

dates

RATE CARD NO.20
EFFECTIVE JANUARY/FEBRUARY ISSUE

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

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RATE BASE 1,100,000

4 COLOR	1X
Page	\$87,145
$\frac{2}{3}$ Page	58,040
$\frac{1}{2}$ Page	43,575
$\frac{1}{3}$ Page	29,020

2 COLOR	1X
Page	\$74,075
$\frac{2}{3}$ Page	49,335
$\frac{1}{2}$ Page	37,040
$\frac{1}{3}$ Page	24,665

BLACK & WHITE	1X
Page	\$61,000
$\frac{2}{3}$ Page	40,630
$\frac{1}{2}$ Page	30,500
$\frac{1}{3}$ Page	20,315

COVERS	1X
Covers 2/3	\$87,145
Cover 4	104,575

CARD INSERT	1X
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.