125228	March 20, 2013
June	4125244	April 17, 2013
July	4125260	May 21, 2013
August	4125276	June 19, 2013
September	4125292	July 17, 2013
October	4125308	August 20, 2013
November	4125324	September 17, 2013
December	4125340	October 16, 2013



# ELLE ADVERTISING CONTACTS

## 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 C. O'Malley

### **ASSOCIATE PUBLISHER**

Blair Schlumbom

### **ADVERTISING DIRECTOR**

Justin Tarquinio

### **SENIOR EXECUTIVE DIRECTOR, BEAUTY**

Anna Araman

### **EXECUTIVE DIRECTOR, FASHION AND RETAIL**

Paula Fortgang

### **BEAUTY DIRECTORS**

Andrea Foster, Jill Schlanger-Slivka

### **EXECUTIVE DIRECTOR, DIGITAL ADVERTISING**

John Weisgerber

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### **LOS ANGELES DIRECTOR**

Sandy Adamski

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### **SAN FRANCISCO DIRECTOR**

Ellen Sullivan

## CHICAGO

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### **MIDWEST DIRECTOR**

Courtney Casey

## DETROIT

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### **DETROIT DIRECTOR**

Courtney Strang

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4217 Camden Ave, Dallas TX 75206  
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### **TEXAS DIRECTORS**

Lucinda Weikel & Summer Nilsson

## SOUTHEAST

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3340 Peachtree Rd Ste. 1550, Atlanta, GA 30326  
Phone: 404.256.3800

### **SOUTHEAST DIRECTOR**

Melissa Everts

