Life Lived Deliciously

Cooking Light empowers people to cook more for good health. Built with fresh, accessible ingredients and weeknight-friendly techniques, our recipes enable busy home cooks to make healthy and delicious food choices for their families.

Our modern approach to cooking and eating healthfully allows everyone to enjoy all the foods they love in a balanced and mindful way.
Editorial Calendar

Cooking Light takes a modern approach to cooking and eating healthfully by empowering everyone to enjoy all the foods they love in a balanced and mindful way.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ONSALE</th>
<th>AD CLOSE</th>
<th>PRINT FEATURES/THEMES</th>
<th>DIGITAL FEATURES*</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB</td>
<td>12/25/15</td>
<td>11/9/15</td>
<td>• Start Your Year Off Light</td>
<td>• New Year/Start Your Year Off Light</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Valentine’s Day</td>
<td>• Valentine’s Day</td>
</tr>
<tr>
<td>MARCH</td>
<td>2/12/16</td>
<td>12/28/15</td>
<td>• One Pot Pastas</td>
<td>• Easter</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Easter Menu</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• A Healthy Cook’s Kitchen</td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>3/11/16</td>
<td>1/25/16</td>
<td>• The Party Issue</td>
<td>• Spring Entertaining</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Clean Eating</td>
<td>• Clean Eating</td>
</tr>
<tr>
<td>MAY</td>
<td>4/8/16</td>
<td>2/22/16</td>
<td>• Recipe Makeover Issue</td>
<td>• Mexican</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Recipe Makeover</td>
<td>• Recipe Makeover</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Breakfast/Brunch</td>
<td>• Breakfast/Brunch</td>
</tr>
<tr>
<td>JUNE</td>
<td>5/6/16</td>
<td>3/21/16</td>
<td>• Summer Cookbook</td>
<td>• Summer Cookbook</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• A Healthy Cook’s Kitchen</td>
<td>• Garden</td>
</tr>
<tr>
<td>JULY</td>
<td>6/10/16</td>
<td>4/25/16</td>
<td>• American Foodways</td>
<td>• Fourth of July</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Summer Grilling</td>
</tr>
<tr>
<td>AUGUST</td>
<td>7/8/16</td>
<td>5/23/16</td>
<td>• Five-Ingredient Recipes</td>
<td>• Five-Ingredient Recipes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• No-Cook Desserts</td>
<td></td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>8/12/16</td>
<td>6/27/16</td>
<td>• Family Dinner Issue</td>
<td>• Family Dinner</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• A Healthy Cook’s Kitchen</td>
<td>• Back to School</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>9/9/16</td>
<td>7/25/16</td>
<td>• Comfort Food</td>
<td>• Halloween</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Comfort Food</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>10/14/16</td>
<td>8/29/16</td>
<td>• Holiday Cookbook</td>
<td>• Thanksgiving</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Recipes with Roots</td>
<td>• Baking</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• A Healthy Cook’s Kitchen</td>
<td></td>
</tr>
<tr>
<td>DECEMBER</td>
<td>11/11/16</td>
<td>9/26/16</td>
<td>• Holiday Survival Guide</td>
<td>• Holiday Cookbook</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Holiday Baking</td>
<td>• Holiday Gift Guide</td>
</tr>
</tbody>
</table>

**PREMIUM POSITIONS:** Close 1 week prior to ROB close

**WE PRINT (INSERT/GATEFOLDS):** Paper commitment 1 month prior to ROB close

Editorial subject to change

*Features are launched during issue on-sale period
# Beauty Edit Calendar

Cooking Light serves up fresh, whole life editorial that includes beauty in every issue—helping her look as good as she feels.

## Monthly Beauty Features

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ONSALE</th>
<th>AD CLOSE</th>
<th>INSPIRATION</th>
<th>NEED TO KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB</td>
<td>12/25/15</td>
<td>11/9/15</td>
<td>Lemon and Lime</td>
<td>Post-Gym Hair Products</td>
</tr>
<tr>
<td>MARCH</td>
<td>2/12/16</td>
<td>12/28/15</td>
<td>Coffee/Caffeine</td>
<td>New Drugstore Body Washes</td>
</tr>
<tr>
<td>APRIL</td>
<td>3/11/16</td>
<td>1/25/16</td>
<td>Rose/Rosewater</td>
<td>Daytime Moisturizers with SPF</td>
</tr>
<tr>
<td>MAY</td>
<td>4/8/16</td>
<td>2/22/16</td>
<td>Avocado</td>
<td>New Drugstore Shampoos</td>
</tr>
<tr>
<td>JUNE</td>
<td>5/6/16</td>
<td>3/21/16</td>
<td>Salt</td>
<td>Latest in Drugstore Deodorants</td>
</tr>
<tr>
<td>JULY</td>
<td>6/10/16</td>
<td>4/25/16</td>
<td>Coconut</td>
<td>Facial Cleansers</td>
</tr>
<tr>
<td>AUGUST</td>
<td>7/8/16</td>
<td>5/23/16</td>
<td>Pineapple</td>
<td>Ways to Whiten Teeth</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>8/12/16</td>
<td>6/27/16</td>
<td>Grapes</td>
<td>Fall Drugstore Cosmetics</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>9/9/16</td>
<td>7/25/16</td>
<td>Flax</td>
<td>Products for Softer, Younger-Looking Hair</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>10/14/16</td>
<td>8/29/16</td>
<td>Cinnamon</td>
<td>Fragrance</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>11/11/16</td>
<td>9/26/16</td>
<td>Cranberry</td>
<td>Beauty Gifts</td>
</tr>
</tbody>
</table>

**Premium Positions:** Close 1 week prior to ROB close  
**We Print (Insert/Gatefolds):** Paper commitment 1 month prior to ROB close

Editorial subject to change
Rate Card

Cooking Light takes a modern approach to cooking and eating healthfully by empowering everyone to enjoy all the foods they love in a balanced and mindful way.

GENERAL ADVERTISING RATES

Rate Card No. 31 | Effective Jan/Feb 2016 | Rate Base: 1,775,000

4-COLOR 1X

<table>
<thead>
<tr>
<th>Page</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X Page</td>
<td>$160,900</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$129,800</td>
</tr>
<tr>
<td>3/8 Page or Digest</td>
<td>$100,600</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$70,300</td>
</tr>
</tbody>
</table>

2-COLOR 1X

<table>
<thead>
<tr>
<th>Page</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X Page</td>
<td>$143,000</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$114,300</td>
</tr>
<tr>
<td>3/8 Page or Digest</td>
<td>$89,400</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$62,100</td>
</tr>
</tbody>
</table>

BLACK & WHITE 1X

<table>
<thead>
<tr>
<th>Page</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X Page</td>
<td>$128,800</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$103,100</td>
</tr>
<tr>
<td>3/8 Page or Digest</td>
<td>$80,500</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$55,900</td>
</tr>
</tbody>
</table>

COVERS 1X

<table>
<thead>
<tr>
<th>Cover</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>$193,100</td>
</tr>
<tr>
<td>3</td>
<td>$169,000</td>
</tr>
<tr>
<td>4</td>
<td>$201,200</td>
</tr>
</tbody>
</table>

SUPPLIED BRC 1X

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>4x6</td>
<td>$128,800</td>
</tr>
<tr>
<td>6x6</td>
<td>$144,900</td>
</tr>
</tbody>
</table>

WE PRINT BRC 1X

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>4x6</td>
<td>$160,900</td>
</tr>
<tr>
<td>6x6</td>
<td>$185,100</td>
</tr>
</tbody>
</table>

Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.
The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of Cooking Light Magazine (the "Magazine") published by Time Inc. Lifestyle Group (the "Publisher").

1. Rates are based on average total audited circulation, effective with the issue dated January/February, 2016. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine’s advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.

2. The Magazine is a member of the Alliance for Audited Media (the “AAM”). Total audited circulation is reported on an issue-by-issue basis in publisher’s statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.

3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, unless the advertiser explicitly, in writing, opts-out of running in the digital edition, either on the insertion order or via email, by no later than the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser’s ad placement will no longer be deemed a “full-run” buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). Certain advertisements that are not standard and/or full-page run-of-book advertisements may not qualify to run in the digital version, including but not limited to, scented units, non-standard fractional (such as fractional that are less than 1/3 page) and business reply cards. Please consult the Publisher for details. If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

4. With respect to the digital edition of the Magazine, depending on the device and/or platform on which it is viewed, the Magazine may be viewed in one of two formats: (i) a straight from print magazine format, which is an exact reproduction of the design and content of the print version of the Magazine (the “Straight From Print Magazine Version”); or (ii) a designed for tablet/enhanced for tablet magazine format, in which the design of the Magazine has been optimized for viewing on the device on which it is displayed (the “Designed For Tablet Magazine Version”). Please consult the Publisher for details.

Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may be viewed in one of three formats: (i) “straight from print advertising format” or “SFP” where the page on screen looks exactly like the advertisement appearing in the print edition; (ii) “designed for tablet advertising format” or “DFT” where the same creative has been resupplied and designed for optimal reading on the device and/or platform and is meant to be displayed at 100%; and (iii) “enhanced for tablet advertising format” or “EFT” where an advertisement has added enhancements and bonus content to transform the print content to more fully utilize the digital medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).

Qualifying advertisements running in the Straight From Print Magazine Version or the Designed For Tablet Magazine Version of the digital edition of the Magazine will automatically run in a straight from print advertising format. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than straight from print (i.e., designed for tablet advertising format or enhanced for tablet advertising format), it must so indicate prominently on the insertion order by the ad close date. Designed for tablet advertising format or enhanced for tablet advertising format may not be available on all platforms or devices. Please consult the Publisher for details.

With respect to qualifying advertisements in a straight from print advertising format, if a URL exists in the print creative, such URL shall be automatically activated unless advertiser notifies Publisher otherwise in writing; if the print creative has multiple URLs, Publisher shall activate the brand’s main URL unless notified otherwise in writing. With respect to qualifying advertisements in a “designed for tablet” advertising format, if such advertising creative contains one URL, Publisher shall automatically activate that URL; if the advertisement contains more than one URL, Publisher shall activate the brand’s main URL.

4. With respect to national advertisements that are less than a full-page but equal to or greater than 1/3 page that are running in the digital edition of the Designed For Tablet Magazine Version, such advertisements will be framed by white space unless they are upgraded to a full page. Please consult the Publisher for details regarding the opportunity to upgrade such advertisement. National advertisements that are less than a full-page that are running in the digital edition of the Straight From Print Magazine Version shall appear as they appeared in the print edition of the Magazine.

5. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

6. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

7. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine’s editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
8. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney’s fees) (collectively, “Losses”) arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively “Claims”). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

9. In consideration of the Publisher’s reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

10. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine’s Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

11. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher’s inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

12. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

13. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

14. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

15. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher’s prior written consent.

16. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

17. None of creative fees, special advertising print production premiums, digital edition upgrade fees or DFT or EFT production fees earn any discounts or agency commissions.

18. The Magazine is subject to Time Inc.’s standard 2016 issue-by-issue tally (IBIT) pricing system.

19. Publisher reserves the right to modify these terms and conditions.

These Advertising Terms and Conditions were issued October 13, 2015.
1. Magazine circulation delivery of the U.S. and North American editions of magazines published by Time Inc. and its affiliates (collectively, referred to herein as the “Publisher”) is measured on an issue-by-issue tally (IBIT) pricing system for full-run circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of a magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue’s total audited circulation as reported in the magazine’s Publisher’s Statement issued by the Alliance for Audited Media (AAM) or the Brand Report issued by BPA Worldwide (BPA) for the first or second half of the 2016 calendar year and the published total circulation rate base as set forth in the applicable magazine’s rate card.

2. In order to permit advertisers to apply earned IBIT credit in a timely manner, AAM Publisher’s Statements and BPA Brand Reports are used to calculate IBIT credit. The calculation may only be made following the issuance of the Publisher’s Statements or Brand Reports for second half of the 2016 calendar year (July – December) and will be based on final billed earned advertising rates.

3. Total audited circulation for magazines audited by AAM is comprised of paid plus verified (plus analyzed non-paid for those magazines who count analyzed non-paid in their rate base as set forth in such magazine’s Advertising Terms and Conditions). Total audited circulation for magazines audited by BPA is comprised of qualified paid and/or qualified non-paid as set forth in such magazine’s Advertising Terms and Conditions.

4. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.

5. If the total audited circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base, the advertiser’s IBIT credit will be calculated by multiplying the net cost after agency commissions (excluding production premiums) (“Net Cost”) of the advertiser’s insertion in that issue by the difference between two percent and the actual percentage by which the total audited circulation is less than its published circulation rate base. By way of example, if the “Net Cost” of the advertiser’s insertion is $100,000 and the total audited circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows: $100,000 x (3% - 2%) = $1,000.

6. IBIT credit must be used against future insertions, must be applied at the magazine at which it was earned and must be used within 12 months after the issuance of the Publisher’s Statements or Brand Reports for the second half (July – December) AAM/BPA reporting period and calculation of the 2016 IBIT credit. An advertiser may apply IBIT credit to any brand, product or division within the same advertiser parent company.

7. IBIT credit will be issued net of agency commissions and must be applied to invoices net of agency commissions. No agency commissions will be paid by the magazine on IBIT credit.

8. IBIT credit may be applied to production charges.

9. The magazine will not refund IBIT credit as cash.

10. Only full-run circulation advertising in regular issues as reported in the Publisher’s Statements issued by AAM and the Brand Reports issued by BPA are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of a magazine, whether or not reported in the AAM Publisher’s Statements and BPA Brand Reports, and (b) any issues specifically excluded from being eligible for IBIT per the applicable magazine’s rate card. Notwithstanding the foregoing, if the advertiser opts-out of running its advertisement in the digital edition of the magazine because of legal or regulatory considerations such advertisement shall remain eligible for IBIT credit.

11. No barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.

12. IBIT credit will only be issued against eligible insertions that have been paid in full at the final earned and billed (pre-IBIT) rate.

13. Publisher reserves the right to modify these terms.

Issued: October 13, 2015
Specifications

DISPLAY AD SPECS

TRIM SIZE
8" x 10½"

BINDING
Perfect, jogs to foot

FILE TYPE
PDFX1a is the accepted format.
*Supply spreads as spreads, and all other ads as single pages.

FILE SPECS
For complete ad specs visit http://direct2time.timeinc.com/

FILE SUBMISSION
Please upload your ad to https://direct2time.sendmyad.com/

PROOFING
No Proof Required. We are now using Virtual Proofing and no longer use hard proofs.

PRODUCTION QUESTIONS
Email Georgejr_Woods@timeinc.com or call 212.522.8142

MATERIALS EXTENSION
Email Priya.Gidh@timeinc.com or call 212.522.6658

Build ads to trim size and extend bleed 1/8” beyond trim on all sides.
*Allow ¼” safety on both sides of gutter for spreads.
Shaded area indicates Cooking Light print advertising units. Please contact your local Cooking Light Sales Representative for additional sizes of on-page advertising units.

**FULL SPREAD***
- TRIM: 16 x 10½” high
- NON-BLEED: 15½ x 10” high
- BLEED: 16¼ x 10¾” high

**FULL PAGE**
- TRIM: 8 x 10¼” high
- NON-BLEED: 7½ x 10” high
- BLEED: 8¼ x 10¾” high

**½ VERTICAL**
- TRIM: 5 x 10½” high
- NON-BLEED: 4½ x 10” high
- BLEED: 5½ x 10¾” high

**½ HORIZONTAL SPREAD***
- TRIM: 8 x 5½” high
- NON-BLEED: 7½ x 4½” high
- BLEED: 8¼ x 5 3/8” high

**½ VERTICAL**
- TRIM: 3½ x 10¼” high
- NON-BLEED: 3 3/8 x 10” high
- BLEED: 4½ x 10¾” high

**½ HORIZONTAL**
- TRIM: 16 x 5½” high
- NON-BLEED: 15¼ x 4½” high
- BLEED: 16¼ x 5¾” high

**½ SQUARE**
- TRIM: 5 x 5½” high
- NON-BLEED: 4½ x 4½” high
- BLEED: 5¼ x 5 3/8” high

**DIGEST**
- TRIM: 5 x 6½” high
- NON-BLEED: 4½ x 6¾” high
- BLEED: 5¼ x 7¼” high

**BRC (6X4)***
- SUPPLIED: 6½ x 4½” high
- TRIM: 6 x 4” high

**BRC (6X6)***
- SUPPLIED: 6½ x 6½” high
- TRIM: 6 x 6” high
MECHANICAL/SHIPPING SPECS

COOKING LIGHT PRODUCTION CONTACT:
George Woods Jr
COOKING LIGHT Magazine | Time & Life Building
1271 Avenue of the Americas (Rm: 7-117)
New York, NY 10020
Phone: (212) 522.8142 | Fax: (212) 522.0638

MAGAZINE SPECS
Bleed Size: 8¼” x 10¾”
Trim Size: 8” x 10½”
Live Area: 7½ x 10

BINDING
Method is perfect binding which requires a ¼” gutter grind-off. All cards jog to the foot and require ¼” foot trim.

INSERT SIZE SPECIFICATIONS
Pocket specification:
minimum size 4 1/8” x 5”   |   maximum 8¼” x 10¾”
Note: if full size insert, adhere to 7½”x10” live area
Postal specification:
minimum size 5” x 3½”   |   maximum 6” x 4¼”

PAPER STOCK
Business Reply Cards: minimum 7 pt. card stock
Multiple Page Inserts: Based on size and number of pages.
Single Leaf: Minimum 60#

DUE DATES FOR PREPRINTED INSERTS
All preprinted inserts are due at Quad Graphics, in Sussex, WI, ready for binding two months preceding issue date. Please contact Production Department for exact dates.

PRINT ORDER
Please call production department for specific issue quantities.

PROOFS
Proofs and stock samples of all inserts must be submitted to the Production Manager of COOKING LIGHT for approval prior to issue close date and PRIOR TO PRINTING of the supplied insert.

PERFORATION SPECIFICATIONS
75% paper/25% perf (12 tpi). Perforation must be a minimum of 3/8” from binding edge.

POSTAL REGULATION - BUSINESS REPLY CARDS
Publisher assumes no responsibility for assuring that advertiser’s card meets with Postal Regulations. Any additional mail charges are the liability of advertiser.

LEFTOVER MATERIAL
Leftover inserts will be automatically destroyed upon completion of issue binding by Publisher unless written disposition is provided to Production Manager at time of issue close.

PACKING REQUIREMENTS
Materials being delivered must meet the following requirements.

1) All materials must be accompanied by a detailed packing list and Bill of Lading (BOL).
2) Each skid and/or carton should be clearly marked on all four sides with the following information:
   a. Counts per lift/carton
   b. Total counts per skid
   c. Total number of pieces (forms) for roll stock and/or fanfold
   d. Description of piece (keycode, unique identifier)
   e. Title and issue or a Quad Graphics job number
3) All skids must be secured, wrapped and banded with plastic banding, not metal.
4) The total height of the skid can be no more than 45”, the dimensions of which must be no more than 48” long by 40” wide and not less than 46” long by 36” wide.

QUAD GRAPHICS JOB NUMBER*
All product shipments MUST be accompanied by Quad Graphics’ six-character “Job Number” on the BOL. If the Quad Graphics job number is not available, the BOL must include the title and issue of the product being delivered.

SCHEDULED DELIVERY APPOINTMENTS
In order to avoid delays, all deliveries MUST be scheduled at least 24 hours in advance with Quad Graphics Inventory Department. All carriers should call to make an appointment at which time an appointment number will be provided. This appointment number must appear on the BOL. If no appointment is made the delivery will not be refused, but it will be delayed until the receiving schedule permits an unscheduled delivery. When calling please specify “Insert Receiving”.

Delivery appointments should be made between the hours of 7:00am and 6:00pm CST. Delivery appointments can be made at the following number: (414) 566-2100.

LABELING/SHIPPING ADDRESS
Attention: Robin LeTendre
Quad Graphics - Sussex
N61 W23044 Harry’s Way
Sussex, WI 53089
Cooking Light/Issue
Job#____________________________*
COOKING LIGHT OFFERS THREE TYPES OF TABLET ADS

STRAIGHT FROM PRINT (SFP)
These are the print ad materials supplied to the publisher that are re-purposed, optimized for, and scaled proportionately to fit tablet devices. Every ad is eligible for a bonus web activation of a URL that must be displayed within the creative. In case two or more URLs are present, the main/brand URL will be activated.

DESIGNED FOR TABLET (DFT)
These are non-interactive ads designed to fit 4:3 or 16:9 tablet devices; DFTs can have only one URL link on the creative for web-activation. URL is activated exactly as it is displayed in the creative. Social media icons will not be activated unless the URL is spelled out i.e. Facebook.com/brand.

ENHANCED FOR TABLET (EFT)
These are interactive ads that are designed to fit 4:3 or 16:9 tablet devices. Ads can take advantage of multi-media app functionality to play content such as image slide-shows, video, audio and/or web-elements (custom URLs). These web-elements can include social media icons, buttons or logos.

For complete tablet ad specs visit http://direct2time.com/tablet
Digital Advertising

SPECIFICATIONS

ADVERTISING SPECIFICATIONS
View Online
https://direct2time.timeinc.com/online/prop/cookinglight/

ADVERTISING GUIDELINES
• Inventory subject to change and is based upon availability at the time of commitment
• Opportunities available on a first-come, first-served basis
• Rich Media executions may incur additional fees
The following are certain general terms and conditions governing advertising on websites published by Time Inc. and its affiliates (collectively, Time Inc. and its affiliates are referred to herein as “Media Company”).

DEFINITIONS

“Ad” means any advertisement provided by Agency on behalf of an Advertiser.

“Advertiser” means the advertiser for which Agency is the agent under an applicable IO.

“Advertising Materials” means artwork, copy, or active URLs for Ads.

“Affiliate” means, as to an entity, any other entity directly or indirectly controlling, controlled by, or under common control with, such entity.

“Agency” means the advertising agency listed on the applicable IO.

“CPA Deliverables” means Deliverables sold on a cost per acquisition basis.

“CPC Deliverables” means Deliverables sold on a cost per click basis.

“CPL Deliverables” means Deliverables sold on a cost per lead basis.

“CPM Deliverables” means Deliverables sold on a cost per thousand impression basis.

“Deliverable” or “Deliverables” means the inventory delivered by Media Company (e.g., impressions, clicks, or other desired actions).

“IO” means a mutually agreed insertion order that incorporates these Terms, under which Media Company will deliver Ads on Sites for the benefit of Agency or Advertiser.

“Media Company” means the publisher listed on the applicable IO.

“Media Company Properties” are websites specified on an IO that are owned, operated, or controlled by Media Company.

“Network Properties” means websites specified on an IO that are not owned, operated, or controlled by Media Company, but on which Media Company has a contractual right to serve Ads.

“Policies” means advertising criteria or specifications made conspicuously available, including content limitations, technical specifications, privacy policies, user experience policies, policies regarding consistency with Media Company’s public image, community standards regarding obscenity or indecency (taking into consideration the portion(s) of the Site on which the Ads are to appear), other editorial or advertising policies, and Advertising Materials due dates.

“Representative” means, as to an entity and/or its Affiliate(s), any director, officer, employee, consultant, contractor, agent, and/or attorney.

“Site” or “Sites” means Media Company Properties and Network Properties.

“Terms” means these Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0.

“Third Party” means an entity or person that is not a party to an IO; for purposes of clarity, Media Company, Agency, Advertiser, and any Affiliates or Representatives of the foregoing are not Third Parties.

“Third Party Ad Server” means a Third Party that will serve and/or track Ads.

I. INSERTION ORDERS AND INVENTORY AVAILABILITY

a. IO Details. From time to time, Media Company and Agency may execute IOs that will be accepted as set forth in Section I(b). As applicable, each IO will specify: (i) the type(s) and amount(s) of Deliverables, (ii) the price(s) for such Deliverables, (iii) the maximum amount of money to be spent pursuant to the IO, (iv) the start and end dates of the campaign, and (v) the identity of and contact information for any Third Party Ad Server. Other items that may be included are, but are not limited to, reporting requirements, any special Ad delivery scheduling and/or Ad placement requirements, and specifications concerning ownership of data collected.

b. Availability; Acceptance. Media Company will make commercially reasonable efforts to notify Agency within two (2) business days of receipt of an IO signed by Agency if the specified inventory is not available. Acceptance of the IO and these Terms will be deemed the earlier of (i) written (which, unless otherwise specified, for purposes of these Terms, will include paper, fax, or e-mail communication) approval of the IO by Media Company and Agency, or (ii) the display of the first Ad impression by Media Company, unless otherwise agreed on the IO. Notwithstanding the foregoing, modifications to the originally submitted IO will not be binding unless approved in writing by both Media Company and Agency.
Time Inc. Terms And Conditions For Internet Advertising For Media Buys One Year Or Less (cont.)

c. **Revisions.** Revisions to accepted IOs will be made in writing and acknowledged by the other party in writing.

II. AD PLACEMENT AND POSITIONING

a. **Compliance with IO.** Media Company will comply with the IO, including all Ad placement restrictions, and, except with respect to sponsorships (e.g., site specials, roadblocks, etc.) and asset forth in Section VI(c), will create a reasonably balanced delivery schedule. Media Company will provide, within the scope of the IO, an Ad to the Site specified on the IO when such Site is visited by an Internet user. Any exceptions will be approved by Agency in writing.

b. **Changes to Site.** Media Company will use commercially reasonable efforts to provide Agency at least IO business days prior notification of any material changes to the Site that would materially change the target audience or materially affect the size or placement of the Ad specified on the applicable IO. Should such a modification occur with or without notice, as Agency’s and Advertiser’s sole remedy for such change, Agency may cancel the remainder of the affected placement without penalty within the 10-day notice period. If Media Company has failed to provide such notification, Agency may cancel the remainder of the affected placement within 30 days of such modification and, in such case, will not be charged for any affected Ads delivered after such modification.

c. **Technical Specifications.** Media Company will submit or otherwise make electronically accessible to Agency final technical specifications within two (2) business days of the acceptance of an IO. Changes by Media Company to the specifications of already-purchased Ads after that two (2) business day period will allow Advertiser to suspend delivery of the affected Ad for a reasonable time (without impacting the end date, unless otherwise agreed by the parties) in order to (i) send revised Advertising Materials; (ii) request that Media Company resize the Ad at Media Company’s cost, and with final creative approval of Agency, within a reasonable time period to fulfill the guaranteed levels of the IO; (iii) accept a comparable replacement; or (iv) if the parties are unable to negotiate an alternate or comparable replacement in good faith within five (5) business days, immediately cancel the remainder of the affected placement without penalty.

d. **Editorial Adjacencies.** Media Company acknowledges that certain Advertisers may not want their Ads placed adjacent to content that promotes pornography, violence, or the use of firearms, contains obscene language, or falls within another category stated on the IO (“Editorial Adjacency Guidelines”). Media Company will use commercially reasonable efforts to comply with the Editorial Adjacency Guidelines with respect to Ads that appear on Media Company Properties, although Media Company will at all times retain editorial control over the Media Company Properties. For Ads shown on Network Properties, Media Company and Agency agree that Media Company’s sole responsibilities with respect to compliance with the Editorial Adjacency Guidelines will be to obtain contractual representations from its participating network publishers that such publishers will comply with Editorial Adjacency Guidelines on all Network Properties and to provide the remedy specified below to Agency with respect to violations of Editorial Adjacency Guidelines on Network Properties. Should Ads appear in violation of the Editorial Adjacency Guidelines, Advertiser’s sole and exclusive remedy is to request in writing that Media Company remove the Ads and provide makegoods or, if no makegood can be agreed upon, issue a credit to Advertiser equal to the value of such Ads, or not bill Agency for such Ads. In cases where a makegood and a credit can be shown to be commercially infeasible for the Advertiser, Agency and Media Company will negotiate an alternate solution. After Agency notifies Media Company that specific Ads are in violation of the Editorial Adjacency Guidelines, Media Company will make commercially reasonable efforts to correct such violation within 24 hours. If such correction materially and adversely impacts such IO, Agency and Media Company will negotiate in good faith mutually agreed changes to such IO to address such impacts. Notwithstanding the foregoing, Agency and Advertiser each acknowledge and agree that no Advertiser will be entitled to any remedy for any violation of the Editorial Adjacency Guidelines resulting from: (i) Ads placed at locations other than the Sites, or (ii) Ads displayed on properties that Agency or Advertiser with respect to violations of Editorial Adjacency Guidelines on Network Properties. Should Ads appear in violation of the Editorial Adjacency Guidelines, Advertiser’s sole and exclusive remedy is to request in writing that Media Company remove the Ads and provide makegoods or, if no makegood can be agreed upon, issue a credit to Advertiser equal to the value of such Ads, or not bill Agency for such Ads. In cases where a makegood and a credit can be shown to be commercially infeasible for the Advertiser, Agency and Media Company will negotiate an alternate solution. After Agency notifies Media Company that specific Ads are in violation of the Editorial Adjacency Guidelines, Media Company will make commercially reasonable efforts to correct such violation within 24 hours. If such correction materially and adversely impacts such IO, Agency and Media Company will negotiate in good faith mutually agreed changes to such IO to address such impacts. Notwithstanding the foregoing, Agency and Advertiser each acknowledge and agree that no Advertiser will be entitled to any remedy for any violation of the Editorial Adjacency Guidelines resulting from: (i) Ads placed at locations other than the Sites, or (ii) Ads displayed on properties that Agency or Advertiser is aware, or should be aware, may contain content in potential violation of the Editorial Adjacency Guidelines.

For any page on the Site that primarily consists of user-generated content, the preceding paragraph will not apply. Instead, Media Company will make commercially reasonable efforts to ensure that Ads are not placed adjacent to content that violates the Site’s terms of use. Advertiser’s and Agency’s sole remedy for Media Company’s breach of such obligation will be to submit written complaints to Media Company, which will review such complaints and remove user-generated content that Media Company, in its sole discretion, determines is objectionable or in violation of such Site’s terms of use.

III. PAYMENT AND PAYMENT LIABILITY

a. **Invoices.** The initial invoice will be sent by Media Company upon completion of the first month’s delivery, or within 30 days of completion of the IO, whichever is earlier. Invoices will be sent to Agency’s billing address as set forth on the IO and will include information reasonably specified by Agency, such as the IO number, Advertiser name, brand name or campaign name, and any number or other identifiable reference stated as required for invoicing on the IO. All invoices (other than corrections of previously provided invoices) pursuant to the IO will be sent within 90 days of delivery of all Deliverables. Media Company acknowledges that failure by Media Company to send an invoice within such period may cause Agency to be contractually unable to collect payment...
from the Advertiser. If Media Company sends the invoice after the 90-day period and the Agency either has not received the applicable funds from the Advertiser or does not have the Advertiser's consent to dispense such funds, Agency will use commercially reasonable efforts to assist Media Company in collecting payment from the Advertiser or obtaining Advertiser's consent to dispense funds.

Upon request from the Agency, Media Company should provide proof of performance for the invoiced period, which may include access to online or electronic reporting, as addressed in these Terms, subject to the notice and cure provisions of Section IV. Media Company should invoice Agency for the services provided on a calendar-month basis with the net cost (i.e., the cost after subtracting Agency commission, if any) based on actual delivery, flat-fee, or based on prorated distribution of delivery over the term of the IO, as specified on the applicable IO.

b. Payment Date. Agency will make payment 20 days from its receipt of invoice, or as otherwise stated in a payment schedule set forth in the IO. Media Company reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. Media Company may notify Agency that it has not received payment in such 20-day period and whether it intends to seek payment directly from Advertiser pursuant to Section III(c), below, and Media Company may do so five (5) business days after providing such notice.

c. Payment Liability. The Advertiser and Agency are jointly and severally liable for payment of all invoices for Ads placed in accordance with the IO.

Agency agrees to make every reasonable effort to collect and clear payment from Advertiser on a timely basis. Agency’s credit is established on a client-by-client basis.

If Advertiser proceeds have not cleared for the IO, other advertisers from Agency will not be prohibited from advertising on the Site due to such non-clearance if such other advertisers’ credit is not in question.

Upon request, Agency will make available to Media Company written confirmation of the relationship between Agency and Advertiser. This confirmation should include, for example, Advertiser’s acknowledgement that Agency is its agent and is authorized to act on its behalf in connection with the IO and these Terms. In addition, upon the request of Media Company, Agency will confirm whether Advertiser has paid to Agency in advance funds sufficient to make payments pursuant to the IO.

If Advertiser’s or Agency’s credit is or becomes impaired, Media Company may require payment in advance.

IV. REPORTING

a. Confirmation of Campaign Initiation. Media Company will, within two (2) business days of the start date on the IO, provide confirmation to Agency, either electronically or in writing, stating whether the components of the IO have begun delivery.

b. Media Company Reporting. If Media Company is serving the campaign, Media Company will make reporting available at least as often as weekly, either electronically or in writing, unless otherwise specified on the IO. Reports will be broken out by day and summarized by creative execution, content area (Ad placement), impressions, clicks, spend/cost, and other variables as may be defined on the IO (e.g., keywords).

Once Media Company has provided the online or electronic report, it agrees that Agency and Advertiser are entitled to reasonably rely on it, subject to provision of Media Company’s invoice for such period.

c. Makegoods for Reporting Failure. If Media Company fails to deliver an accurate and complete report by the time specified, Agency may initiate makegood discussions pursuant to Section VI, below.

If Agency informs Media Company that Media Company has delivered an incomplete or inaccurate report, or no report at all, Media Company will cure such failure within five (5) business days of receipt of such notice. Failure to cure may result in nonpayment for all activity for which data is incomplete or missing until Media Company delivers reasonable evidence of performance; such report will be delivered within 30 days of Media Company’s knowledge of such failure or, absent such knowledge, within 180 days of delivery of all Deliverables.

V. CANCELLATION AND TERMINATION

a. Without Cause. Unless designated on the IO as non-cancelable, Advertiser may cancel the entire IO, or any portion thereof, as follows:

i. With 14 days’ prior written notice to Media Company, without penalty, for any guaranteed Deliverable, including, but not limited to, CPM Deliverables. For clarity and by way of example, if Advertiser cancels the guaranteed portions of the IO eight
VII. Continued on next page

VI. MAKEGOODS

a. Notification of Under-delivery. Media Company will monitor delivery of the Ads, and will notify Agency either electronically or in writing as soon as possible (and no later than 14 days before the applicable IO end date unless the length of the campaign is less than 14 days) if Media Company believes that an under-delivery is likely. In the case of a probable or actual under-delivery, Agency and Media Company may arrange for a makegood consistent with these Terms.

b. Makegood Procedure. If actual Deliverables for any campaign fall below guaranteed levels, as set forth on the IO, and/or if there is an omission of any Ad (placement or creative unit), Agency and Media Company will use commercially reasonable efforts to agree upon the conditions of a makegood flight, either on the IO or at the time of the shortfall. If no makegood can be agreed upon, Agency may execute a credit equal to the value of the under-delivered portion of the IO for which it was charged. If Agency or Advertiser does not cure a violation of a Policy within the applicable 10-day cure period after written notice, where such Policy had been provided by Media Company to Agency, then Media Company may terminate the IO and/or placements associated with such breach upon written notice. If Agency or Advertiser has made a cash prepayment to Media Company specifically for the campaign IO for which under-delivery applies, then, if Agency and/or Advertiser is reasonably current on all amounts owed to Media Company under any other agreement for such Advertiser, Agency may elect to receive a refund for the under-delivery equal to the difference between the applicable pre-payment and the value of the delivered portion of the campaign. In no event will Media Company be held responsible for any additional Deliverables above any level guaranteed or capped levels stated on the IO have been reached, Media Company will use commercially reasonable efforts to suspend delivery and, within 48 hours of receiving such notice, Media Company may either (i) serve any additional Ads itself or (ii) be held responsible for all applicable incremental Ad serving charges incurred by Advertiser but only (A) after such notice has been provided, and (B) to the extent such charges are associated with overdelivery by more than 10% above such guaranteed or capped levels.

c. Unguaranteed Deliverables. If an IO contains CPA Deliverables, CPL Deliverables, or CPC Deliverables, the predictability, forecasting, and conversions for such Deliverables may vary and guaranteed delivery, even delivery, and makegoods are not available.

VII. BONUS IMPRESSIONS

a. With Third Party Ad Server. Where Agency uses a Third Party Ad Server, Media Company will not bonus more than 10% above the Deliverables specified on the IO without the prior written consent of Agency. Permanent or exclusive placements will run for the specified period of time regardless of over-delivery, unless the IO establishes an impression cap for Third Party Ad Server activity. Agency will not be charged by Media Company for any additional Deliverables above any level guaranteed or capped on the IO. If a Third Party Ad Server is being used and Agency notifies Media Company that the guaranteed or capped levels stated on the IO have been reached, Media Company will use commercially reasonable efforts to suspend delivery and, within 48 hours of receiving such notice, Media Company may either (i) serve any additional Ads itself or (ii) be held responsible for all applicable incremental Ad serving charges incurred by Advertiser but only (A) after such notice has been provided, and (B) to the extent such charges are associated with overdelivery by more than 10% above such guaranteed or capped levels.

b. No Third Party Ad Server. Where Agency does not use a Third Party Ad Server, Media Company may bonus as many ad units as Media Company chooses unless otherwise indicated on the IO. Agency will not be charged by Media Company for any additional Deliverables above any level guaranteed on the IO.
VIII. FORCE MAJEURE

a. Generally. Excluding payment obligations, neither Agency nor Media Company will be liable for delay or default in the performance of its respective obligations under these Terms if such delay or default is caused by conditions beyond its reasonable control, including, but not limited to, fire, flood, accident, earthquakes, telecommunications line failures, electrical outages, network failures, acts of God, or labor disputes (“Force Majeure event”); in addition, a major news event will also constitute a Force Majeure event. If Media Company suffers such a delay or default, Media Company will make reasonable efforts within five (5) business days to recommend a substitute transmission for the Ad or time period for the transmission. If no such substitute time period or makegood is reasonably acceptable to Agency, Media Company will allow Agency a pro rata reduction in the space, time, and/or program charges hereunder in the amount of money assigned to the space, time, and/or program charges at time of purchase. In addition, Agency will have the benefit of the same discounts that would have been earned had there been no delay or default.

b. Related to Payment. If Agency’s ability to transfer funds to third parties has been materially negatively impacted by an event beyond the Agency’s reasonable control, including, but not limited to, failure of banking clearing systems or a state of emergency, then Agency will make every reasonable effort to make payments on a timely basis to Media Company, but any delays caused by such condition will be excused for the duration of such condition. Subject to the foregoing, such excuse for delay will not in any way relieve Agency from any of its obligations as to the amount of money that would have been due and paid without such condition.

c. Cancellation. If a Force Majeure event has continued for five (5) business days, Media Company and/or Agency has the right to cancel the remainder of the IO without penalty.

IX. AD MATERIALS

a. Submission. Agency will submit Advertising Materials pursuant to Section II(c) in accordance with Media Company’s then-existing Policies. Media Company’s sole remedies for a breach of this provision are set forth in Section V(c), above, Sections IX (c) and (d), below, and Sections X (b) and (c), below.

b. Late Creative. If Advertising Materials are not received by the IO start date, Media Company will begin to charge the Advertiser on the IO start date on a pro rata basis based on the full IO, excluding portions consisting of performance-based, non-guaranteed inventory, for each full day the Advertising Materials are not received. If Advertising Materials are late based on the Policies, Media Company is not required to guarantee full delivery of the IO. Media Company and Agency will negotiate a resolution if Media Company has received all required Advertising Materials in accordance with Section IX(a) but fails to commence a campaign on the IO start date.

c. Compliance. The Ads and Advertising Materials are subject to Media Company’s prior approval and continuing right to reject, suspend the access of, or require editing of such materials. Without limiting the generality of the foregoing, Media Company reserves the right within its discretion to reject or remove from its Site any Ads for which the Advertising Materials, software code associated with the Advertising Materials (e.g. pixels, tags, JavaScript), or the website to which the Ad is linked do not comply with its Policies, or that in Media Company’s sole reasonable judgment, do not comply with any applicable law, regulation, or other judicial or administrative order. In addition, Media Company reserves the right within its discretion to reject or remove from its Site any Ads for which the Advertising Materials or the website to which the Ad is linked are, or may tend to bring, disparagement, ridicule, or scorn upon Media Company or any of its Affiliates (as defined below), provided that if Media Company has reviewed and approved such Ads prior to their use on the Site, Media Company will not immediately remove such Ads before making commercially reasonable efforts to acquire mutually acceptable alternative Advertising Materials from Agency.

d. Damaged Creative. If Advertising Materials provided by Agency are damaged, not to Media Company’s specifications, or otherwise unacceptable, Media Company will use commercially reasonable efforts to notify Agency within two (2) business days of its receipt of such Advertising Materials.

e. No Modification. Media Company will not edit or modify the submitted Ads in any way, including, but not limited to, resizing the Ad, without Agency’s approval. Media Company will use all Ads in strict compliance with these Terms and any written instructions provided on the IO.

f. Ad Tags. When applicable, Third Party Ad Server tags will be implemented so that they are functional in all aspects.

g. Trademark Usage. Media Company, on the one hand, and Agency and Advertiser, on the other, will not use the other’s trade name, trademarks, logos, or Ads in any public announcement (including, but not limited to, in any press release) regarding the existence or content of these Terms or an IO without the other’s prior written approval.

h. Advertiser and Agency represent that (i) all Advertising Materials shall comply with any industry codes or rules by which Advertiser may be bound and all applicable laws, rules, regulations and governmental or administrative order (including, without limitation, OBA self-regulatory principles and the Children’s Online Privacy Protection Act in connection with any information collected by Advertiser);
In section XI, the document mentions that damages shall not result from breaches of Sections XII or of Advertiser's representations and warranties in Section XIV(a), nor shall damages result from Advertiser's violation of Policies. The indemnifying party shall not settle any Claims without the indemnified party's consent. Advertiser agrees to provide reasonable cooperation to the indemnifying party at the indemnifying party's expense in connection with the defense or settlement of all Claims. Advertiser shall be entitled to participate at its own expense in the defense of all Claims. The indemnified party agrees that the indemnifying party will have sole and exclusive control over the defense and settlement of all Claims. Advertiser shall provide reasonable cooperation to the indemnifying party at its own expense in connection with the defense or settlement of all Claims.

X. INDEMNIFICATION

a. By Media Company. Media Company will defend, indemnify, and hold harmless Advertiser, and each of its Affiliates and Representatives from damages, liabilities, costs, and expenses (including reasonable attorneys' fees) (collectively, "Losses") resulting from any claim, judgment, or proceeding (collectively, "Claims") brought by a Third Party and resulting from (i) Media Company's alleged breach of Section XII or of Media Company's representations and warranties in Section XIV(a), (ii) Media Company's display or delivery of any Ad in breach of Section II(a) or Section IX(e), or (iii) Advertising Materials provided by Media Company for an Ad (and not by Agency, Advertiser, and/or each of its Affiliates and/or Representatives) ("Media Company Advertising Materials") that: (A) violate any applicable law, regulation, judicial or administrative action, or the right of a Third Party, or (B) are defamatory or obscene. Notwithstanding the foregoing, Media Company will not be liable for any Losses resulting from Claims to the extent that such Claims result from (1) Media Company's customization of Ads or Advertising Materials based upon detailed specifications, materials, or information provided by the Advertiser, Agency, and/or each of its Affiliates and/or Representatives, or (2) a user viewing an Ad outside of the targeting set forth on the IO, which viewing is not directly attributable to Media Company's serving such Ad in breach of such targeting.

b. By Advertiser. Advertiser will defend, indemnify, and hold harmless Media Company and each of its Affiliates and Representatives from Losses resulting from any Claims brought by a Third Party resulting from (i) Advertiser's alleged breach of Section XII or of Advertiser's representations and warranties in Section IX(h) or XIV(a), (ii) Advertiser's violation of Policies (to the extent the terms of such Policies have been provided (e.g., by making such Policies available by providing a URL) via email or other affirmative means, to Agency or Advertiser at least 14 days prior to the violation giving rise to the Claim), (iii) the content or subject matter of any Ad or Advertising Materials to the extent used by Media Company in accordance with these Terms or an IO, or (iv) the pages and sites to which the Ads link.

c. By Agency. Agency represents and warrants that it has the authority as Advertiser's agent to bind Advertiser to these Terms and each IO, and that all of Agency's actions related to these Terms and each IO will be within the scope of such agency. Agency will defend, indemnify, and hold harmless Media Company and each of its Affiliates and Representatives from Losses resulting from (i) Agency's alleged breach of the foregoing sentence, or (ii) Claims brought by a Third Party alleging that Agency has breached its express, Agency-specific obligations under Section XII.

d. Procedure. The indemnified party(s) will promptly notify the indemnifying party of all Claims of which it becomes aware (provided that a failure or delay in providing such notice will not relieve the indemnifying party's obligations except to the extent such party is prejudiced by such failure or delay), and will: (i) provide reasonable cooperation to the indemnifying party at the indemnifying party's expense in connection with the defense or settlement of all Claims; and (ii) be entitled to participate at its own expense in the defense of all Claims. The indemnified party(s) agrees that the indemnifying party will have sole and exclusive control over the defense and settlement of all Claims; provided, however, the indemnifying party will not acquiesce to any judgment or enter into any settlement, either of which imposes any obligation or liability on an indemnified party(s) without its prior written consent.

XI. LIMITATION OF LIABILITY

Excluding Agency's, Advertiser's, and Media Company's respective obligations under Section X, damages that result from a breach of Section XII, or intentional misconduct by Agency, Advertiser, or Media Company, in no event will any party be liable for any consequential, indirect, incidental, punitive, special, or exemplary damages whatsoever, including, but not limited to, damages for loss of profits, business interruption, loss of information, and the like, incurred by another party arising out of an IO, even if such party has been advised of the possibility of such damages.

Continued on next page
XII. NON-DISCLOSURE, DATA USAGE AND OWNERSHIP, PRIVACY AND LAWS

a. Definitions and Obligations. ‘Confidential Information’ will include (i) all information marked as “Confidential,” “Proprietary,” or similar legend by the disclosing party (“Discloser”) when given to the receiving party (“Recipient”); and (ii) information and data provided by the Discloser, which under the circumstances surrounding the disclosure should be reasonably deemed confidential or proprietary. Without limiting the foregoing, Discloser and Recipient agree that each Discloser’s contribution to IO Details (as defined below) shall be considered such Discloser’s Confidential Information. Recipient will protect Confidential Information in the same manner that it protects its own information of a similar nature, but in no event with less than reasonable care. Recipient shall not disclose Confidential Information to anyone except an employee, agent, Affiliate, or third party who has a need to know same, and who is bound by confidentiality and non-use obligations at least as protective of Confidential Information as are those in this section. Recipient will not use Discloser’s Confidential Information other than as provided for on the IO.

b. Exceptions. Notwithstanding anything contained herein to the contrary, the term “Confidential Information” will not include information which: (i) was previously known to Recipient; (ii) was or becomes generally available to the public through no fault of Recipient; (iii) was rightfully in Recipient’s possession free of any obligation of confidentiality at, or prior to, the time it was communicated to Recipient by Discloser; (iv) was developed by employees or agents of Recipient independently of, and without reference to, Confidential Information; or (v) was communicated by Discloser to an unaffiliated third party free of any obligation of confidentiality. Notwithstanding the foregoing, the Recipient may disclose Confidential Information of the Discloser in response to a valid order by a court or other governmental body, as otherwise required by law or the rules of any applicable securities exchange, or as necessary to establish the rights of either party under these Terms; provided, however, that both Discloser and Recipient will stipulate to any orders necessary to protect such information from public disclosure.

c. Additional Definitions. As used herein the following terms shall have the following definitions:

i. “User Volunteered Data” is personally identifiable information collected from individual users by Media Company during delivery of an Ad pursuant to the IO, but only where it is expressly disclosed to such individual users that such collection is solely on behalf of Advertiser.

ii. “IO Details” are details set forth on the IO but only when expressly associated with the applicable Discloser, including, but not limited to, Ad pricing information, Ad description, Ad placement information, and Ad targeting information.

iii. “Performance Data” is data regarding a campaign gathered during delivery of an Ad pursuant to the IO (e.g., number of impressions, interactions, and header information), but excluding Site Data or IO Details.

iv. “Site Data” is any data that is (A) preexisting Media Company data used by Media Company pursuant to the IO; (B) gathered pursuant to the IO during delivery of an Ad that identifies or allows identification of Media Company, Media Company’s Site, brand, content, context, or users as such; or (C) entered by users on any Media Company Site other than User Volunteered Data.

v. “Collected Data” consists of IO Details, Performance Data, and Site Data.

vi. “Repurposing” means retargeting a user or appending data to a non-public profile regarding a user for purposes other than performance of the IO.

vii. “Aggregated” means a form in which data gathered under an IO is combined with data from numerous campaigns of numerous Advertisers and precludes identification, directly or indirectly, of an Advertiser.

d. Use of Collected Data.

i. Unless otherwise authorized by Media Company, Advertiser will not: (A) use Collected Data for Repurposing; provided, however, that Performance Data may be used for Repurposing so long as it is not joined with any IO Details or Site Data; (B) disclose IO Details of Media Company or Site Data to any Affiliate or Third Party except as set forth in Section XII(d)(ii).

ii. Unless otherwise authorized by Agency or Advertiser, Media Company will not: (A) use or disclose IO Details of Advertiser, Performance Data, or a user’s recorded view or click of an Ad, each of the foregoing on a non-Aggregated basis, for Repurposing or any purpose other than performing under the IO, compensating data providers in a way that precludes identification of the Advertiser, or internal reporting or internal analysis; or (B) use or disclose any User Volunteered Data in any manner other than in performing under the IO.

iii. Advertiser, Agency, and Media Company (each a “Transferring Party”) will require any Third Party or Affiliate used by the Transferring Party in performance of the IO on behalf of such Transferring Party to be bound by confidentiality and non-use obligations at least as restrictive as those on the Transferring Party, unless otherwise set forth in the IO.

e. User Volunteered Data. All User Volunteered Data is the property of Advertiser, is subject to the Advertiser’s posted
privacy policy, and is considered Confidential Information of Advertiser. Any other use of such information will be set forth on the IO and signed by both parties.

f. Privacy Policies. Agency, Advertiser, and Media Company will post on their respective Web sites their privacy policies and adhere to their privacy policies, which will abide by applicable laws. Failure by Media Company, on the one hand, or Agency or Advertiser, on the other, to continue to post a privacy policy, or non-adherence to such privacy policy, is grounds for immediate cancellation of the IO by the other party.

g. Compliance with Law. Agency, Advertiser, and Media Company will at all times comply with all federal, state, and local laws, ordinances, regulations, and codes which are applicable to their performance of their respective obligations under the IO.

h. Agency Use of Data. Agency will not: (i) use Collected Data unless Advertiser is permitted to use such Collected Data, nor (ii) use Collected Data in ways that Advertiser is not allowed to use such Collected Data. Notwithstanding the foregoing or anything to the contrary herein (except as set forth in the ultimate sentence of this Section XII(h)), the restrictions on Advertiser in Section XII(d)(i) shall not prohibit Agency from (A) using Collected Data on an Aggregated basis for internal media planning purposes only (but not for Repurposing), or (B) disclosing qualitative evaluations of Aggregated Collected Data to its clients and potential clients, and Media Companies on behalf of such clients or potential clients, for the purpose of media planning. Notwithstanding the foregoing, Agency may only use data identifying users as users of a Site in a form in which such user data is combined with data relating to users from numerous campaigns of numerous sites.

XIII. THIRD PARTY AD SERVING AND TRACKING (Applicable if Third Party Ad Server isused)

a. Ad Serving and Tracking. Media Company will track delivery through its ad server and, provided that Media Company has approved in writing a Third Party Ad Server to run on its properties, Agency will track delivery through such Third Party Ad Server. Agency may not substitute the specified Third Party Ad Server without Media Company’s prior written consent.

b. Controlling Measurement. If both parties are tracking delivery, the measurement used for invoicing advertising fees under an IO (“Controlling Measurement”) will be determined as follows:

i. Except as specified in Section XIII(b)(ii), the Controlling Measurement will be taken from an ad server that is certified as compliant with the IAB/AAAA Ad Measurement Guidelines (the “IAB/AAAA Guidelines”).

ii. If both ad servers are compliant with the IAB/AAAA Guidelines, the Controlling Measurement will be the Third Party Ad Server if such Third Party Ad Server provides an automated, daily reporting interface which allows for automated delivery of relevant and non-proprietary statistics to Media Company in an electronic form that is approved by Media Company; provided, however, that Media Company must receive access to such interface in the timeframe set forth in Section XIII(c), below.

iii. If neither party’s ad server is compliant with the IAB/AAAA Guidelines or the requirements in subparagraph (ii), above, cannot be met, the Controlling Measurement will be based on Media Company’s ad server, unless otherwise agreed by Agency and Media Company in writing.

c. Ad Server Reporting Access. As available, the party responsible for the Controlling Measurement will provide the other party with online or automated access to relevant and non-proprietary statistics from the ad server within one (1) day after campaign launch. The other party will notify the party with Controlling Measurement if such party has not received such access. If such online or automated reporting is not available, the party responsible for the Controlling Measurement will provide placement-level activity reports to the other party in a timely manner, as mutually agreed to by the parties or as specified in Section IV(b), above, in the case of Ads being served by Media Company. If both parties have tracked the campaign from the beginning and the party responsible for the Controlling Measurement fails to provide such access or reports as described herein, then the other party may use or provide its ad server statistics as the basis of calculating campaign delivery for invoicing. Notification may be given that access, such as login credentials or automated reporting functionality integration, applies to all current and future IOs for one or more Advertisers, in which case new access for each IO is not necessary.

d. Discrepant Measurement. If the difference between the Controlling Measurement and the other measurement exceeds 10% over the invoice period and the Controlling Measurement is lower, the parties will facilitate a reconciliation effort between Media Company and Third Party Ad Server measurements. If the discrepancy cannot be resolved and a good faith effort to facilitate the reconciliation has been made, Agency reserves the right to either:

i. Consider the discrepancy an under-delivery of the Deliverables as described in Section VI(b), whereupon the parties will act in accordance with that Section, including the requirement that Agency and Media Company make an effort to agree upon the conditions of a makegood flight and delivery of any makegood will be measured by the Third Party Ad Server, or

ii. Pay invoice based on Controlling Measurement-reported data, plus a 10% upward adjustment to delivery.
e. **Measurement Methodology.** Media Company will make reasonable efforts to publish, and Agency will make reasonable efforts to cause the Third Party Ad Server to publish, a disclosure in the form specified by the AAAA and IAB regarding their respective ad delivery measurement methodologies with regard to compliance with the IAB/AAAA Guidelines.

f. **Third Party Ad Server Malfunction.** Where Agency is using a Third Party Ad Server and that Third Party Ad Server cannot serve the Ad, Agency will have a one-time right to temporarily suspend delivery under the IO for a period of up to 72 hours. Upon written notification by Agency of a non-functioning Third Party Ad Server, Media Company will have 24 hours to suspend delivery. Following that period, Agency will not be held liable for payment for any Ad that runs within the immediately following 72-hour period until Media Company is notified that the Third Party Ad Server is able to serve Ads. After the 72-hour period passes and Agency has not provided written notification that Media Company can resume delivery under the IO, Advertiser will pay for the Ads that would have run, or are run, after the 72-hour period but for the suspension, and can elect Media Company to serve Ads until the Third Party Ad Server is able to serve Ads. If Agency does not so elect for Media Company to serve the Ads until Third Party Ad Server is able to serve Ads, Media Company may use the inventory that would have been otherwise used for Media Company’s own advertisements or advertisements provided by a Third Party.

g. **Third Party Ad Server Fixed.** Upon notification that the Third Party Ad Server is functioning, Media Company will have 72 hours to resume delivery. Any delay in the resumption of delivery beyond this period, without reasonable explanation, will result in Media Company owing a makegood to Agency.

### XIV. MISCELLANEOUS

a. **Necessary Rights.** Media Company represents and warrants that Media Company has all necessary permits, licenses, and clearances to sell the Deliverables specified on the IO subject to these Terms. Advertiser represents and warrants that Advertiser has all necessary licenses and clearances to use the content contained in the Ads and Advertising Materials as specified on the IO and subject to these Terms, including any applicable Policies.

b. **Assignment.** Neither Agency nor Advertiser may resell, assign, or transfer any of its rights or obligations hereunder, and any attempt to resell, assign or transfer such rights or obligations without Media Company’s prior written approval will be null and void. All terms and conditions in these Terms and each IO will be binding upon and inure to the benefit of the parties hereto and their respective permitted transferees, successors, and assigns.

c. **Entire Agreement.** Each IO (including the Terms) will constitute the entire agreement of the parties with respect to the subject matter thereof and supersede all previous communications, representations, understandings, and agreements, either oral or written, between the parties with respect to the subject matter of the IO. The IO may be executed in counterparts, each of which will be an original, and all of which together will constitute one and the same document.

d. **Conflicts; Governing Law; Amendment.** In the event of any inconsistency between the terms of an IO and these Terms, the terms of the IO will prevail. All IOs will be governed by the laws of the State of New York. Media Company and Agency (on behalf of itself and Advertiser) agree that any claims, legal proceedings, or litigation arising in connection with the IO (including these Terms) will be brought solely in New York, New York, and the parties consent to the jurisdiction of such courts. No modification of these Terms will be binding unless in writing and signed by both parties. If any provision herein is held to be unenforceable, the remaining provisions will remain in full force and effect. All rights and remedies hereunder are cumulative.

e. **Notice.** Any notice required to be delivered hereunder will be deemed delivered three days after deposit, postage paid, in U.S. mail, return receipt requested, one business day if sent by overnight courier service, and immediately if sent electronically or by fax. All notices to Media Company and Agency will be sent to the contact as noted on the IO with a copy to the Legal Department. All notices to Advertiser will be sent to the address specified on the IO.

f. **Survival.** Sections III, VI, X, XI, XII, and XIV will survive termination or expiration of these Terms, and Section IV will survive for 30 days after the termination or expiration of these Terms. In addition, each party will promptly return or destroy the other party’s Confidential Information upon written request and remove Advertising Materials and Ad tags upon termination of these Terms.

g. **Headings.** Section or paragraph headings used in these Terms are for reference purposes only, and should not be used in the interpretation hereof.
## Demographic Profile

**THE COOKING LIGHT CONSUMER... affluent, educated and in her prime**

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>(000)</th>
<th>% COMP</th>
<th>INDEX TO U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Adults</td>
<td>10,675</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>8,887</td>
<td>85%</td>
<td>163</td>
</tr>
<tr>
<td>Married</td>
<td>7,004</td>
<td>64%</td>
<td>121</td>
</tr>
<tr>
<td>Moms</td>
<td>3,430</td>
<td>32%</td>
<td>143</td>
</tr>
</tbody>
</table>

### AGE

<table>
<thead>
<tr>
<th>Age</th>
<th>(000)</th>
<th>% COMP</th>
<th>INDEX TO U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-49</td>
<td>4,269</td>
<td>40%</td>
<td>92</td>
</tr>
<tr>
<td>25-54</td>
<td>5,476</td>
<td>54%</td>
<td>102</td>
</tr>
<tr>
<td>Median</td>
<td>53</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### EDUCATION

<table>
<thead>
<tr>
<th>Education</th>
<th>(000)</th>
<th>% COMP</th>
<th>INDEX TO U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended College+</td>
<td>7,164</td>
<td>70%</td>
<td>121</td>
</tr>
<tr>
<td>Graduated College+</td>
<td>4,573</td>
<td>42%</td>
<td>143</td>
</tr>
</tbody>
</table>

### HOUSEHOLD INCOME

<table>
<thead>
<tr>
<th>Household Income</th>
<th>(000)</th>
<th>% COMP</th>
<th>INDEX TO U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>HHI $50,000+</td>
<td>7,513</td>
<td>72%</td>
<td>122</td>
</tr>
<tr>
<td>HHI $75,000+</td>
<td>5,799</td>
<td>56%</td>
<td>138</td>
</tr>
<tr>
<td>HHI $100,000+</td>
<td>4,426</td>
<td>39%</td>
<td>144</td>
</tr>
<tr>
<td>Median</td>
<td>$83,403</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: MRI Fall 2015
Cooking Light Reaches the Most Women

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Audience (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooking Light</td>
<td>8,887</td>
</tr>
<tr>
<td>Food Network Magazine</td>
<td>8,298</td>
</tr>
<tr>
<td>Bon Appétit</td>
<td>4,955</td>
</tr>
<tr>
<td>Food &amp; Wine</td>
<td>4,604</td>
</tr>
<tr>
<td>AllRecipes</td>
<td>4,504</td>
</tr>
<tr>
<td>Eating Well</td>
<td>4,473</td>
</tr>
<tr>
<td>Rachael Ray Every Day</td>
<td>4,314</td>
</tr>
</tbody>
</table>

Source: MRI Fall 2015
## DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>76%</td>
<td>Women</td>
</tr>
<tr>
<td>76%</td>
<td>Attended college +*</td>
</tr>
<tr>
<td>40%</td>
<td>Have kids</td>
</tr>
<tr>
<td>44</td>
<td>Median Age</td>
</tr>
<tr>
<td>$90,128</td>
<td>Median HHI</td>
</tr>
<tr>
<td>50%</td>
<td>Homeowners*</td>
</tr>
</tbody>
</table>

## FOOD ENTHUSIASTS*

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>77%</td>
<td>are primary shoppers</td>
</tr>
<tr>
<td>60%</td>
<td>more likely to search for gourmet foods online**</td>
</tr>
<tr>
<td>38%</td>
<td>more likely to search for recipes/cookbooks online**</td>
</tr>
<tr>
<td>32%</td>
<td>more likely to search for groceries/food staples online**</td>
</tr>
</tbody>
</table>

## INFLUENCERS*

**More likely than average online user to provide frequent advice on:**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Decorating/Interior Design</td>
<td>170</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>164</td>
</tr>
<tr>
<td>Parenting/Family</td>
<td>145</td>
</tr>
<tr>
<td>Health/Dieting/Exercising</td>
<td>138</td>
</tr>
<tr>
<td>Beauty/Cosmetics</td>
<td>137</td>
</tr>
</tbody>
</table>

Source: comScore Multi-Platform, January 2016; *PlanMetrix (desktop only), January 2016.
** in the last 30 days
Publisher's Statement
6 months ended December 31, 2015, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

<table>
<thead>
<tr>
<th>Total Paid &amp; Verified Subscriptions</th>
<th>Single Copy Sales</th>
<th>Total Circulation</th>
<th>Rate Base</th>
<th>Variance to Rate Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,687,884</td>
<td>103,532</td>
<td>1,791,416</td>
<td>1,775,000</td>
<td>16,416</td>
</tr>
</tbody>
</table>

TOTAL CIRCULATION BY ISSUE

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>1,603,876</td>
<td>38,622</td>
<td>1,642,498</td>
<td>63,958</td>
<td>6,958</td>
<td>1,706,456</td>
<td>61,860</td>
<td>15,882</td>
<td>77,742</td>
<td>1,729,694</td>
<td>54,504</td>
<td>1,784,198</td>
</tr>
<tr>
<td>Aug.</td>
<td>1,603,157</td>
<td>39,107</td>
<td>1,642,264</td>
<td>49,798</td>
<td>4,798</td>
<td>1,692,062</td>
<td>86,872</td>
<td>16,672</td>
<td>102,544</td>
<td>1,739,827</td>
<td>55,179</td>
<td>1,795,006</td>
</tr>
<tr>
<td>Sept.</td>
<td>1,624,384</td>
<td>38,656</td>
<td>1,663,040</td>
<td>32,269</td>
<td>2,269</td>
<td>1,695,309</td>
<td>79,158</td>
<td>16,396</td>
<td>95,554</td>
<td>1,735,811</td>
<td>55,052</td>
<td>1,790,863</td>
</tr>
<tr>
<td>Oct.</td>
<td>1,623,886</td>
<td>38,563</td>
<td>1,662,539</td>
<td>25,663</td>
<td>5,663</td>
<td>1,688,202</td>
<td>83,443</td>
<td>16,439</td>
<td>99,882</td>
<td>1,732,992</td>
<td>55,092</td>
<td>1,788,084</td>
</tr>
<tr>
<td>Nov.</td>
<td>1,616,052</td>
<td>38,248</td>
<td>1,654,300</td>
<td>25,627</td>
<td>5,627</td>
<td>1,679,972</td>
<td>102,085</td>
<td>17,037</td>
<td>119,122</td>
<td>1,743,764</td>
<td>55,285</td>
<td>1,799,049</td>
</tr>
<tr>
<td>Dec.</td>
<td>1,595,901</td>
<td>38,263</td>
<td>1,632,254</td>
<td>33,093</td>
<td>6,093</td>
<td>1,665,347</td>
<td>108,632</td>
<td>17,317</td>
<td>125,949</td>
<td>1,735,716</td>
<td>55,580</td>
<td>1,791,296</td>
</tr>
<tr>
<td>Average</td>
<td>1,610,891</td>
<td>38,592</td>
<td>1,649,483</td>
<td>38,401</td>
<td>7,401</td>
<td>1,687,884</td>
<td>87,008</td>
<td>16,524</td>
<td>103,532</td>
<td>1,736,300</td>
<td>55,116</td>
<td>1,791,416</td>
</tr>
</tbody>
</table>

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

<table>
<thead>
<tr>
<th>Paid Subscriptions</th>
<th>Print</th>
<th>Digital Issue</th>
<th>Total</th>
<th>% of Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Subscriptions</td>
<td>1,610,891</td>
<td>38,592</td>
<td>1,649,483</td>
<td>92.1</td>
</tr>
<tr>
<td>Total Paid Subscriptions</td>
<td>1,610,891</td>
<td>38,592</td>
<td>1,649,483</td>
<td>92.1</td>
</tr>
<tr>
<td>Verified Subscriptions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Place</td>
<td>24,726</td>
<td>24,726</td>
<td>2.1</td>
<td></td>
</tr>
<tr>
<td>Individual Use</td>
<td>13,675</td>
<td>13,675</td>
<td>0.8</td>
<td></td>
</tr>
<tr>
<td>Total Verified Subscriptions</td>
<td>38,401</td>
<td>38,401</td>
<td>2.1</td>
<td></td>
</tr>
<tr>
<td>Total Paid &amp; Verified Subscriptions</td>
<td>1,649,292</td>
<td>38,592</td>
<td>1,687,884</td>
<td>94.2</td>
</tr>
</tbody>
</table>

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

<table>
<thead>
<tr>
<th>Audit Period Ended</th>
<th>Rate Base</th>
<th>Audit Report</th>
<th>Publisher's Statements</th>
<th>Difference</th>
<th>Percentage of Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/30/2015</td>
<td>1,775,000</td>
<td>1,792,067</td>
<td>1,793,360</td>
<td>-1,293</td>
<td>-0.1</td>
</tr>
<tr>
<td>6/30/2014</td>
<td>1,775,000</td>
<td>1,804,435</td>
<td>1,801,774</td>
<td>2,651</td>
<td>0.1</td>
</tr>
<tr>
<td>6/30/2013</td>
<td>1,775,000</td>
<td>1,812,131</td>
<td>1,810,909</td>
<td>2,222</td>
<td>0.1</td>
</tr>
</tbody>
</table>

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

<table>
<thead>
<tr>
<th></th>
<th>Suggested Retail Prices (1)</th>
<th>Average Price (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Net</td>
<td>Gross (Optional)</td>
</tr>
<tr>
<td>Average Single Copy</td>
<td>$4.99</td>
<td></td>
</tr>
<tr>
<td>Subscription</td>
<td>$22.00</td>
<td></td>
</tr>
<tr>
<td>Average Subscription Price Annualized (3)</td>
<td>$18.01</td>
<td></td>
</tr>
<tr>
<td>Average Subscription Price per Copy</td>
<td>$1.33</td>
<td></td>
</tr>
</tbody>
</table>

(1) For statement period
(2) Represents subscriptions for the 12 month period ended June 30, 2015
(3) Based on the following issue per year frequency: 12
ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions

Geographic Data

Analysis of New & Renewal Paid Individual Subscriptions

Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

<table>
<thead>
<tr>
<th></th>
<th>Print</th>
<th>Digital Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Place</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doctors/Health Care Providers</td>
<td>16,324</td>
<td>16,324</td>
</tr>
<tr>
<td>Personal Care Salons</td>
<td>8,402</td>
<td>8,402</td>
</tr>
<tr>
<td>Total Public Place</td>
<td>24,726</td>
<td>24,726</td>
</tr>
<tr>
<td>Individual Use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individually Requested</td>
<td>495</td>
<td>495</td>
</tr>
<tr>
<td>Ordered/Payment Not Received</td>
<td>13,180</td>
<td>13,180</td>
</tr>
<tr>
<td>Total Individual Use</td>
<td>13,675</td>
<td>13,675</td>
</tr>
</tbody>
</table>

RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Combination Subscriptions: These are copies that are included in Paid Subscriptions Individual and were served to subscribers who purchased this publication in combination with one or more different publications.

Double Issues: A double issue represents two copies of service. The Average Subscription Price Annualized is based on 12 issues, which includes one double issue.

Award Point Programs: Included in Paid Subscriptions Individual is the following average number of copies purchased through the redemption of award points/miles: 196,663

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 54,489

Multi-Magazine Digital Plans

Pursuant to a review by the AAM board of directors, copies distributed through the program(s) are reported as single copy sales based on consumer payment for the program(s) and consumer's request for a specific magazine. Included in single Copy Sales Digital is the following average copies per issue from this program(s):  

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Next Issue Media Unlimited</td>
<td>16,007</td>
</tr>
</tbody>
</table>

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: Time Inc.

COOKING LIGHT, published by Time Inc. Lifestyle Group • 4100 Old Montgomery Highway • Homewood, AL 35209

RACHEL OSBORNE  KEVIN WHITE
Vice President, Consumer Marketing  Publisher
P: 212.522.1212  •  URL: www.cookinglight.com
Established: 1987  AAM Member since: 1988
SITE TRAFFIC

6.7 million unique visitors

- Desktop: 2.3 million unique visitors
- Mobile: 4.9 million unique visitors (+15% YoY)
- 66% exclusive mobile unique visitors

40 million page views

Source: comScore Multi-Platform January 2016
NEW YORK
TIME INC., 225 LIBERTY STREET, 6TH FLOOR, NEW YORK, NY 10281

Kevin White, Group Publisher
212-522-3822 | Kevin.White@timeinc.com

Michelle Lamison, Vice President, Marketing
212-522-5609 | Michelle_Lamison@timeinc.com

Lee Cordobés, Associate Publisher
212-522-4639 | Lee_Cordobes@timeinc.com

Matthew White, Digital Director
212-522-1499 | Matt_White@timeinc.com

SALES TEAM

NEW YORK
Kate Brower
212-522-4439 | Kate.Brower@timeinc.com

Julia Kelly
212-522-6513 | Julia.Kelly@timeinc.com

Caroline Vivat
212-522-0042 | Caroline.Vivat@timeinc.com

DETROIT
39577 WOODWARD AVENUE, SUITE 200, BLOOMFIELD HILLS, MI 48304

Laurie Felton
248-988-7815 | Laurie_Felton@timeinc.com

LOS ANGELES
11766 WILSHIRE BOULEVARD, SUITE 1700, LOS ANGELES, CA 90025

Monty McMurray
310-268-7561 | Monty_McMurray@timeinc.com

MIDWEST
130 E. RANDOLPH STREET, SUITE 1700, CHICAGO, IL 60601

Sara Banek
312-832-0847 | Sara.Banek@timeinc.com

Quinn Nelson
312-832-0847 | Quinn_Nelson@timeinc.com

Andi Sider
312-832-0847 | Andi.Sider@timeinc.com

SOUTHEAST
3399 PEACHTREE ROAD NE, SUITE 1210, ATLANTA, GA 30326

Margaret Barnhart
404-888-1958 | Margaret_Barnhart@timeinc.com

SOUTHWEST
4809 COLE AVENUE, SUITE 300, DALLAS, TX 75205

Mary Payne
214-523-4025 | Mary.Payne@timeinc.com

SAN FRANCISCO
ONE EMBARCADERO CENTER, SUITE 750, SAN FRANCISCO, CA 94111

Alex Cowley
415-434-5245 | Alex_Cowley@timeinc.com

DIRECT RESPONSE

Mary Smyth
845-265-4385 | marysmythmedia@gmail.com