

Cooking with Paula Deen

ADVERTISING RATES



RATE CARD NO. 5

Effective Jul/Aug 2009
 Rate Base: 725,000
 Frequency: 6x

Cooking with
paula deen

cookingwithpauladeen.com

CONTRACT CONDITIONS

- The Publisher will not be bound by any conditions printed or otherwise appearing on contracts, orders, or copy instructions which conflict with the provisions of this rate card or with policies of the Publisher. All orders are accepted subject to acts of God, strike, fire, accident, or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, publication, or distribution of the magazine.
- The Publisher reserves the right to reject, cancel, and/or request alterations in the content of any advertising for any reason at any time. All orders are subject to the Publisher's approval and are considered accepted only when published, even when a reservation has been previously acknowledged.
- All advertisements are accepted and published with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules, and regulations, and with the understanding that the advertiser and its agency are authorized to publish the entire contents thereof, and that all statements made therein are true. The advertiser and its agency agree to indemnify, hold the Publisher harmless from, and defend the Publisher from any and all claims or suits (including but not limited to libel, copyright infringement, invasion of privacy, and plagiarism) arising out of any advertising published.
- Advertisements which, in the sole judgment of the Publisher, are not immediately identifiable as such must be clearly labeled "Advertisement."
- The Publisher may hold the Advertiser and its advertising agency jointly and severally liable for all sums due and payable to the Publisher.
- The liability of the Publisher for any error, delay, or omission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit, or any other damages resulting from the error.
- The Publisher cannot assume responsibility for errors or omissions in key changes.
- Advertisers may not cancel orders for advertising after the closing date.

PRODUCTION CONTACT INFORMATION

Attn: *Cooking with Paula Deen* — Production
 Hoffman Media LLC
 1900 International Park Drive, Suite 50
 Birmingham, AL 35243
 Phone: 205-262-2128 Fax: 205-991-0071

EDITORIAL MISSION

Cooking with Paula Deen delivers a fresh approach to everyday life through the energy and voice of Paula herself. From easy recipes and entertaining ideas to home makeovers and travel destinations, Paula brings readers a bountiful helping of her comfortable style and zest for life.

2009 ADVERTISING RATES

Rate Base: 725,000 (Effective Jul/Aug)

	1X	3X	6X
Cover 2	\$68,230	\$64,820	\$61,410
Cover 3	\$62,550	\$59,420	\$56,260
Cover 4	\$71,080	\$67,520	\$63,970

FULL COLOR	1X	3X	6X
Full Page	\$56,860	\$54,020	\$51,180
2/3 Page	\$45,490	\$43,220	\$40,940
1/2 Page	\$36,960	\$35,120	\$33,270
1/3 Page	\$27,290	\$25,930	\$24,560
1/4 Page	\$19,910	\$18,910	\$17,910

TWO COLOR	1X	3X	6X
Full Page	\$50,040	\$47,540	\$45,040
2/3 Page	\$40,030	\$38,030	\$36,030
1/2 Page	\$32,530	\$30,990	\$29,270
1/3 Page	\$24,020	\$22,820	\$21,610
1/4 Page	\$17,510	\$16,640	\$15,760

BLACK & WHITE	1X	3X	6X
Full Page	\$45,490	\$43,220	\$40,940
2/3 Page	\$36,390	\$34,570	\$32,750
1/2 Page	\$29,570	\$28,090	\$26,610
1/3 Page	\$21,840	\$20,740	\$19,650
1/4 Page	\$15,920	\$15,130	\$14,330

MARKETPLACE	1X	3X	6X
Full Page	\$20,620	\$19,590	\$18,560
1/2 Page	\$15,770	\$14,982	\$14,190
1/3 Page	\$13,750	\$13,060	\$12,370
1/4 Page	\$11,910	\$11,320	\$10,720
1/6 Page	\$10,030	\$9,520	\$9,020
1/8 Page	\$9,200	\$8,740	\$8,280
1/12 Page	\$7,450	\$7,070	\$6,700

BRC
\$44,550 — 6" x 4" card. All business reply cards must accompany a minimum of a full page black and white advertising page.

INSERTS
Pricing available upon request.

COMBINED FREQUENCY
Advertisers placing ads in more than one Hoffman Media magazine may combine insertions to earn a lower frequency rate.



ISSUE	SALES CLOSE	ON-SALE
January/February 09	11/7/08	1/6/09
March/April 09	12/26/08	3/3/09
May/June 09	2/20/09	4/28/09
July/August 09	4/24/09	6/30/09
September/October 09	6/25/09	9/1/09
November/December 09	8/28/09	11/3/09



TERMS

Net due 30 days from invoice date. An agency commission of 15% gross billings is given to recognized advertising agencies on space, color, and special position charges.

DIMENSIONS

Publication Trim Size8" x 10.875"

	Non-Bleed	Bleed
Full Page	7.5" x 10.375"	8.25" x 11.125"
2/3 Page	4.4375" x 9.5"	Available upon request
1/2 Page H	6.75" x 4.6875"	Available upon request
1/2 Page V	3.3125" x 9.5"	Available upon request
1/3 Page SQ	4.4375" x 4.6875"	N/A
1/3 Page V	2.1875" x 9.5"	Available upon request
1/4 Page	3.3125" x 4.6875"	N/A

Call your Marketplace representative to request dimensions.

Note: Keep all vital advertising material at least .25" from final trim edge.

ELECTRONIC FILE REQUIREMENTS

Press-ready PDF required along with InDesign or QuarkXPress files, plus all images (EPS or TIFF), fonts (printer and screen — limit the use of TrueType fonts), color proof, and laser proof marked up for color. Excess expenses incurred opening files other than InDesign or QuarkXPress will be billed back to the advertiser/agency at actual cost. Pantone colors will be converted to process.

Please Note:

- We must receive color proofs with all creative.
- We are not responsible for color fluctuations or inaccuracies if a SWOP certified color proof is not provided.
- All materials not meeting all specifications on this info sheet could incur a production charge.

Maximum Ink Density: 290

Disk: CD-Rom, Mac

Document Format: InDesign; QuarkXPress

TIFF: Photoshop (minimum 300 dpi)

EPS: Photoshop (minimum 300 dpi); Illustrator (convert fonts to outlines and embedded graphics to CMYK)

PDF: Must meet high-end SWOP standards. Call for details.

All files sent, including camera-ready ads, pictures, logos, etc., must be a minimum of 300 dpi.