

Siempre Mujer

SIEMPRE MUJER IS WRITTEN FOR, BY AND ABOUT THE MODERN BILINGUAL/BICULTURAL HISPANIC WOMAN LIVING IN THE U.S.

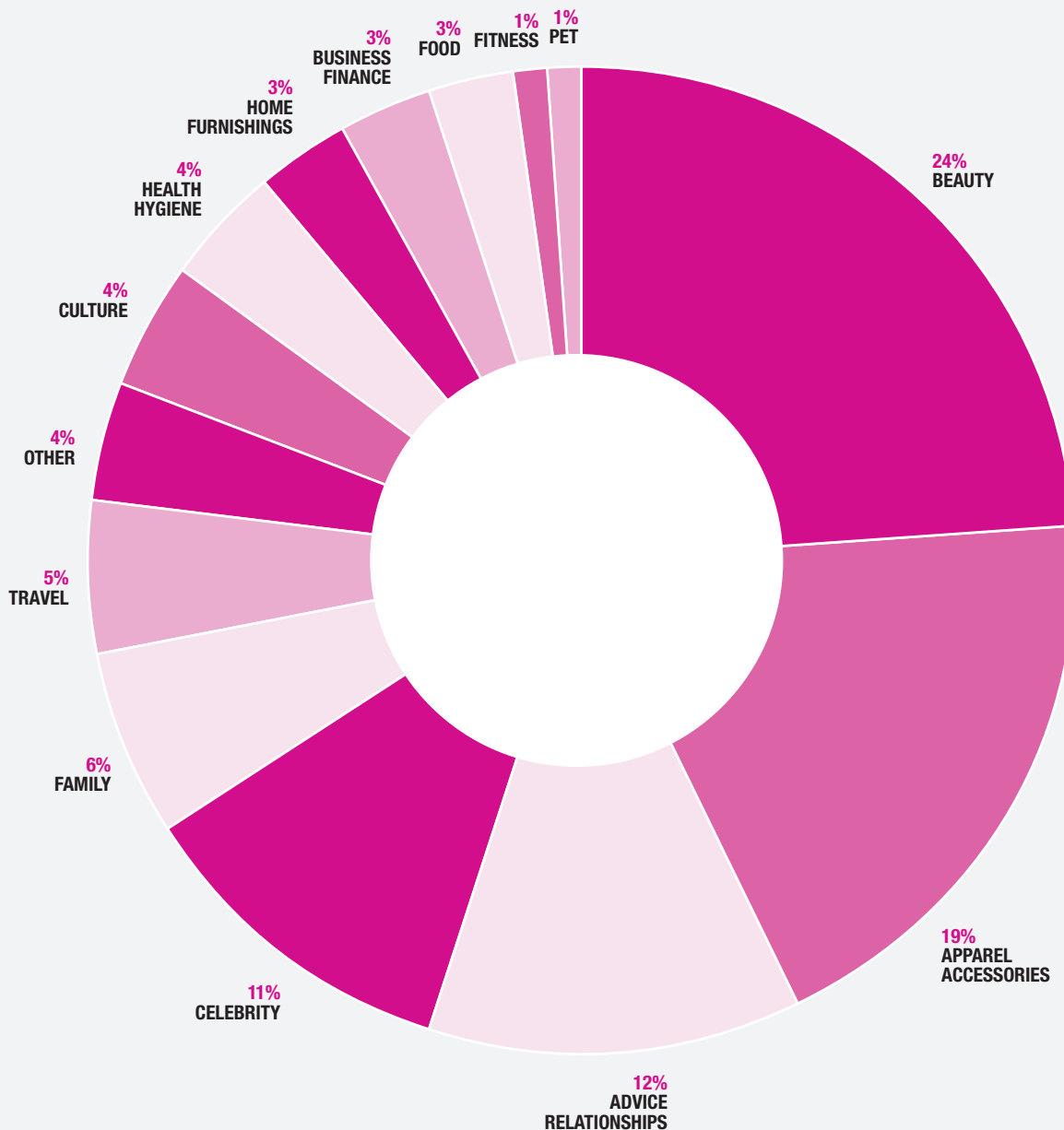
With fresh, authentic and inspiring Spanish-language content, *Siempre Mujer* is the indispensable guide for the things Latinas care about most: beauty, style, fitness, fashion, art, culture, and career. We help her be the best woman she can be: a leader, a doer, a role model, a success.



➔ **CONTACT** your sales representative or Verónica Viviana Wilson, Associate Publisher at 212.499.1839 or veronica.wilson@meredith.com.

Excellent Editorial Balance

➔ Siempre Mujer



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Superior Support — Key Categories

➔ Editorial Percentages

CATEGORY	SIEMPRE MUJER	PEOPLE EN ESPAÑOL	LATINA	VANIDADES
Apparel & Accessories	19%	10%	25%	17%
Beauty	24%	7%	13%	9%
Health & Hygiene	4%	2%	3%	1%
Home Furnishings	3%	0%	1%	5%
Business & Finance	3%	0%	3%	1%
Food	3%	2%	5%	7%



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Editorial Calendar

➔ 2016

FEBRUARY/MARCH BEAUTY SPECIAL

AD CLOSE: 12/1/15 **ON SALE:** 1/26/16

BEAUTY: 10th annual 50 Best Beauty Awards /Skincare and beauty products for Parisian glamour

FASHION: Romantic styles for spring/ Minimalist jewelry with fine materials

HOME: Refresh your home with the year's hottest colors

FINANCE: Tax tips for the self-employed

TIME FOR YOURSELF: Hone your communication skills for every situation

HEALTH: How love, stress and other emotions affect your cardiovascular system

FOOD: Chocolate in savory dishes

STAR MOM: Discussing the birds and the bees with your little ones

TRAVEL: Affordable romantic getaways

PETS: Spay and neuter your animals

WELLNESS: Best alternative therapies good for your heart

CULTURE: Pairing romantic books and movies

ENTRE NOS: Raise your own bar in the workplace

TIME FOR YOURSELF: Navigate relationships with friends who don't get along

HEALTH: The truth about GMOs

FOOD: Kelvin Fernandez, first Hispanic chef to beat Bobby Flay at his own game

TECH: Dating advice from top online love gurus

APRIL/MAY SPECIAL OCCASIONS/MILLENNIAL ISSUE

AD CLOSE: 2/2/16 **ON SALE:** 3/22/16

GREEN LIFE: Shrink your carbon footprint

BEAUTY: Millennial-inspired looks/*Premios Lo Nuestro* honoree reveals secrets

FASHION: Shop the awards ceremony

HOME: Latest tools and gadgets to deep clean your home

FOOD: Farm to table restaurants with a Latin twist/Fresh Mediterranean flavors

TIME FOR YOURSELF: Bring new changes

to your life: personal, professional and romantic

STAR MOM: Teaching your kids to be green

GIFT GUIDE: Zen mama: gifts to help moms relax

CULTURE: 5 top Latinos in music: based on Billboard Award nominees/ New voices in Latin cinema

HEALTH: How social media affects your mental health

FINANCE: Be energy efficient and save

TRAVEL: Best places for destination weddings

PETS: Make an emergency plan for your pets

WELLNESS: Find your meditation style

ENTRE NOS: Build your own brand

FASHION: Vibrant daytime clutches

HEALTH: Vitamins that protect against cancer

JUNE/JULY TRAVEL ISSUE

AD CLOSE: 4/19/16 **ON SALE:** 6/7/16

BEAUTY: Sexy summer hair/sun protection

FASHION: Ethereal swimsuits and breezy summer styles/ jewelry

HOME: Backyard paradise

TRAVEL: Best beaches in the Caribbean

TIME FOR YOURSELF: The art of traveling alone

GIFT GUIDE: Casual watches for every father

HEALTH: What having your dad's eyes means for your health

FOOD: Barbeque food safety guidelines

STAR DAD: Summer sports for kids

FINANCE: Diversify your portfolio: Invest confidently

PETS: Socializing your pet with other animals

CULTURE: Travel experts to follow on Instagram, Snapchat and Periscope

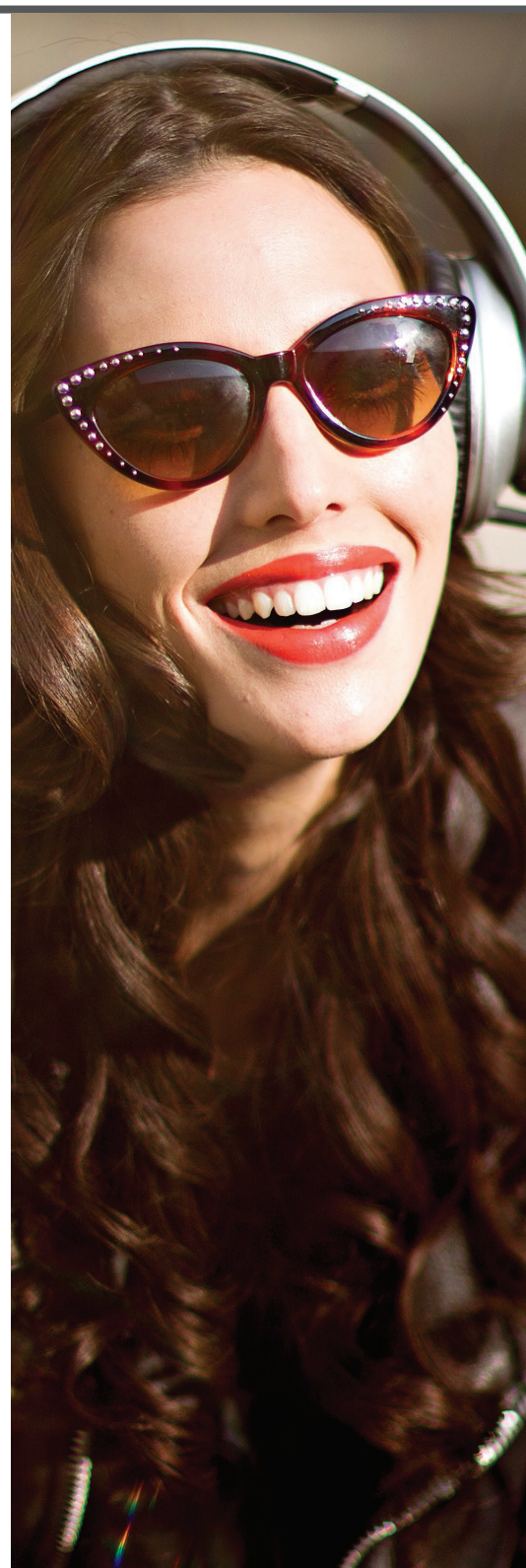
WELLNESS: Plank moves that tone your tummy

ENTRE NOS: 5 ways to revive a career

TIME FOR YOURSELF: Social media etiquette

FOOD: Dining al fresco

TECH: Vacation-planning apps



Editorial Calendar

➔ 2016

SEPTEMBER HOT ISSUE

AD CLOSE: 6/21/16 ON SALE: 8/23/16

BEAUTY: Makeup to accentuate your best features/fragrance by personality

FASHION: Fall accessories

HEALTH: Contacts, glasses or LASIK

HOME: Create an organized home desk

TIME FOR YOURSELF: Use forgiveness to improve strained relationships

STAR MOM: Teach kids to love their roots

FOOD: Hottest new chef in Chicago/ Visit a vineyard

FINANCE: The 529 plan. How to save and pay for college

PETS: How to handle multiple pets

SPECIAL REPORT: Evolution of a celebrity fashion icon

CULTURE: Small screen star profile

WELLNESS: Natural ways to increase fertility

TRAVEL: Planet Iceland: marvel at the wonders of this unique country

ENTRE NOS: Seven deadly career sins and how to remedy them

TECH: Essential apps for learning a new language

HEALTH: Ovarian cancer: What women need to know

TIME FOR YOURSELF: How to become a better listener

SPECIAL REPORT: Latin American Rising Star Designer Awards: Top up-and-coming Hispanic designers

OCTOBER/NOVEMBER LATINA COVER MODEL CONTEST

AD CLOSE: 7/26/16 ON SALE: 9/27/16

3RD ANNUAL **SIEMPRE MUJER** MUSA COVER MODEL CONTEST

BEAUTY: Celebrity secrets for red-carpet worthy skin/beauty products that benefit breast cancer charities

FASHION: It-girls that inspire our favorite designers/Chic outerwear

HEALTH: Breast Cancer diagnosis in younger women

STAR MOM: Teach kids to handle money wisely

FINANCE: Plan for unexpected health expenses and large hospital bills

HOME: Latest tools/products to boost confidence in the kitchen

FOOD: Flavors of Día de los muertos/ pumpkin spice

TIME FOR YOURSELF: Include playfulness in your life

WELLNESS: Myths and realities of juice fasting

PETS: Keep an eye on your pet's diet

CULTURE: Latin Grammy Awards preview: five singers to keep an eye on

TRAVEL: New York City with Latin flavor

ENTRE NOS: Disarming an office bully

TIME FOR YOURSELF: The power of positive affirmations

TECH: Apps to help plan celebrations

HEALTH: Antibiotics that cure phobias

DECEMBER/JANUARY 2017 HOLIDAY ISSUE

AD CLOSE: 9/20/16 ON SALE: 11/22/16

HOLIDAY GIFT GUIDE

BEAUTY: Latino Hairstylist Awards: meet the mane mavens /Beauty sleep skincare

FASHION: Fashions for every event this season/Glitter

FOOD: 10 lucky foods to ring in the New Year

HOME: DIY ideas to get in the spirit

HEALTH: Stay limber and maintain your body

STAR MOM: The true meaning of the holidays

TIME FOR YOURSELF: Set healthy boundaries in love, life and work/Break bad habits

FINANCE: Boost your savings in 2017

CULTURE: Must-see movies

PETS: How weather affects your pets

WELLNESS: Fitness routines to boost your energy

TRAVEL: Malaysia, Asia's hidden treasure

SPECIAL REPORT: 5 cars Latinos love

ENTRE NOS: The art of working in a male-dominated field

TECH: Apps to make donating to charity easy

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SUSCRIBE TO **SIEMPRE MUJER**

BARNES & NOBLE NOOK

KINDLE FIRE

GOOGLE PLAY

ZINIO

TEXTURE

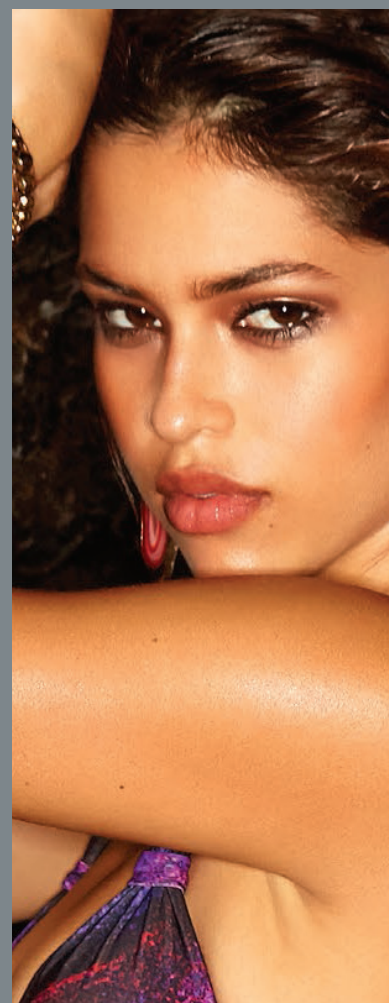
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Franchise Issues

➔ 2016



FEBRUARY/MARCH BEAUTY SPECIAL

Features the best in makeup, skincare, and hair care products as determined by our editors and leading beauty experts.

APRIL/MAY SPECIAL OCCASIONS/MILLENNIAL ISSUE

Shop the awards ceremony
Destination weddings
Millennial-inspired looks

JUNE/JULY TRAVEL ISSUE

Readers will take flight after reading this special travel issue featuring Caribbean beaches, social media travel influencers and the best vacation apps.

SEPTEMBER HOT ISSUE

The hottest fashion looks, Latin designers, chefs and more.

OCTOBER/NOVEMBER LATINA COVER MODEL CONTEST ISSUE

3rd annual Latina “muse” cover model contest.

DECEMBER/JANUARY 2017 HOLIDAY ISSUE/HAIR AWARDS

7th Annual Hairstylist Awards.

It's holiday time and our editors have found the hottest gifts for family and friends.

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Reader Profile

Optimistic, modern, and approachable, the *Siempre Mujer* reader has a global perspective, which intrinsically makes her more open to new ideas, products and messaging. She migrates seamlessly between two languages and cultures and, like Millennials, possesses a confident, crowd-sourced approach to buying and decision-making. A passionate sharer, she's action-oriented, youthful, and trendy with an inherent sense of style. Goal-oriented and driven, she always puts her best foot forward, usually in three-inch heels.

OPEN, ACTION-ORIENTED AND INFLUENTIAL

- » More than **8 in 10** (84%) of *Siempre Mujer* readers are the principal household shopper
- » *Siempre Mujer* readers rank #1 vs. competitive Hispanic titles for taking action after seeing an ad in a magazine (**84% vs. average 79%**)

SIEMPRE MUJER WOMEN AGREE:

"I prefer products that offer the latest in new technology": **Index 109**

GOAL ORIENTED AND FOCUSED

"It is very/somewhat important to network with professional contacts": **Index 123**

SIEMPRE MUJER WOMEN AGREE:

"My goal is to make it to the top of my profession": **Index 136**

TRENDY AND SOCIAL

- » **38%** have recorded a video on their smartphone in past month
- » **42%** strive to achieve a high social status
- » **47%** own a laptop
- » **67%** of *Siempre Mujer* women own a smartphone

SIEMPRE MUJER WOMEN AGREE:

- "My cell phone is an extension of my personality": **Index 130**
- "I like to live a lifestyle that impresses others": **Index 124**
- "I consider myself to be very sociable": **Index 104**

PHILANTHROPIC

- » "I expect the brands I buy to support social causes": **Index 136**
- » "I am more likely to purchase brands that support a cause I care about": **Index 112**
- » "I am more likely to buy a brand that I know supports a charity": **Index 114**

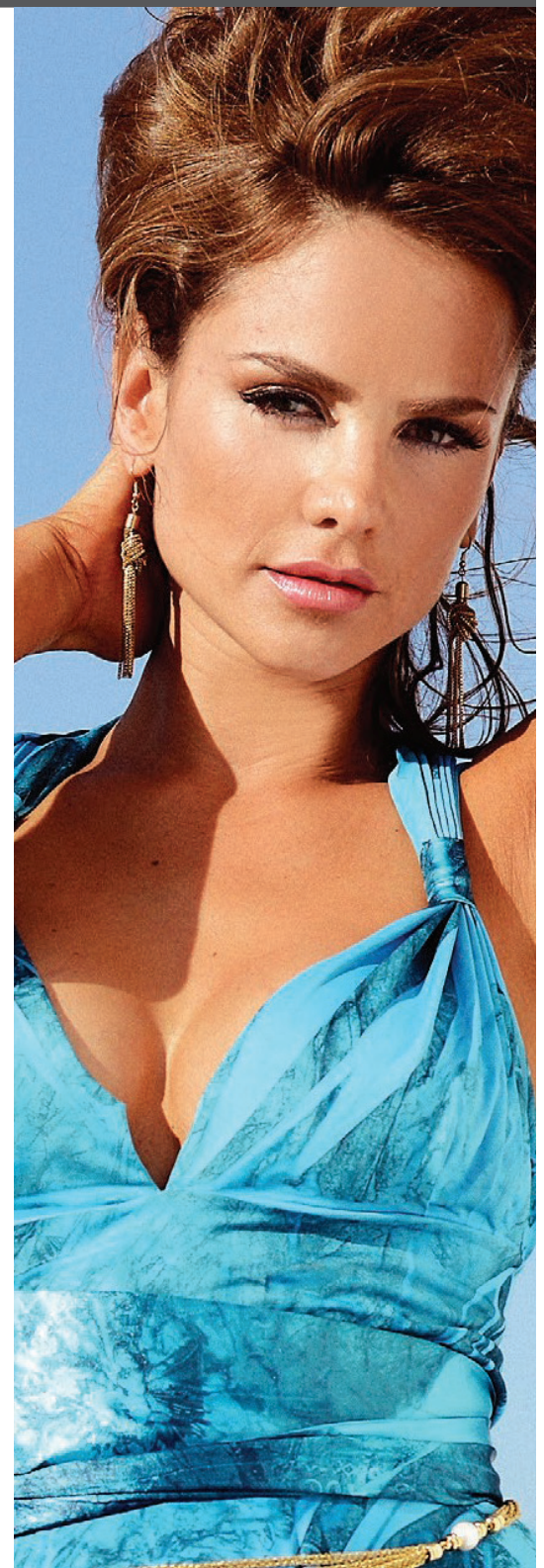
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Siempre Mujer Women

➔ Total Women: 1,512,000

	AUD (000)	% COMP
AGE 18-34	470	31
AGE 18-49	990	66
AGE 25-49	835	55
AGE 25-54	1,088	72
MEDIAN AGE (YEARS)	43.3	-
SPEAK SPANISH/BILINGUAL	1,144	76
MARRIED	764	51
ATTENDED/GRADUATED COLLEGE	549	36
EMPLOYED	844	56
HHI \$40,000+	712	47
HHI \$50,000+	502	33
AVERAGE HHI	\$49,352	-
MEDIAN HHI	\$36,649	-
ANY CHILDREN	968	64
CHILDREN UNDER 6 YEARS	456	30



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Siempre Mujer Adults

➔ Total Adults: 1,832,000

	AUD (000)	% COMP
WOMEN	1,512	83
MEN	320	18
AGE 18-34	531	29
AGE 18-49	1,155	63
AGE 25-49	963	53
AGE 25-54	1,261	69
MEDIAN AGE (YEARS)	44.0	-
SPEAK SPANISH/BILINGUAL	1,339	73
MARRIED	945	52
ATTENDED/GRADUATED COLLEGE	727	40
EMPLOYED	1,112	61
HHI \$40,000+	897	49
HHI \$50,000+	657	36
HHI \$75,000+	408	22
AVERAGE HHI	\$52,049	-
MEDIAN HHI	\$38,694	-
ANY CHILDREN	1,094	60
CHILDREN UNDER 6 YEARS	474	26

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Primary Reader Profile*

DEMO TARGET	SM	PeE	VANIDADES	LATINA
% OF TOTAL READERS	24%	15%	16%	33%
MEDIAN AGE	41.8	40.4	46.6	38.2
MEDIAN HHI	\$46,143	\$42,857	43,839	\$52,367
AGE 18-49	67%	66%	60%	73%
AGE 50+	33%	34%	40%	27%
HHI \$40,000+	54%	56%	62%	63%
ANY COLLEGE	35%	29%	40%	45%
EMPLOYED	76%	58%	66%	59%
ANY CHILDREN	60%	63%	64%	63%
MEDIAN HH SIZE	4.2	4.3	4.6	4.0



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Action

SIEMPRE MUJER RANKS #1

WITH STARCH AGAINST ITS COMPETITIVE SET OF HISPANIC WOMEN'S PUBLICATIONS

ANY ACTIONS TAKEN

BEAUTY

Siempre Mujer	84%
People en Español	82%
Vanidades	81%
Latina	73%

HOUSEHOLD

Siempre Mujer	84%
Vanidades	83%
People en Español	83%
Latina	75%

RETAIL

Siempre Mujer	85%
Vanidades	82%
People en Español	82%
Latina	72%

HAIR CARE

Siempre Mujer	84%
People en Español	82%
Vanidades	81%
Latina	72%

FOOD & BEVERAGE

Siempre Mujer	84%
Vanidades	83%
People en Español	83%
Latina	74%

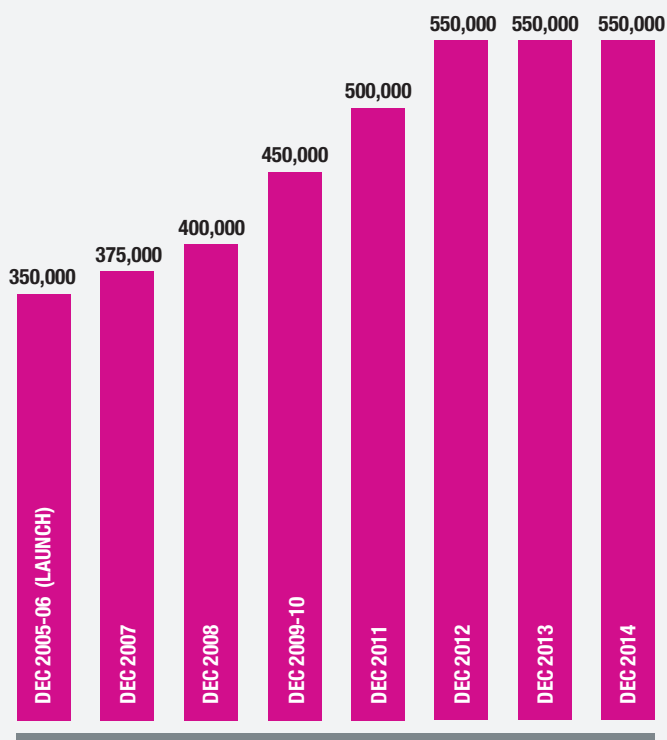


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Circulation

➔ Rate Base: 550,000

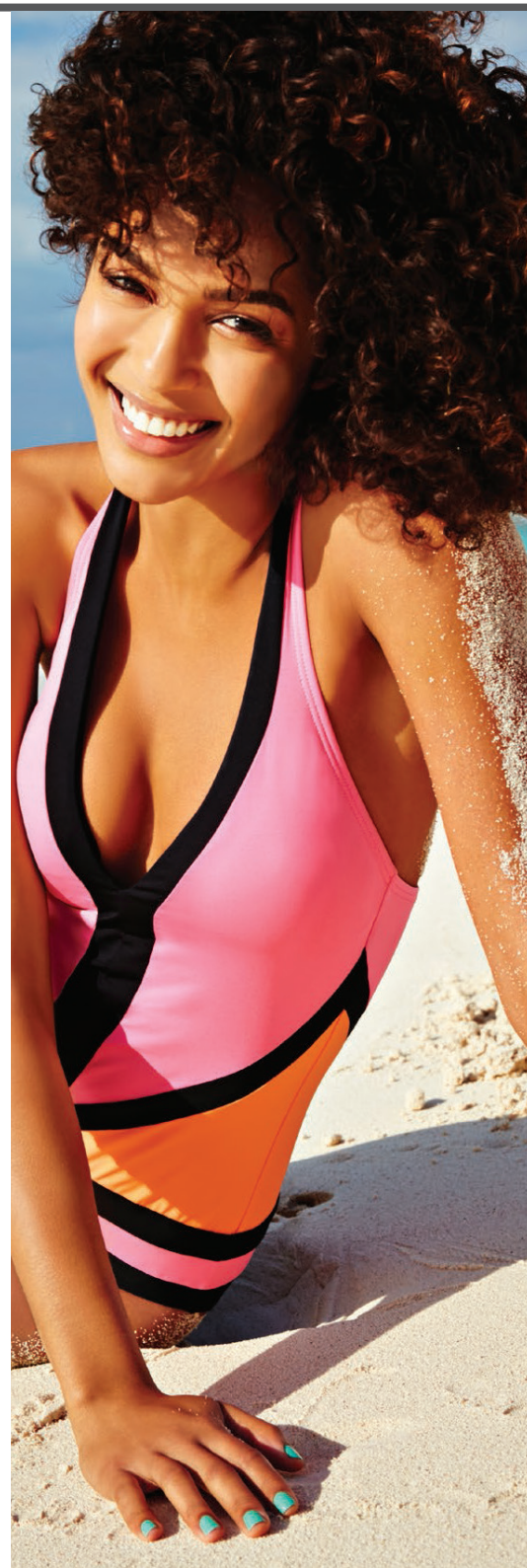
SIEMPRE MUJER RATE BASE, 2005-2013



MORE GROWTH

- » Since its launch, *Siempre Mujer*'s circulation has **grown 57%**
- » From December 2013 to December 2014, *Siempre Mujer*'s individual subscriptions have **increased 11%**
- » *Siempre Mujer* **has never missed rate base**

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AAM Statement



MAGAZINE
Publisher's Statement
6 months ended June 30, 2015
Subject to Audit



Field Served: SIEMPRE MUJER is written for, by and about the modern Hispanic woman living in the U.S. It captures her soul as she actualizes her goal of success. With fresh, authentic and inspiring content, and written in Spanish, Siempre Mujer is the Latina's source for the things she cares about most- beauty, style, fitness, fashion, arts, culture, and career - helping her be the best woman she can be, a leader, a doer, and a role model.

Published by Meredith Corporation

Frequency: 6 times/year

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	505,320	90.2			
Digital Issue	876	0.2			
Total Paid Subscriptions	506,196	90.4			
Verified					
Print	52,271	9.3			
Total Verified Subscriptions	52,271	9.3			
Total Paid & Verified Subscriptions	558,467	99.7			
Single Copy Sales					
Print					
Digital Issue	1,582	0.3			
Total Single Copy Sales	1,582	0.3			
Total Paid & Verified Circulation	560,049	100.0	550,000	10,049	1.8

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$2.99		
Subscription	\$18.00		
Average Subscription Price Annualized (6 issue frequency)		\$16.39	
Average Subscription Price per Copy		\$2.73	

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended December 31, 2014.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL ISSUE

Issue	Paid Subscriptions		Verified Subscriptions		Single Copy Sales		Total Paid & Verified Circulation		Total Paid & Verified Circulation	
	Print	Digital Issue	Print	Digital Issue	Print	Digital Issue	Print	Digital Issue	Print	Digital Issue
Feb./Mar.	507,057	925	507,982	52,271	52,271	560,253	1,612	1,612	559,328	2,537
Apr./May	505,397	881	506,278	52,271	52,271	558,549	1,566	1,566	557,668	2,447
June/July	503,503	823	504,326	52,271	52,271	556,597	1,567	1,567	555,774	2,390

AAM Statement

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	407,769	87.9	452,629	88.3	507,099	89.8	497,095	88.6	501,125	90.2
Verified	40,032	8.6	40,008	7.8	40,001	7.1	52,189	9.3	52,510	9.4
Total Paid & Verified Subscriptions	447,801	96.5	492,637	96.1	547,100	96.9	549,284	97.9	553,635	99.6
Single Copy Sales	16,250	3.5	20,025	3.9	17,282	3.1	11,666	2.1	2,043	0.4
Total Paid & Verified Circulation	464,051	100.0	512,662	100.0	564,382	100.0	560,950	100.0	555,678	100.0
Year Over Year Percent of Change		1.5		10.5		10.1		-0.6		-0.9
Avg. Annualized Subscription Price	\$13.12		\$16.34		\$14.96		\$16.76		\$15.89	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital Issue Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	353,190	876	354,066	63.2
Award Point*	15,543		15,543	2.8
Sponsored Sales	136,587		136,587	24.4
TOTAL PAID SUBSCRIPTIONS	505,320	876	506,196	90.4
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	50,000		50,000	8.9
Individual Use (See Par. 6B)	2,271		2,271	0.4
TOTAL VERIFIED SUBSCRIPTIONS	52,271		52,271	9.3
TOTAL PAID & VERIFIED SUBSCRIPTIONS	557,591	876	558,467	99.7
SINGLE COPY SALES				
Single Issue Sales		1,582	1,582	0.3
TOTAL SINGLE COPY SALES		1,582	1,582	0.3
TOTAL PAID & VERIFIED CIRCULATION	557,591	2,458	560,049	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Doctor/ Health Care Providers	Personal Care Salons	Fitness/ Recreational Facilities	Education/ Learning Facilities	Public Place Other	Total Public Place Copies
Public Place	25,995	22,262	1,095	648		50,000

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Individual Use Other	Total Individual Use Copies
Individual Use	2,271		2,271

AAM Statement

7. GEOGRAPHIC DATA for the February/March 2015 issue

Total paid & verified circulation of this issue was 0.3% greater than the total average paid & verified circulation.

	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES					
			Total Paid Subscriptions		Total Verified Subscriptions	Total Paid & Verified Subscriptions			Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
State	Print	Digital Issue		Print			Print	Digital Issue				
Alabama	2,266		2,266	21	21	2,287				2,287		2,287
Arizona	12,930		12,930	1,617	1,617	14,547				14,547		14,547
Arkansas	2,031		2,031	78	78	2,109				2,109		2,109
California	123,399		123,399	19,422	19,422	142,821				142,821		142,821
Colorado	9,281		9,281	1,034	1,034	10,315				10,315		10,315
Connecticut	5,288		5,288	438	438	5,726				5,726		5,726
Delaware	897		897	54	54	951				951		951
District of Columbia	786		786	54	54	840				840		840
Florida	67,123		67,123	4,752	4,752	71,875				71,875		71,875
Georgia	8,863		8,863	865	865	9,728				9,728		9,728
Idaho	1,306		1,306	57	57	1,363				1,363		1,363
Illinois	19,767		19,767	2,670	2,670	22,437				22,437		22,437
Indiana	3,571		3,571	154	154	3,725				3,725		3,725
Iowa	1,536		1,536	42	42	1,578				1,578		1,578
Kansas	2,592		2,592	90	90	2,682				2,682		2,682
Kentucky	1,594		1,594	11	11	1,605				1,605		1,605
Louisiana	2,405		2,405	71	71	2,476				2,476		2,476
Maine	252		252	1	1	253				253		253
Maryland	6,854		6,854	498	498	7,352				7,352		7,352
Massachusetts	9,854		9,854	418	418	10,272				10,272		10,272
Michigan	5,015		5,015	120	120	5,135				5,135		5,135
Minnesota	2,447		2,447	57	57	2,504				2,504		2,504
Mississippi	871		871	4	4	875				875		875
Missouri	2,363		2,363	30	30	2,393				2,393		2,393
Montana	207		207	1	1	208				208		208
Nebraska	1,633		1,633	48	48	1,681				1,681		1,681
Nevada	7,981		7,981	589	589	8,570				8,570		8,570
New Hampshire	469		469	56	56	525				525		525
New Jersey	13,952		13,952	2,054	2,054	16,006				16,006		16,006
New Mexico	7,527		7,527	793	793	8,320				8,320		8,320
New York	31,073		31,073	3,313	3,313	34,386				34,386		34,386
North Carolina	8,012		8,012	2,002	2,002	10,014				10,014		10,014
North Dakota	171		171	1	1	172				172		172
Ohio	4,812		4,812	46	46	4,858				4,858		4,858
Oklahoma	3,202		3,202	58	58	3,260				3,260		3,260
Oregon	3,310		3,310	228	228	3,538				3,538		3,538
Pennsylvania	8,586		8,586	281	281	8,867				8,867		8,867
Rhode Island	1,797		1,797	42	42	1,839				1,839		1,839
South Carolina	2,442		2,442	293	293	2,735				2,735		2,735
South Dakota	286		286	1	1	287				287		287
Tennessee	3,098		3,098	350	350	3,448				3,448		3,448
Texas	79,248		79,248	8,283	8,283	87,531				87,531		87,531
Utah	3,375		3,375	208	208	3,583				3,583		3,583
Vermont	105		105			105				105		105
Virginia	8,374		8,374	677	677	9,051				9,051		9,051
Washington	5,585		5,585	268	268	5,853				5,853		5,853
West Virginia	345		345	2	2	347				347		347
Wisconsin	3,024		3,024	46	46	3,070				3,070		3,070
Wyoming	351		351	7	7	358				358		358
TOTAL 48 CONTERMINOUS STATES	492,256		492,256	52,205	52,205	544,461				544,461		544,461
Alaska	405		405	2	2	407				407		407
Hawaii	789		789	4	4	793				793		793
TOTAL ALASKA & HAWAII	1,194		1,194	6	6	1,200				1,200		1,200
U.S. Unclassified		925		925				1,612	1,612		2,537	2,537
TOTAL UNITED STATES	493,450	925	494,375	52,211	52,211	546,586	1,612	1,612		545,661	2,537	548,198
Poss. & Other Areas	13,502		13,502	60	60	13,562				13,562		13,562
U.S. & POSS., etc.	506,952	925	507,877	52,271	52,271	560,148	1,612	1,612		559,223	2,537	561,760
Canada	29		29			29				29		29
International	2		2			2				2		2
Other Unclassified												
Military or Civilian Personnel Overseas	74		74			74				74		74
GRAND TOTAL	507,057	925	507,982	52,271	52,271	560,253	1,612	1,612		559,328	2,537	561,865

AAM Statement

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2015

A. DURATION		%		C. CHANNELS		%	
(a) One to six months (1 to 3 issues)	15,600	28.7		(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	45,955	84.6	
(b) Seven to eleven months (4 to 5 issues)	23	0.1		(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	8,173	15.0	
(c) Twelve months (6 issues)	19,473	35.8		(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	190	0.4	
(d) Thirteen to twenty-four months	10,081	18.6		(d) Subscriptions as part of membership in an organization	None		
(e) Twenty-five months and more	9,141	16.8		Total Subscriptions Sold in Period	54,318	100.0	
Total Subscriptions Sold in Period	54,318	100.0					
B. USE OF PREMIUMS							
(a) Ordered without premium	47,896	88.1					
(b) Ordered with material reprinted from branded editorial material. See Par. 9	139	0.3					
(c) Ordered with other premiums. See Par. 9	6,283	11.6					
Total Subscriptions Sold in Period	54,318	100.0					

9. EXPLANATORY

(a) Suggested Retail Prices: Average Single Copy: Canada, \$3.99. Subscriptions: Canada and International, 1 yr. \$33.00.

(b) Average nonanalyzed nonpaid circulation for the 6 month period: 4,875 copies per issue.

(c) Post expiration copies: None.

(d) DESCRIPTION OF DIGITAL - The Digital Issue is identical to the print product in format and advertising content. The Digital Issue is available via a growing list of digital issue storefronts and is able to be read on numerous tablets, smart phones and e-reader services.

(e) Award Point Subscription Sales: The average of 15,543 copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of 13,526 copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles valued at 3¢ per mile.

An average of 2,017 copies per issue represents copies purchased through the redemption of award points valued at \$0.01 to \$1.00 per point.

(f) Sponsored Subscription Sales: The average of 136,587 copies per issue, shown in Par. 6 and included in Par. 1, represents individually addressed copies purchased by various business concerns in quantities of 11 or more for delivery to private residences or business offices.

(g) Verified Public Place: The average of 50,000 copies per issue, shown in Par. 6A and included in Par. 1, represents copies purchased by various business concerns and delivered to waiting rooms and reception areas including beauty salons, doctors' and dentists' offices.

(h) Verified Individual Use: The average of 2,271 copies per issue, shown in Par. 6B and included in Par. 1, represents individually addressed copies that were served to subscribers that ordered the magazine for which no payment was received.

(i) Use of Premiums: A cookbook, "Sabor y Salud," with no advertised or stated value, was offered with various paid subscriptions.

A gift card, with a value of \$3.34, was offered with some subscriptions sold at 8 issues \$18.00.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2014; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-14	550,000	556,644	555,679	965	0.2
12-31-13	550,000	560,952	560,952		
12-31-12	550,000	564,382	564,382		
12-31-11	(a)	512,663	512,663		
12-31-10	(b)	464,051	464,051		
(a) Effective 01/01/11 changed from 450,000 to 500,000					
(b) Effective 01/01/09 changed from 400,000 to 450,000					

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: Meredith Corporation

SIEMPRE MUJER, published by Meredith Corporation • 375 Lexington Avenue • New York, NY 10017-5514

ERIN HOSKINS

VERONICA VIVIANA WILSON

VP/Audience Development

Associate Publisher
Hispanic Media

Sales Office: New York 212-557-6600

P: 212.499.1821 • URL: www.siempremuje.com

Established: 2005 AAM Member since: 2007

AAM Statement

04-1104-6	Analyzed Issue Date	02-03/01/15
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	2.99
	Association Subscription Price	
	U.S. Subscription Price	18.00
	Canadian Subscription Price	33.00
	International Subscription Price	33.00

Signature programs

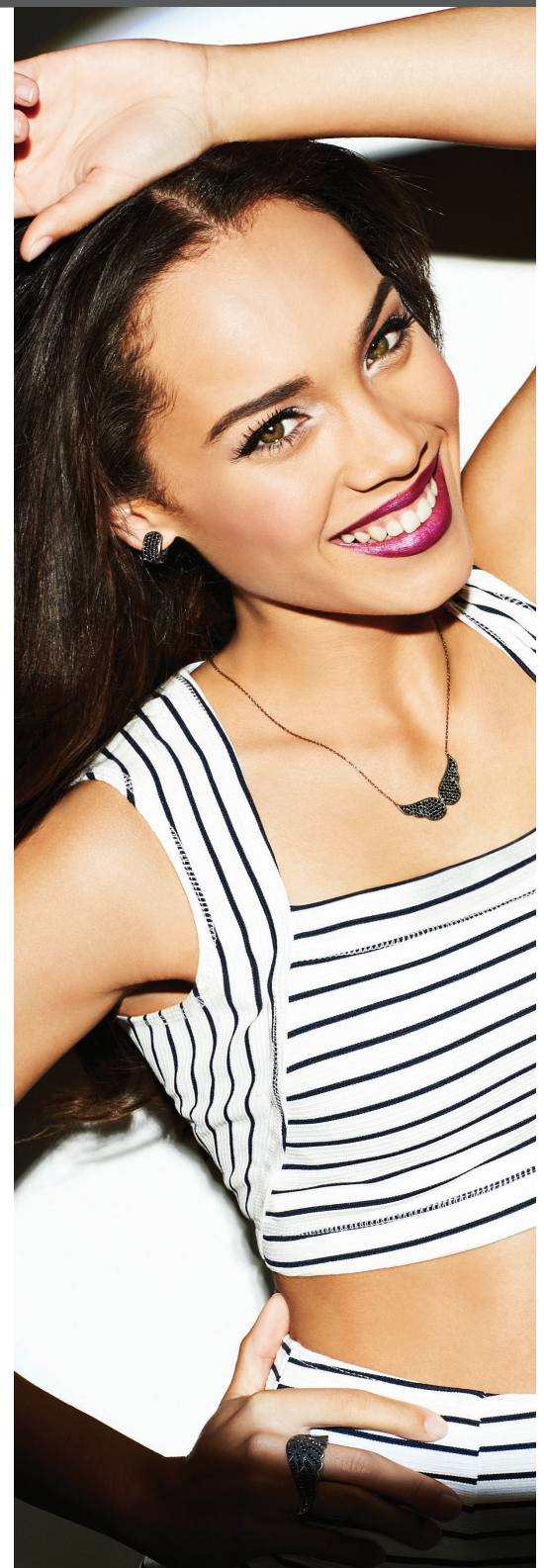
Leverage *Siempre Mujer*'s signature programs to create integrated marketing opportunities across platform.

SIEMPRE MUJER'S 3RD ANNUAL COVER "MUSE" CONTEST

- » A unique editorial program that searches for the reader, ages 18-35 who best represents the new generation of Latinas in the US – a real, self-aware, young and empowered leader.
- » Winner is featured on the cover of the October/November issue

SIEMPRE MUJER'S DÍA DE LOS MUERTOS FUNDRAISING GALA

- » *Siempre Mujer* partners with the Museum of Latin American Art to create a unique fundraising gala celebrating "Día de los Muertos" ("Day of the Dead").
- » Celebrated by millions of people in Mexico and around the world, Día de los Muertos honors those who have passed by remembering loved ones with festive food, music, costumes and offerings at elaborately produced altars.
- » Attended by over 500 movers and shakers, the gala supports Latin American art and culture in Los Angeles.



➔ **CONTACT** your sales representative or Verónica Viviana Wilson, Associate Publisher at 212.499.1839 or veronica.wilson@meredith.com.

Research & Insights

➔ Leveraging deep insights to build lasting relationships

Ahead of the industry and in step with Hispanic women, Meredith Hispanic Media (MHM) offers unparalleled access to data and insight. From expert interpretation of current syndicated research and groundbreaking proprietary studies, to the “Entre Nosotras” real-time online panel, MHM provides its marketing partners with the freshest and most relevant business-building tools necessary for understanding and communicating with U.S. Latinas.

ENTRE NOSOTRAS

A real-time online database that taps into a community of active, influential and trendsetting Hispanic consumers who have opted in to participate in ongoing research. Advertisers can tap into this database to survey consumers on topics relevant to them.

MHM released trend reports on a variety of topics including Food Trends, Baby Registry Trends, Travel/Entertainment, Auto, Pharmaceuticals, Millennial Moms and Retail.

CONSUMER CONNECTIONS SURVEYS

Proprietary category surveys fielded among Meredith consumers who are part of the “Entre Nosotras” Hispanic panel. Insights provide a deeper profile of consumer behaviors and attitudes on specific topics. Launches in 2016, 4x/year.

NIELSEN PRINT FACTS DATA

The Nielsen Print Facts data allows advertisers to understand the purchase behavior of *Siempre Mujer* households and make a comparison to U.S. households. Launching in 2016.

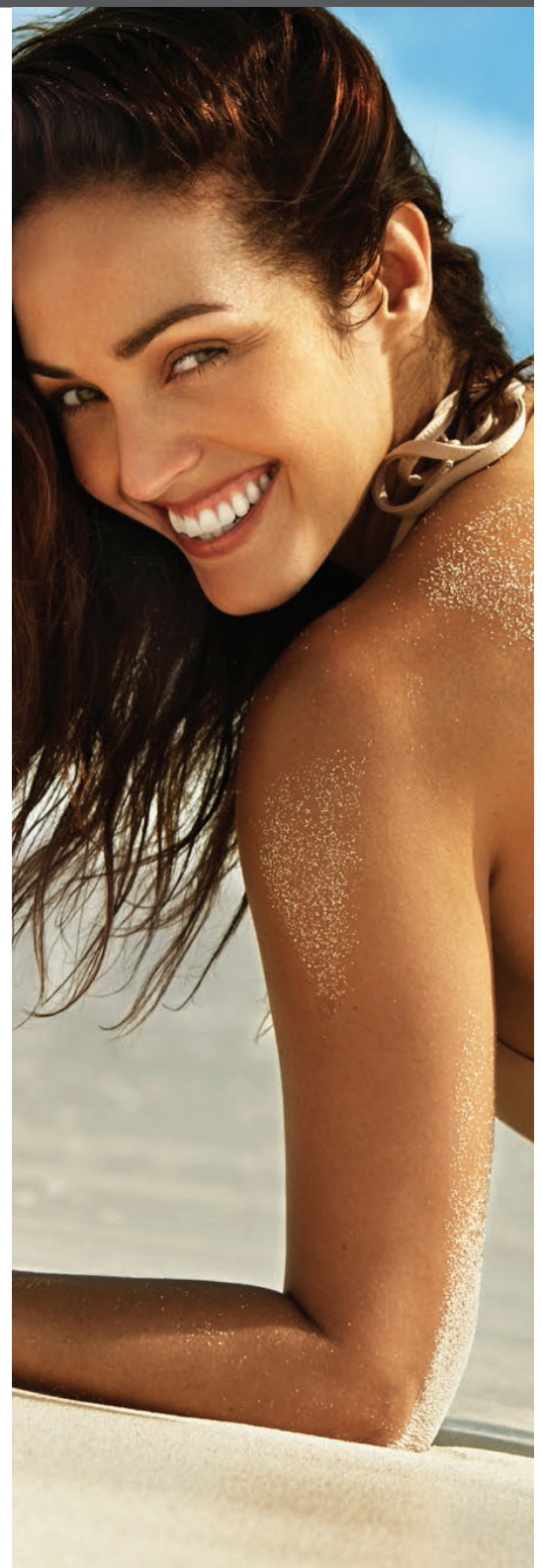
SIEMPRE BEAUTY

A series of qualitative and quantitative studies that address Latina beauty trends and identify what influences Latina beauty purchase decisions at retail.

WOMEN 20/20

Meredith’s new proprietary study designed to help marketers understand the buying behavior and decision-making processes of Hispanic women by category (beauty, home, food) through the lense of lifestyles and the influence of technology.

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Research & Insights continued

➔ Leveraging deep insights to build lasting relationships

MOMS AND MEDIA III (JULY 2013)

A Meredith Parents Network study that looks at the information sources and media usage patterns of Millennial moms.

MRI STARCH ACCOUNTABILITY TOOL

MRI Starch studies provide key marketing intelligence for evaluating print advertising effectiveness.

AD EFFECT STUDY

Gauge reader feedback on an ad using the Ad Effect Study.

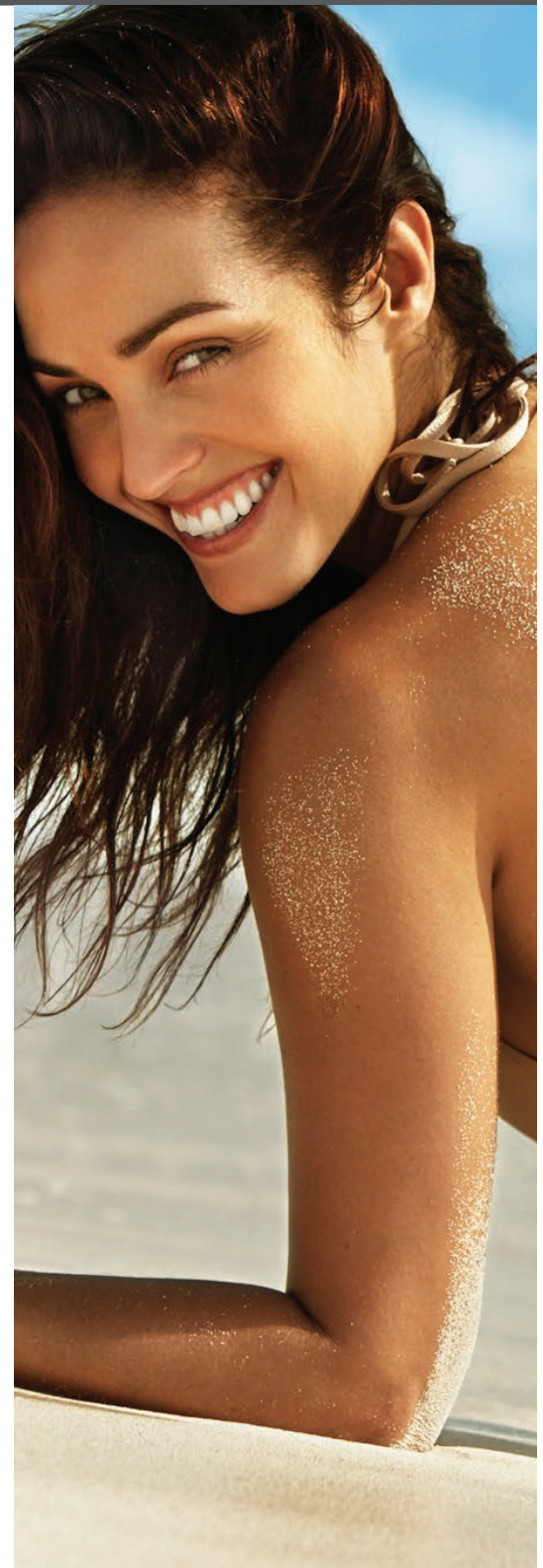
"LATINAS IN THE MOMENT" RESEARCH

Consumer Panel Immersive Research (using the Revelation tool) of pre-recruited participants who share their thoughts, ideas and motivations through moderator-led activities.

MINTEL

Mintel provides consumer trend and market analysis data. Several comprehensive reports are distributed each month and available across various categories.

Note: Research available upon request. Research may incur fees, is subject to change and available on a first-come, first served basis.



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Rates and Closing Dates

➔ 2016

2016 GROSS RATES*

DISPLAY AD SIZE	4-COLOR	B&W
PAGE	\$78,100	\$57,000
2/3 PAGE	\$62,400	\$45,700
1/2 PAGE	\$50,800	\$37,100
1/3 PAGE	\$35,100	\$25,600
2ND COVER	\$89,800	-
3RD COVER	\$85,900	-
4TH COVER	\$93,700	-

TRAVEL AD SIZE	4-COLOR	B&W
PAGE	\$73,200	\$53,600
2/3 PAGE	\$58,600	\$42,800
1/2 PAGE	\$47,500	\$34,800
1/3 PAGE	\$32,900	\$24,100
2ND COVER	\$84,100	-
3RD COVER	\$80,500	-
4TH COVER	\$87,800	-

2016 CALENDAR

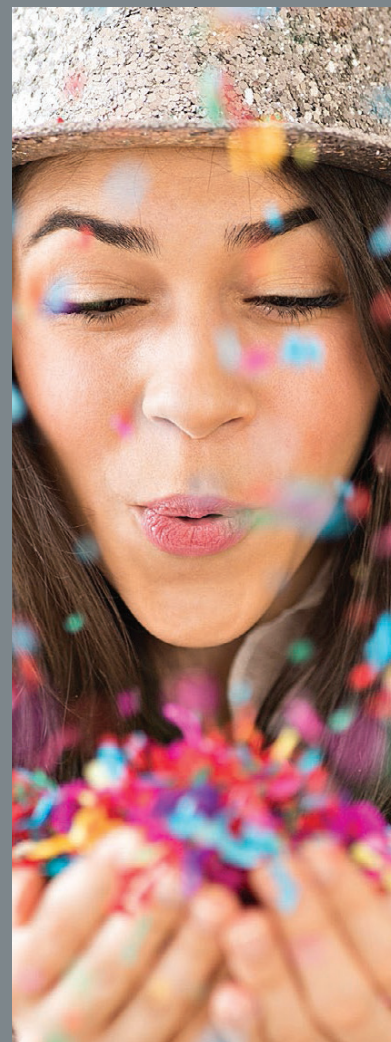
ISSUE	AD CLOSE	ON SALE
FEBRUARY/MARCH	12/1/15	1/26/16
APRIL/MAY	2/2/16	3/22/16
JUNE/JULY	4/19/16	6/7/16
SEPTEMBER	6/21/16	8/23/16
OCTOBER/NOVEMBER	7/26/16	9/27/16
DECEMBER/JANUARY 2017	9/20/16	11/22/16

➔ **RATE BASE**
550,000

AUDIENCE
1.8 million

FREQUENCY
6x a year

CONTACT
VERÓNICA VIVIANA WILSON
ASSOCIATE PUBLISHER
212.499.1839
veronica.wilson@meredith.com



Advertising Terms & Conditions

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of *Siempre Mujer* magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to www.meredith.com/mediakit/hispanicmedia/sm-ad-terms.html. For Publisher's Digital Editions Advertising Terms and Conditions, go to <http://meredithtabletmedia.com/sfp/terms-conditions.php>. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported print circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees print circulation to national advertisers by brand of advertised product or service. In the event the audited twelve (12)-month average print circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 12-month average. Publisher does not guarantee print circulation to regional advertisers, and regional print circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key

numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.

3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims"), or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.
3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
4. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resembles editorial matter.
5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher's prior written consent.
6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

REBATES AND SHORTRATES

Publisher shall rebate advertiser if advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.

➔ **CONTACT** your sales representative or Verónica Viviana Wilson, Associate Publisher at 212.499.1839 or veronica.wilson@meredith.com.

Mechanical Requirements

TRIM SIZE FOR ALL HISPANIC VENTURES PUBLICATIONS: 7.875" X 10.5"

All specifications W x H

AD SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM SIZE
SPREAD	15.25" x 10"	16" x 10.75"	15.25" x 10"	15.75" x 10.5"
PAGE	7.375" x 10"	8.125" x 10.75"	7.375" x 10"	7.875" x 10.5"
2/3 PAGE VERTICAL	4.75" x 10"	5.25" x 10.75"	4.5" x 10"	5" x 10.5"
2/3 PAGE HORIZONTAL	7.25" x 6.5"	8.125" x 7"	7.25" x 6.25"	7.875" x 6.75"
DIGEST	4.75" x 7"	5.25" x 7.5"	4.5" x 6.75"	5" x 7.25"
1/2 PAGE VERTICAL	3.5" x 10"	4.125" x 10.75"	3.375" x 10"	3.875" x 10.5"
1/2 PAGE HORIZONTAL	7.25" x 4.875"	8.125" x 5.375"	7.25" x 4.625"	7.875" x 5.125"
1/2 PAGE HORIZ. SPREAD	15.25" x 4.875"	16" x 5.375"	15.25" x 4.625"	15.75" x 5.125"
1/3 PAGE VERTICAL	2.25" x 10"	2.875" x 10.75"	2.125" x 10"	2.625" x 10.5"
1/3 PAGE SQUARE	4.75" x 4.875"	5.25" x 5.375"	4.5" x 4.625"	5" x 5.125"
1/3 PAGE HORIZONTAL	7.375" x 3.25"	8.125" x 3.75"	7.375" x 3.125"	7.875" x 3.5"
1/6 PAGE VERTICAL	2.25" x 4.875"	-	-	-
1/6 PAGE HORIZONTAL	4.625" x 2.375"	-	-	-
1/12 PAGE	2.25" x 2.375"	-	-	-

SUBMIT FILES VIA MEREDITH AD EXPRESS POWERED BY SENDMYAD

» Go to: <https://meredith.sendmyad.com>

Note: When establishing an account, please observe the minimum requirements to avoid processing errors.

» Create an account if you have not already done so.

» Choose: "Send My Ad".

» Choose Publication: *Siempre Mujer*

» Choose Issue: i.e. Feb/March 2016

» Send color proofs to: Kim Day at the address to the right.

DIGITAL MATERIAL/ PROOF REQUIREMENTS

See next page

MATERIAL QUESTIONS OR PRODUCTION EXTENSIONS

KIM DAY

Meredith Content Center
1716 Locust Street, LS227
Des Moines, Iowa 50309
515-284-2447 f: 515-284-2709
kim.day@meredith.com

Digital Ad Specs

FILE FORMATS

Preferred format: PDF/X1A; Acceptable format: PDF. **For instructions on how to create a PDF go to – <https://meredith.sendmyad.com> – under HOME - select DASHBOARD – select VIEW FAQs.**

RESOLUTION REQUIREMENTS

- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

FILE SUBMISSION SITE

Submit files via **Meredith Ad Express**.
To join go to <https://meredith.sendmyad.com>.

Foxfire browser is recommended. When establishing an account please observe the Minimum Requirements to avoid processing errors.

1. Create an account, if not already established.
2. Choose: "Send My Ad"
3. Choose the publication: *Siempre Mujer*
4. Choose the issue: i.e. Feb/March 2015

LIVE MATTER REQUIREMENTS

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the "live" image area or "bleed" area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter in a minimum of 1/4" inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter a minimum of 1/4" inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8" inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

NOTE: New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc. A corresponding color contract proof is required to show these changes.

FILE SPECIFICATIONS/GENERAL GUIDELINES

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted (example: &, /, ~, %, (,), #, ', \$, etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.

- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/C black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs.

PROOF REQUIREMENTS

Advertiser understands that if they do not supply a SWOP certified color proof with color bars or if they supply a color laser proof that Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file.

- Supply a minimum of **TWO** composite SWOP certified proofs for color—*Siempre Mujer* requires **THREE**.
- Proofs must be made from supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP certified.
- For an up-to-date list of SWOP approved color proofs, please visit: www.swop.org.
- Color bars are required on all analog or digital halftone proofs. Color bars should include:
 - SWOP color bars at 100% size as found on SWOP website (above).
 - A solid and 25%, 50% and 75% tints of each process color.
 - Solid overprints.
 - At least one gray balance patch (cyan-50%, magenta and yellow 39%).
 - Two-color overprints at 25%, 50% and 75% are also recommended.
 - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the manufacturer's Application Data.
 - Ad should be proofed on Publication grade stock except for More, Traditional Home and commercial work should be proofed on Commercial grade stock.
 - Proofing systems requiring line screen – Publication Grade Stock use 133 line – Commercial Grade Stock use 150 line.

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

UNIT SIZE	NON BLEED	BLEED	BLEED LIVE AREA	TRIM
	Width x Length	Width x Length	Width x Length	Width x Length
<i>Spread</i>	15-1/4" x 10"	16" x 10-3/4"	15-1/4" x 10"	15-3/4" x 10-1/2"
<i>Page</i>	7-3/8" x 10"	8-1/8" x 10-3/4"	7-3/8" x 10"	7-7/8" x 10-1/2"
<i>2/3 Vertical</i>	4-3/4" x 10"	5-1/4" x 10-3/4"	4-1/2" x 10"	5" x 10-1/2"
<i>2/3 Horizontal</i>	7-1/4" x 6-1/2"	8-1/8" x 7"	7-1/4" x 6-1/4"	7-7/8" x 6-3/4"
<i>Digest</i>	4-3/4" x 7"	5-1/4" x 7-1/2"	4-1/2" x 6-3/4"	5" x 7-1/4"
<i>1/2 Vertical</i>	3-1/2" x 10"	4-1/8" x 10-3/4"	3-3/8" x 10"	3-7/8" x 10-1/2"
<i>1/2 Horizontal</i>	7-1/4" x 4-7/8"	8-1/8" x 5-3/8"	7-1/4" x 4-5/8"	7-7/8" x 5-1/8"
<i>1/2 Horz Spread</i>	15-1/4" x 4-7/8"	16" x 5-3/8"	15-1/4" x 4-5/8"	15-3/4" x 5-1/8"
<i>1/3 Vertical</i>	2-1/4" x 10"	2-7/8" x 10-3/4"	2-1/8" x 10"	2-5/8" x 10-1/2"
<i>1/3 Square</i>	4-3/4" x 4-7/8"	5-1/4" x 5-3/8"	4-1/2" x 4-5/8"	5" x 5-1/8"
<i>1/3 Horizontal</i>	7-3/8" x 3-1/4"	8-1/8" x 3-3/4"	7-3/8" x 3-1/8"	7-7/8" x 3-1/2"
<i>1/6 Vertical</i>	2-1/4" x 4-7/8"	Not Available		
<i>1/6 Horizontal</i>	4-5/8" x 2-3/8"	Not Available		
<i>1/12th</i>	2-1/4" x 2-3/8"	Not Available		

Material Requirements: Digital (see next page)

Submit FILES via MEREDITH AD EXPRESS powered by SendMyAd.
To Join go to: <https://meredith.sendmyad.com>

NOTE: When establishing an account please observe the Minimum Requirements to avoid processing errors.

- * Create an account if you have not already done so.
- * Choose: "Send My Ad".
- * Choose Publication: Siempre Mujer
- * Choose Issue: i.e. Feb/Mar
- * Meredith will no longer accept color proofs.
- * Any proofs sent will be used for content only.

For Material Extensions or Production Questions Contact:

Kim Day

Meredith Content Center

Phone: 515-284-2447

Email: kim.day@meredith.com





File Requirements for PRINT

File Formats:

- Preferred format: PDF/X-1A
- Acceptable format: PDF

For instructions on how to create a PDF go to –
<http://www.meredith.com/ad-specs>

File Resolution Requirements:

- Vector (PDF/X-1A, PDF)
- 300 dpi for images/2400 dpi for Line Work

Retention of Materials:

Materials for all processes will be held for one year then destroyed, unless otherwise notified.

File Submission Site:

Submit FILES via **Meredith Ad Express**

To Join go to: <https://meredith.sendmyad.com>

- Firefox browser is recommended.
 - When establishing an account please observe the Minimum Requirements to avoid processing errors.
1. Create an account, if not already established.
 2. Choose: "Send My Ad"
 3. Choose the publication: i.e. More Magazine
 4. Choose the issue: e.g. October or Fall

File specifications/General Guidelines:

- Do not apply style attributes to basic fonts.
- Free fonts and/or system fonts should not be used, or at a minimum, be outlined.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted. (Example: &, /, -, ~, %, (,) #, ' , \$ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped.

Rotogravure Titles:

Better Homes & Gardens, Family Circle, Parents & Martha Stewart Living magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%.

Live Matter Requirements:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the "live" image area or "bleed" area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter in a minimum of 1/4" inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter a minimum of 1/4" inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8" inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

NOTE:

New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc.

Proof Requirements:

- Meredith will no longer accept color proofs.
- Any proofs sent will be used for content only.
- Meredith will produce a SWOP certified proof from the uploaded PDF/x-1a file to be used as color guidance on press.

Files must be prepared to Meredith's published specs, and in accordance with SWOP 2013 specifications. If the above guidelines are not met, the color and quality of print reproduction may vary.

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