

# dates

RATE CARD NO.20  
EFFECTIVE JANUARY/FEBRUARY ISSUE

| 2018   | AD CLOSE    |           |            | MATERIALS DUE |         |
|--|-------------|-----------|------------|---------------|---------|
|  | FRACTIONALS | REGIONALS | FULL PAGES | ROB           | INSERTS |
| <b>JANUARY / FEBRUARY</b><br><b>FREE YOURSELF</b><br>ON SALE JAN 2       | NOV 2       | NOV 2     | NOV 14     | NOV 14        | NOV 28  |
| <b>MARCH / APRIL</b><br><b>POSSIBILITIES!</b><br>ON SALE FEB 13          | JAN 3       | JAN 3     | JAN 10     | JAN 10        | JAN 16  |
| <b>MAY / JUNE</b><br><b>BODY PRIDE</b><br>ON SALE APR 10                 | FEB 28      | FEB 28    | MAR 7      | MAR 7         | MAR 13  |
| <b>JULY / AUGUST</b><br><b>WHO'S YOUR TRIBE?</b><br>ON SALE JUN 12       | MAY 2       | MAY 2     | MAY 7      | MAY 7         | MAY 15  |
| <b>SEPTEMBER / OCTOBER</b><br><b>THE COOKING ISSUE</b><br>ON SALE AUG 14 | JULY 5      | JULY 5    | JULY 9     | JULY 9        | JULY 17 |
| <b>NOVEMBER / DECEMBER</b><br><b>CELEBRATIONS</b><br>ON SALE OCT 16      | SEPT 5      | SEPT 5    | SEPT 10    | SEPT 10       | SEPT 18 |

2019

**JANUARY / FEBRUARY**  
**ISSUE TBD**

ON SALE JAN 2      NOV 2      NOV 2      NOV 14      NOV 14      NOV 27

# rates

## RATE CARD NO.20 EFFECTIVE JANUARY/FEBRUARY ISSUE

RATE BASE 1,100,000

| <b>4 COLOR</b>     | <b>1X</b> |
|--------------------|-----------|
| Page               | \$87,145  |
| $\frac{2}{3}$ Page | 58,040    |
| $\frac{1}{2}$ Page | 43,575    |
| $\frac{1}{3}$ Page | 29,020    |

| <b>2 COLOR</b>     | <b>1X</b> |
|--------------------|-----------|
| Page               | \$74,075  |
| $\frac{2}{3}$ Page | 49,335    |
| $\frac{1}{2}$ Page | 37,040    |
| $\frac{1}{3}$ Page | 24,665    |

| <b>BLACK &amp; WHITE</b> | <b>1X</b> |
|--------------------------|-----------|
| Page                     | \$61,000  |
| $\frac{2}{3}$ Page       | 40,630    |
| $\frac{1}{2}$ Page       | 30,500    |
| $\frac{1}{3}$ Page       | 20,315    |

| <b>COVERS</b> | <b>1X</b> |
|---------------|-----------|
| Covers 2/3    | \$87,145  |
| Cover 4       | 104,575   |

| <b>CARD INSERT</b> | <b>1X</b> |
|--------------------|-----------|
| Supplied BRC       | \$30,500  |

### FREQUENCY DISCOUNTS

3x-5% | 6x-10%

All rates are gross  
No bleed charge

Circulation includes Tablet edition. National qualified print ads are automatically included in the Tablet Edition unless you opt-out. Contact your Weight Watchers Magazine Sales Representative for Tablet Advertising Terms and Conditions, and details and instructions on how to opt-out.

### COPY AND CONTRACT REQUIREMENTS

- Copy and sample must be submitted for approval prior to insertion. No advertisement will be accepted which in the judgment of the Publisher attempts to create an illusion that it is editorial material. The word "advertisement" shall be printed at the top of advertisements that either carry no signature or resemble editorial pages.
- The Publisher will not be bound by any conditions, printed or otherwise, appearing on an order blank or copy instructions when such conditions conflict with regulations set forth in the rate card.
- A contract year (12-month period) starts from the date of the first insertion. Twelve month periods do not overlap.
- The Publisher reserves the right to reject any advertising that is not in keeping with the publication's standards. The advertiser agrees to assume liability for all content (including text, representations, and illustrations of advertising printed) and also assumes responsibility for any claims arising there from made against the Publisher.
- The Publisher's liability for any error will not exceed the charge for the advertisement in question.
- Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and will be charged for upon the terms of the schedule policy stated.
- When a change of copy covered by an uncanceled insertion order is not received by the closing date, copy run in a previous issue will be inserted.
- The Publisher will not be liable for errors in key numbers.
- All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the Publisher. Contracts may be cancelled at the time the change in rates becomes effective without incurring a short rate adjustment provided the contract rate has been earned up to the date of cancellation.
- The advertiser and its advertising agency are jointly and severally liable for monies due and payable to the Publisher.
- The Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- All invoices are payable upon presentation, Net 30 days.
- In the event an advertiser fails to honor its commitment to pay for contracted space within the 30 day provision stipulated herein, the Publisher reserves the right to terminate the agreement. In the event legal action is required to secure payment for the contracted advertising, the advertiser is solely responsible for all costs incurred including, but not limited to, the Publisher's attorneys' fees and expenses, collection agencies fees and expenses, and interest charges.