

Parents

Mission

Parents helps busy moms navigate the uncharted waters of parenthood.

Each month we offer trusted content a familiar, understanding voice.

We empower today's parents to make the best decisions for their families about health, discipline, nutrition and more. *Parents* connects readers on an emotional level, recognizing the wins and the fails humor.

We cover the bright threads in the fabric of our readers' lives, highlighting moments big and small, and celebrating the joy of raising healthy, happy kids.



2020 Editorial Calendar

JANUARY

The #Goals Issue

AD CLOSE: 10/15/19 › ON-SALE: 12/6/19

YOU'RE WELCOME

- Special Edition—Organizing Products, Services, Apps, and Hacks

KIDS

- Health: How Real Families Get Through the Flu!
- Health: Why I Love My Pediatrician
- Behavior: When One Kid is More Difficult to Parent than the Other
- Food: Multi-Cooker Meals for the Whole Family (Baby Too!)
- Gear: The Baby Gear Awards

YOU

- Advice: How to Streamline Your Decision Making
- Beauty: How to Take Care of Your Mom Hands, plus the Perfect At-Home Mani

LIFE: REACH YOUR #FAMILYGOALS

- Balance: Put Your Family on a Digital Detox
- Money: *Parents* Guide to Charitable Giving
- Travel: Get Away... Without the Kids! Couples Vacations You Must Book
- Food: Secrets of Kitchen Confident Moms

Parents Baby

FEBRUARY

Valentine's Day Extravaganza!

AD CLOSE: 11/15/19 › ON-SALE: 1/10/20

KIDS

- Health: The Infant Sleep Commandments
- Behavior: Put Yourself in Your Kids' Shoes
- Food: Picky Eating IRL
- Food: Make Game Day Snacks

YOU

- Health: The Real Reason Your Stomach Hurts
- Health: The Good News About Your Phone
- Beauty: How to Stop Mom Life from Aging Your Skin

- Beauty While Momming: Why Beauty Rituals Matter
- Couple: How to Speak Kindly to Each Other

LIFE

- Pets: How to Prevent Pet Messes and Clean Them Up Fast
- Home: Save My Space
- Holiday: Simple Valentine's Day Cards for the Whole Class
- Holiday: Valentine's Day Treats the Kids Can Help Make
- Travel: Take Your Kids Here Before They Grow Up, Part 1
- Food: Chicken, 5 Ways

MARCH

The MomBoss/#SeeHer Issue

AD CLOSE: 12/16/19 › ON-SALE: 2/7/20

LET'S GET REAL

- Working Wisdom from Mom Bosses Who Inspire Us

KIDS

- Health: Is Your Child Outside Enough?
- Health: How Pediatrician Parents Get Kids to Care About Their Health
- Health: Allergy-Proof Your Life
- Behavior: Teach Your Children Patience
- Food: Surprising New Spins on PB&J

YOU

- Beauty: Refresh Your Routine with Tried-and-True Drug Store Buys
- Couple: When You Earn More than Your Partner
- Work: How Millennial Mothers Stay Career Ambitious
- Work: How to Thrive at Work When You're Sleep Deprived

LIFE

- Home: Products that Every Family Needs Two of
- Fashion: Why (and How to) Organize Your Mom Closet

- Travel: Places to Take Your Kids Before They Grow Up: Part 2
- Food: Low-Sugar Takes on Family Favorites

Parents Baby

APRIL

The Mother Earth Issue

AD CLOSE: 1/15/20 › ON-SALE: 3/6/20

YOU'RE WELCOME

- Special Edition—Little Ways to Go Green with the Kids

KIDS

- Health News: How to Talk to Kids About Climate Change
- Health: The Real Risks of Air Pollution
- Development: The Scientific Way to Play with Your Baby
- Values: How 5 Real Families Are Saving the Planet
- Food: No-Bake Easter Snacks and Treats
- Craft: Green Easter Crafts

YOU

- Health: 5 Solutions for the Overstimulated Parent
- Beauty: Real Mom Makeovers, with Fresh Haircuts for Spring
- Beauty While Momming: Our Beauty Director's Favorite Eco-Friendly Finds
- Salary: How One Family Makes Their Budget Work, plus Eco-Conscious Advice

LIFE

- Home: Best Green Cleaners for Your Family Home
- Home: Your Step-by-Step Guide to a Green Yard
- Travel: Kid-Friendly Eco-Vacations and Zero-Waste Travel Ideas
- Food: How to Cook to Save the Planet, with Family-Friendly Recipes

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For more information, please contact your *Parents* sales representative or Donna Lindskog, Sales Director, 212.551.7014, donna.lindskog@meredith.com

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2020 Editorial Calendar

MAY

Celebrate Mom

AD CLOSE: 2/14/20 › ON-SALE: 4/10/20

KIDS

- Health: Raising Body Positive Kids
- Health: The Latest Thinking on Food Allergies
- Health: Moving with Kids
- Behavior: The Reasons Kids Cry
- Food: Simple Homemade Cakes to Cook and Decorate with Kids
- **Best:** The Best Family Cars

YOU

- Health: How Doctors Deal with Headaches
- Health: Take Care of Your Teeth
- Beauty: Influencer Beauty Routines
- Beauty While Momming: What I Use on My Own MomBod
- Relationships: This Marriage Will Never Be 50/50. Now What?

LIFE

- Home: How to Raise a Little Green Thumb and Plant an Edible Garden
- Home: 15 Ways to Thrive in Your Small Space with Kids
- Food: Breakfast Takeover! Meal Prep These Recipes
- Travel: Secrets of Happy Family Vacations
- **Best:** Best Subscription Boxes (Meal Kits, Toys, Clothes, and More) for Family Life

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JUNE

Summer Kick-Off

AD CLOSE: 3/13/20 › ON-SALE: 5/8/20

KIDS

- Health News: Summer Safety Takeover—Bug Bites, Sun Burn, Water Safety
- Behavior: How Pediatrician Parents Deal with Bad Sleepers, Eaters, and Potty Trainers
- Development: The Psychology of Violent Play

- Learning: How to Raise a Reader
- Food: Homemade Ice Pops
- **Best:** The Best Organic Packaged Food for Families

YOU

- Special Health Section: Dads and Emotional Health
- Beauty: Summer Makeup Trends
- Beauty/Perfectish: Sunscreen Strategies for Every Parent
- Beauty: Nail the Must-Have Duo: Cute Sunglasses and a Killer Lipstick
- Relationships: The New Divorce: Breaking Up But Staying Together

LIFE

- Pets: What Pets Can Teach You About Parenting
- Home: Sanity Saving Home Tech, plus Automate Everything!
- Travel: Places that Get Even More Fun After Dark
- Food: Supper Is Solved—Feed Your Microbiome Edition
- Fun: Throw a Baby Shower that's Worth the Effort!

JULY

The Play Issue!

AD CLOSE: 4/14/20 › ON-SALE: 6/5/20

KIDS

- Health: The Reassuring Truth About Lyme Disease
- Health: How Pediatrician Parents Stock Their Medicine Cabinets
- Development: What to Do If Your Kid Says "Like"
- Safety: How to Contain Your Toddler Escape Artist
- Values: Portraits of Foster Families and What They Can Teach Us All
- Food: Best New Packaged Frozen Treats

YOU

- Health: Gyno Myths Debunked
- Beauty: A Guide to Making Your Hair Color Last
- Beauty While Momming: Our Beauty Director on Her Go-to Products

- Food: Lower-Alcohol Drinks for Moms Who Want Less of a Buzz
- Couple: When You Disagree About a Major Life Decision

LIFE

- Home: What to Do with Your Blank Walls
- Holiday: The Ultimate 4th of July Pool Party
- Travel: The 2nd Annual Kids' Travel Awards
- Food: Tacos, Buddah Bowls, and Other Assembly-Required Dinners

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AUGUST

How to Raise a Reader

AD CLOSE: 5/14/20 › ON-SALE: 7/10/20

KIDS

- Health: The ABCs of Hand-Foot-Mouth Disease
- Behavior: Are You Helping or Helicoptering?
- Values: How to Raise Bilingual Kids
- Back-to-School: School Supplies Awards—Kid Tested, Teacher Approved
- Party: Ultimate Birthday Party Planning Guide
- **Best:** Best Birthday Party Chains

YOU

- Health: Pumping IRL
- Health: Medication During Pregnancy: Is It safe?
- Beauty: Dealing with Thinning Mom Hair
- Beauty/Perfectish: Mix THIS into Your Foundation

LIFE

- Home: Tech that Helps You Sell Your Junk
- Home: DIY Kits that Make Parenting Easier
- Travel: Plan Their First Trip Out of the Country
- Food: Foil Packed Dinners for the Oven and the Grill
- Fun: How to Host a Beach Cleanup

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2020 Editorial Calendar

SEPTEMBER

The Back-to-School Issue

AD CLOSE: 6/15/20 › ON-SALE: 8/7/20

KIDS

- Health: Is There a Natural Cure for Lice?
- Health: Pediatrician Parents Share the Most Important Advice They Give Their Patients
- Development: How to Raise a Writer
- Learning: Teach Your Kids About Money, When You Don't Know Much Yourself
- Back-to-School: Making Peace with Average
- Back-to-School: School Lunch Extravaganza
- Food: Best Packaged Breakfast Foods
- Craft: Hands-On Craft Projects Inspired by Serious Artists

YOU

- Health: Are You Too Overprotective of Your Baby?
- Health: Take Care of Your Teeth
- Beauty: The *Parents* Beauty Awards

LIFE

- Home: Professional Organizers' Playroom Secrets
- Food: Easy Recipes with Bare Minimum Weekend Meal Prep

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OCTOBER

Halloween for the Win!

AD CLOSE: 7/14/20 › ON-SALE: 9/11/20

KIDS

- Health: Get Your Kid Over Their Doctor Fear
- Health: Most Innovative Children's Hospitals
- Health: Cough, Cough, Go Away!
- Behavior: The Perpetual Quest for Sibling Harmony
- Behavior: Special Ed Techniques that Work for All Kids
- Safety: Teach Your Kids Fire Safety (Without Making them Afraid)

- Food: The Fun of Apple Picking and Apple Recipes
- Nutrition: How to Make Dinner the Kids Will Actually Eat
- Holiday: Halloween Snacks and Treats
- Craft: The Best Crafting Kits for Kids

YOU

- Health: The Breast Health Guide Every Mom Needs
- Beauty: Moms Road Test the Best Self Care Treatments
- Beauty: Next-Level Eyelashes

LIFE

- Food: 5-Ingredient Quickie One Pot Dinners
- Holiday: Cute & Crafty Costumes for Babies to Big Kids
- Holiday: No-Carve Pumpkins

NOVEMBER

The Kindest Issue!

AD CLOSE: 8/14/20 › ON-SALE: 10/9/20

KIDS

- Health: What's Your Child's Stomachache Trying to Tell You?
- Health: The Surprising Long-Haul Impact of Gym Class
- Health: A Guide to Your Baby's Skin
- Development: How Your Little Kid Can Become a Great Teen
- Values: What We Can Learn from Military Families
- **Best:** Best Toys of 2020
- **Best:** Best Books of 2020

YOU

- Health: The Truth About Self Care and Mommy Burnout
- Health: Will You Get the Baby Blues?
- Beauty: Nail Colors for Every Mom Moment
- Beauty While Momming: 1, 2, and 3-Step Skincare Routines
- Money: *Parents* Best Money Tips Ever

LIFE

- Travel: The Best Museums, Zoos, and Aquariums for Kids
- Food: Thanksgiving Dinner Made Easy

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DECEMBER

The Holiday Togetherness Issue

AD CLOSE: 9/14/20 › ON-SALE: 11/6/20

KIDS

- Health: "The Patient Who Made Me a Better Pediatrician"
- Health: Natural Ways to Boost Immunity
- Behavior: How to Boost Your Child's Creativity
- Development: What It Takes to Raise the Next Generation of Wonderful Men
- Nutrition: Feel Better About Formula
- Holiday: Gingerbread House Decorating Hacks
- Craft: Kid-Made Gift Ideas for the Holidays
- Books: *Parents* Approved Children's Books that Inspire Leadership

YOU

- Beauty: Shimmery, Glamorous Makeup for the Holidays
- Beauty While Momming: Gray Hairs, Do Care

LIFE

- Home: How to Set Up Your Kitchen to Cook with Your Kids
- Travel: How to Plan a Surprise Vacation
- Food: Cook Up Holiday Meals from Your Favorite Storybooks
- Food: Holiday Dinner Ideas
- Food: Holiday Candy to Make with the Kids
- Tech: The Best Tech for Your Family

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2020 Editorial Calendar

PLUS Regular Columns:

- **Jenny Says:** Jenny Mollen sounds off on mom life
- **Animal House!:** A spotlight on one awesome pet, and the amazing kid who loves him
- **Insta Eats:** An Instagram food influencer shares her best breakfast, lunch, and snack tips
- **Culture:** Our monthly children's book recommendations
- **Women's Health Advice:** A page of tips, tricks, and news, in every issue
- **Happily Ever After:** Running bi-monthly, a marriage counselor tackles issues that impact millennial parents most
- **Heart of Parenting:** An emotional first-person parenting essay in almost every issue
- **Save My Space:** NEW for 2020! A fresh 1-pager appearing in February, April, June, August, October, and December with surprising perspectives on how to love your home more.
- **Real Life Budgeting:** This column tells the story of a real family's economic wins and losses; a financial advisor weighs in with advice

IN EVERY ISSUE

- Editor's Note
- You're Welcome
- Let's Get Real
- Giggles
- Kids Health News & Ideas
- Ages + Stages

Awards and Accolades

2018

NATIONAL HEALTH INFORMATION AWARDS

- **Silver**
 - “Is Your Kid Sick or Just Faking It?”
 - “The Secret Bunion Society”
 - “10 Reasons to Chill About Lice (Seriously)”
 - “When to Pass on the Test”
 - “Let’s Talk About Your Mood”
- **Bronze**
 - “When a Parent is About to Snap”
 - “Mom Boobs: The Inside Story”
 - “Heads Up!”
 - “Mom vs. Food Allergy & Food Free-for-All”
 - “A Game-Changer for ADHD”
 - “Surviving Dr. Facebook”
- **Merit**
 - “Get through Your Child’s Hospital Stay”
 - “Leak Proof Your Life”

SOCIETY OF PUBLICATION DESIGNERS

- **Gold Award for Photo Illustration**
 - “Mom Boobs: The Inside Story”
- **Merit Winner for Illustration**
 - “Let’s Talk About Your Mood”
 - “Bursting Goodness”

2017

FOLIO

- **Winner**
 - Eddie Award, Consumer, Series of Articles, Parenting/Family, “Balance is B.S.” and “Crushing It”
- **Honorable Mention**
 - Eddie Award, Consumer, Full Issue, Family/Youth & Teen, October 2016
 - Eddie Award, Consumer, Series of Articles, Parenting/Family, “Mom vs. Food Allergies” and “Food Free-for-All”

NATIONAL HEALTH INFORMATION AWARDS

- **Gold**
 - “The New Rules on Raising Babies”
 - “More Than 600 Babies Drown Every Year”
 - “5 Medicine Mistakes Parents Make”
- **Silver**
 - “Would You Let Your Child Eat 50 Pounds of Sugar?”
 - “8 Rules for Raising a Healthy Kid”
 - “Secrets of Pediatrician Parents”
 - “How to Save a Child’s Life”
 - “Secrets You Shouldn’t Keep from Your Doctor”
 - “Let’s Talk About Chubby Children”
 - “Immunity Now!”
 - “The Skinny on Thin Kids”
 - “Health ‘Facts’ You May Have Wrong”
 - “Icky Infections”
- **Bronze**
 - “Feed Your Child’s Gut”
 - “5 Things You Didn’t Know About Allergies”
 - “Give Your Back a Break”

2016

MIN EDITORIAL & DESIGN AWARDS

- **Winner**
 - Best Series of Articles, “Fear and Parenting in America”

2015

FOLIO

- **Winner**
 - Eddie Award, Consumer, Full Issue, Parenting/Family, September 2014
- **Honorable Mention**
 - Eddie Award, Consumer, Series/Single Article, Parenting/Family “Rock Your Disney Trip”

NATIONAL HEALTH INFORMATION AWARDS

- **Gold**
 - “The Power of Yoga”
 - “Germ Patrol”
 - “To Circumcise or Not?”
 - “The Food Dye Blues”
 - “The Never-Ending Cough”
 - “You’d Never Leave Your Baby in the Car, Right?”
 - “The Invisible Bully”
 - “Life in a Special-Needs World”
 - “When Your Kid Makes You Sick”
- **Silver**
 - “Scary Symptoms (That Are Perfectly Normal)”
 - “Your Child Has Cancer...”
 - “Allergy Test”
- **Bronze**
 - “Great Sleep for Grown-Ups”
 - “7 Reasons Your Kid Needs Sleep”
- **Merit**
 - “A Different Kind of Tired”
 - “The Cough That Won’t Go Away”

Board of Advisors

PEDIATRICS

Ari Brown, M.D.

Author of *Baby 411* and *Toddler 411*

David L. Hill, M.D.

Author of *Dad to Dad: Parenting Like a Pro*

Harvey Karp, M.D.

Author of *The Happiest Baby on the Block* and *The Happiest Toddler on the Block*

Philip Landrigan, M.D.

Icahn School of Medicine at Mount Sinai

Jane Morton, M.D.

Stanford University School of Medicine

Irwin Redlener, M.D.

Columbia University School of Public Health; Children's Health Fund

Michael Rich, M.D., M.P.H.

Mediatrician at AskTheMediatrician.org, Boston Children's Hospital

Harley A. Rotbart, M.D.

Children's Hospital Colorado; Author of *No Regrets Parenting*

Darshak Sanghavi, M.D.

Author of *A Map of the Child: A Pediatrician's Tour of the Body*

Jennifer Shu, M.D.

Co-author of *Heading Home Your Newborn*

Wendy Sue Swanson, M.D., M.B.E.

Author of *Seattle Mama Doc* blog

NUTRITION

Jill Castle, R.D.

Childhood Nutrition Expert

Connie Diekman, R.D.

Washington University in St. Louis

David Ludwig, M.D., Ph.D.

Boston Children's Hospital

MENTAL HEALTH

Robin Berman, M.D.

Author of *Permission to Parent*

David Fassler, M.D.

University of Vermont College of Medicine; Author of *Help Me, I'm Sad*

Harold S. Koplewicz, M.D.

Child Mind Institute; Author of *It's Nobody's Fault*

Rebecca Landa, Ph.D.

Center for Autism and Related Disorders, Kennedy Krieger Institute

DENTISTRY

Lezli Levene Harvell, D.M.D.

Private Practice, Dental Kidz

CHILD DEVELOPMENT AND BEHAVIOR

Wayne Fleisig, Ph.D.

Children's Hospital of Alabama

Eileen Kennedy-Moore, Ph.D.

Author of *Smart Parenting for Smart Kids* and *Growing Friendships*

Jenn Mann, Psy.D.

Author of *SuperBaby* and *The Relationship Fix*

Wendy Mogel, Ph.D.

Author of *The Blessing of a Skinned Knee*

Michael Thompson, Ph.D.

Author of *Homesick and Happy* and co-author of *Raising Cain*

WOMEN'S HEALTH

Alice D. Domar, Ph.D.

The Domar Center for Mind/Body Health; Author of *Finding Calm for the Expectant Mom*

Marjorie Greenfield, M.D.

University Hospitals Case Western Medical Center; Author of *The Working Woman's Pregnancy Guide*

Laura Riley, M.D.

Massachusetts General Hospital

EDUCATION AND CHILD CARE

Deborah Stipek, Ph.D.

Stanford Graduate School of Education

Cathy Vatterott, Ph.D.

University of Missouri-St. Louis; Author of *Rethinking Homework*

ALLERGY

William E. Berger, M.D.

University of California-Irvine School of Medicine

Hugh Sampson, M.D.

Icahn School of Medicine at Mount Sinai

EMERGENCY MEDICINE AND SAFETY

Martin Eichelberger, M.D.

Safe Kids Worldwide; Children's National Medical Center

Wendy L. Hunter, M.D.

Rady Children's Hospital, University of California, San Diego

Gary A. Smith, M.D., Dr.P.H.

Center for Injury Research and Policy, Nationwide Children's Hospital

SLEEP

Jodi Mindell, Ph.D.

The Children's Hospital of Philadelphia; Author of *Sleeping Through the Night*

Judith Owens, M.D.

Boston Children's Hospital

DERMATOLOGY

Lawrence F. Eichenfield, M.D.

Rady Children's Hospital, University of California, San Diego

Jody Alpert Levine, M.D.

Plastic Surgery & Dermatology of NYC

Demographic Profile: Adults

A SNAPSHOT

Total adults	9,286,000
Median age	38.9
Median HHI	\$64,023
Median home value	\$232,564

AGE	AUD (000)	% COMP
18-34	3,480	38
18-49	7,013	76
25-49	6,451	70
25-54	7,131	77

EDUCATION

Attended/graduated college+	5,919	64
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EMPLOYMENT AND INCOME

Employed	5,987	65
HHI \$50,000+	5,586	60

FAMILY SIZE

Any kids	6,970	75
2+ children in household	4,697	51
Average age of kids: 7.5 yrs		

Source: MRI Doublebase 2019, Base: Adults

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Demographic Profile: Women

A SNAPSHOT

Total women	7,833,000
Median age	38
Median HHI	\$60,358
Median home value	\$234,253

AGE	AUD (000)	% COMP
18-34	3,101	40
18-49	5,952	76
25-49	5,454	70
25-54	5,983	76

EDUCATION

Attended/graduated college+	4,966	63
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EMPLOYMENT AND INCOME

Employed	4,827	62
HHI \$50,000+	4,518	58

FAMILY SIZE

Any kids	5,940	76
2+ children in household	4,034	52
Average age of kids: 7.5 yrs		

Source: MRI Doublebase 2019, Base: Women

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2020 Closing Dates



	CLOSING DATE/ MATERIALS DUE	ON-SALE DATE
January	10/15/19	12/6/19
February	11/15/19	1/10/20
March	12/16/19	2/7/20
April	1/15/20	3/6/20
May	2/14/20	4/10/20
June	3/13/20	5/8/20
July	4/14/20	6/5/20
August	5/14/20	7/10/20
September	6/15/20	8/7/20
October	7/14/20	9/11/20
November	8/14/20	10/9/20
December	9/14/20	11/6/20

NOTE: Subject to change

2020 National Rates



CIRCULATION

Total Rate Base	2,200,000
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NATIONAL ADVERTISING RATES

Four Color

Full Page	\$254,400
2/3 Page	\$196,800
1/2 Page	\$152,700
1/3 Page	\$106,000
2nd Cover	\$292,600
3rd Cover	\$279,900
4th Cover	\$305,300

Black & White

Full Page	\$198,700
2/3 Page	\$153,700
1/2 Page	\$119,300
1/3 Page	\$83,400

Rates effective January 2020 issue; all rates are gross

2020 Advertising Terms & Conditions

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of *Parents* magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to <http://parentsmag.com/terms-conditions>. 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 circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher

guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average 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 circulation to regional advertisers**, and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims," or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and

warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
4. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble 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.

For more information, please contact your *Parents* sales representative or Donna Lindskog, Sales Director, 212.551.7014, donna.lindskog@meredith.com

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