



InStyle

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**2020 MEDIA KIT**

# InStyle 2020 Edit Calendar



## JANUARY

### NEW YEAR REFRESH

Spring Fashion Sneak Peek  
What To Wear Now!  
Jewelry  
Beauty Resolution Routines

Ad Close: 10/28/19  
On Sale: 12/20/19



## FEBRUARY

### BADASS 50

Badass Women  
Watches  
Badass Beauty

Ad Close: 11/25/19  
On Sale: 1/17/20



## MARCH

### SPRING FASHION

Runway Report  
Luxury Accessories  
Red Carpet Recap  
Spring Beauty Trends  
International Women's Day

Ad Close: 12/23/19  
On Sale: 2/14/20



## APRIL

### SPRING ESSENTIALS

Occasional Dressing  
Sustainability  
Fragrance  
Natural/Clean Beauty

Ad Close: 1/27/20  
On Sale: 3/20/20



InStyle  
BEST  
BEAUTY  
BUYS

## MAY

### SPRING BEAUTY

Best Beauty Buys  
Denim Report  
Mother's Day

Ad Close: 2/24/20  
On Sale: 4/17/20



## JUNE

### GET SET FOR SUMMER

Swimsuits  
Summer Beauty  
Pride

Ad Close: 3/30/20  
On Sale: 5/22/20



## JULY

### BEST OF SUMMER

Summer Steals  
Beach Beauty  
Summer Entertaining

Ad Close: 4/20/20  
On Sale: 6/12/20



## AUGUST

### BADASS 50

Badass Women  
Badass Fashion  
Badass Beauty  
Table For Two

Ad Close: 5/26/20  
On Sale: 7/17/20



## SEPTEMBER

### FALL FASHION

Runway Report  
Accessories Report  
Fall Beauty Picks

Ad Close: 6/22/20  
On Sale: 8/14/20



READERS  
CHOICE  
BEAUTY  
AWARDS  
InStyle

## OCTOBER

### FALL BEAUTY

Reader's Choice Awards  
Fall Accessories  
Doing Good - Breast Cancer  
Awareness

Ad Close: 7/27/20  
On Sale: 9/18/20



## NOVEMBER

### 50 BEST DRESSED

Hollywood's 50 Best Dressed  
The InStyle Awards  
Fall Denim  
Winter Beauty  
20 For 20  
Fragrance

Ad Close: 8/31/20  
On Sale: 10/23/20



## DECEMBER

### STYLE 100

The Style 100  
Holiday Party Looks  
Holiday Gift Guide  
Holiday Entertaining

Ad Close: 9/28/20  
On Sale: 11/20/20

IN EVERY ISSUE: Fashion and Beauty News, Luxury, Jewelry, Entertainment and Culture, Travel, Home, Wellness

All dates, content, themes subject to editorial discretion and change.



# Laura Brown

**EDITOR IN CHIEF, INSTYLE**

Laura Brown is the editor in chief of InStyle, the largest fashion magazine brand. Appointed in August of 2016, she oversees the core magazine, digital across all platforms and formats, InStyle Virtual Reality, 10 international editions and annual special issues. In addition, she leads development of brand extensions including apparel, footwear and accessories collection, hair salons, digital mobile applications, books and live events.



# 2020 Rate Card

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<b>RATE BASE (000)</b>	1,700
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## **COVERS**

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Cover 2*	\$297,300
Cover 3	\$269,200
Cover 4	\$327,700

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## **FOUR COLOR / BLACK & WHITE**

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Full page	\$234,000
2/3 page	\$188,800
1/2 page	\$152,200
1/3 page	\$112,400

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**\*Note:** Cover 2 advertiser must run on page I.  
Page I costs \$234,000.

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.



# 2020 Ad Specs

## PRINT AD UNIT SIZES

	BLEED	TRIM
Full Page	8 1/4" x 11 1/8"	8" x 10 7/8"
Spread	16 1/4" x 11 1/8"	16" x 10 7/8"
1/3 Vertical	2 7/8" x 11 1/8"	2 5/8" x 10 7/8"
2/3 Vertical	5 1/4" x 11 1/8"	5" x 10 7/8"
1/2 Horizontal	8 1/4" x 5 1/2"	8" x 5 1/4"
1/2 Spread Horizontal	16 1/4" x 5 1/2"	16" x 5 1/4"

## MATERIAL REQUIREMENTS

**Trim Size:** 8" x 10 7/8"

**Binding:** Perfect Bound

**Safety:** .25" away from trim edges (.375" from bleed)

**Gutter Safety:** .25" on each side (.5" in total)

**Printing Process:** SWOP industry standards (Refer to [www.swop.org](http://www.swop.org) for additional information)

**Required Material:** PDF/XI-A. No color proofs are required

**Delivery of Materials:** Please upload all PDFXI-As to our ad portal: [direct2time.sendmyad.com](http://direct2time.sendmyad.com)

**For Complete Print Specs:** <http://direct2time.timeinc.com>

## DELIVERY OF MATERIALS

Submit PDF-XIa FILES via Meredith Ad Express: [meredith.sendmyad.com](http://meredith.sendmyad.com)

## QUESTIONS?

**Material extensions, file specs  
and ad portal contact:**

Paige DeBont

515-284-3685

[paige.debont@meredith.com](mailto:paige.debont@meredith.com)

# 2020 Ad Specs

## FILE TYPES AND DELIVERY:

- Submit PDF-X1a FILES via Meredith Ad Express: meredith.sendmyad.com
- For instructions on how to create a PDF-X1a go to: [http://www.meredith.com/sites/default/files/PDFx1a\\_Guide2015\\_D2D.pdf](http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf)
- Prepare files to Meredith's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

## FILE SPECIFICATIONS/GENERAL GUIDELINES

- Include/embed all fonts and artwork.
- Max density (total area coverage) is 300%
- Image resolution is 300 dpi, Line illustration is 2400 dpi.
- CMYK or Grayscale only. Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK. · 5/c ads: Limit spot color to the elements from the Pantone Library.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters such as ("()\*&^%\$#@!{}[]\|,;: in file names.
- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

## DOCUMENT SETTINGS

- Ads should be built at 100% trim size.
- Bleed ads, extend bleed to 1/8" beyond trim on all sides.
- Keep live matter 1/4" inside trim dimensions on all sides.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167" so not to touch live image or bleed areas. See PDF Guide link above.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.
- Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

## FONTS

- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Do not apply styles to basic fonts, use the actual font. · 4-color type should not exceed 300% density.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
- Color or reverse type and line art should not be less than .007" at the thinnest area. Single color type and line art should not be less than .004" at the thinnest area. General guideline is nothing thinner than the equivalent of a hairline rule.

## PROOFS

- Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to [www.swop.org](http://www.swop.org) for additional information.

## NOTES

- Meredith does not make any changes to ads or files. · Retention of materials is 13 months.



# Marketing Opportunities

From Red Carpet to retail, InStyle offers a full calendar of programs, events and opportunities that will help your brand inspire and influence millions of highly-engaged women.

## **CAPABILITIES INCLUDE:**

- Signature Red Carpet, celebrity, influencer and consumer events
- Digital, video & social packages
- Native solutions
- Custom 360-degree programs
- Turnkey added-value opportunities
- Accolades and seals (Best Beauty Buys, Readers' Choice, Editors' Pick)

**For more information, please contact your sales representative.**

**InStyle**

# Audience Profile: Print

## MAGAZINE AUDIENCE TOTAL

7,345,000

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AUDIENCE RATIO	Audience (000)	% Composition
Female	6,572	89.5
Male	773	10.5

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## TOTAL ADULTS

### Age

18-34	2,208	30.1
35-54	3,156	43.0
55+	1,981	27.0

Median Age: 45.4

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## HOUSEHOLD INCOME

\$100,000+	2,924	39.8
\$75,000+	4,002	54.5
\$60,000+	4,728	64.4
\$50,000+	5,217	71.0

Median HHI: \$82,646

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## EDUCATION

Att/Grad College+	5,164	70.3
Graduated College+	2,669	36.3

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## EMPLOYMENT

Employed	4,941	67.3
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## HOME OWNERSHIP

Own Home	4,761	64.8
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## MARITAL/CHILDREN STATUS

Single/Wid/Div/Sep	2,265	30.8
Married	3,915	53.3
Any Children in HH	3,533	58.1

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# Audience Profile: Digital

## INSTYLE.COM AUDIENCE TOTAL

10,085,000

AUDIENCE RATIO	Audience (000)	% Composition
Female	8,313	82.4
Male	1,772	17.6

## TOTAL ADULTS

### Age

18-34	2,296	22.8
35-54	3,564	35.3
55+	4,225	41.9

## HOUSEHOLD INCOME

\$100,000+	4,021	39.9
\$75,000+	5,490	54.4
\$60,000+	6,405	63.5

Median HHI: \$70,492

## EDUCATION

Att/Grad College+	7,482	74.2
Graduated College+	4,466	44.3

## EMPLOYMENT

Employed	5,994	59.4
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## HOME OWNERSHIP

Own Home	7,005	69.5
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## MARITAL/CHILDREN STATUS

Single/Wid/Div/Sep	5,541	45.0
Married	5,545	55.0
Any Children in HH	3,750	37.2

Source: 2019 comScore Multi-Platform//GfK MRI Media + Fusion weighted to Population (000) - Base: Adults

# Contacts

## INSTYLE HEADQUARTERS

225 Liberty Street, 7th Floor · New York, NY 10281

### Agnes B. Chapski

Vice President and Publisher  
212-522-0022

Agnes.Chapski@meredith.com

### William Gasperoni

Associate Publisher, Marketing  
212-522-8187

William.gasperoni@meredith.com

### Andrés Gutierrez

Associate Publisher, Sales  
212-522-0136

Andres.Gutierrez@meredith.com

## BRAND SALES

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### Chris Bletzer

International Fashion Director  
212-522-4365  
Chris.bletzer@meredith.com

### Sari Kleinman

Account Director  
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### Leslie Chanti

Executive Beauty Director  
212-522-1064  
Leslie.chanti@meredith.com

### Ashley McShane

American Fashion and Beauty Director  
212-522-3275  
Ashley.McShane@meredith.com

### Alyssa Paris

Account Director  
212-522-2437  
Alyssa.paris@meredith.com

### Nancy Hiroyasu

West Coast Director  
310-268-7289  
Nancy.hiroyasu@meredith.com

### Judy Gregoire

Midwest Director  
312-321-7971  
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### Alex Shumway

Integrated Account Director, New England  
781-329-1942  
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## ITALY

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## SWITZERLAND

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## UNITED KINGDOM

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## FRANCE, GERMANY & SPAIN

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### Kaitlyn Nason

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### Alexandra Meltser

Sales Assistant  
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## BRAND MARKETING

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### Nicole Kenneally

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### Danielle Neumann

Director, Brand Marketing  
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### Melanie Rivera

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### Alexa Boorstein

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### Amanda Kuss

Director, Business Development  
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### Danielle Scichilone

Coordinator, Brand Marketing  
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### Sara Shenasky

Director, Events  
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### Elizabeth Schacher

Director, Brand Marketing  
212-522-6532  
Elizabeth.Schacher2@meredith.com

# Terms & Conditions

## MEREDITH CORPORATION PRINT ADVERTISING TERMS AND CONDITIONS

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of INSTYLE magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to [www.instyle.com](http://www.instyle.com). 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 each six month AAM period, during 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 six (6)-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 6-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.

# Terms & Conditions

## MEREDITH CORPORATION PRINT ADVERTISING TERMS AND CONDITIONS

### 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 achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.

# Meredith 2019 Issue-by-issue Tally (IBIT) Pricing System

1. Magazine circulation delivery of the U.S. and North American editions of magazines published by Meredith Corp. 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 2017 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 2017 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. Total audited circulation for magazines audited by BPA is comprised of qualified paid and/or qualified non-paid as set forth in such magazines 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:  $\$100,000 \times (3\% - 2\%) = \$1,000$ .
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 2017 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 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 31, 2016