Better Homes & Gardens
American Patchwork & Quilting

Where quilters connect, learn, shop, share, get inspired, and create
Our Mission

American Patchwork & Quilting® is dedicated to providing inspiration, instruction, and innovation to our community of quilters and sewists.
Editorial Experts

The American Patchwork & Quilting® staff are passionate quilters and experienced editors.

**Jody Sanders** | Group Editor
jody.sanders@meredith.com | 515-284-2693 | Instagram: sewmorequiltismom

A busy mom, wife, editor, all-around crafter, and quilter, Jody fits more into a morning than most of us fit into an entire day. She’s the one who curates the content of every issue of American Patchwork & Quilting and is the go-to guru for all things English paper piecing and vintage quilts.

**Joanna Burgarino** | Editor
joanna.burgarino@meredith.com | 515-284-2356 | Instagram: pennyspurls

As an eclectic crafter and sewer, Joanna can’t seem to stop herself from starting new projects. Her collection of UFOs has only grown since she became editor of Quilts & More, and she wouldn’t have it any other way.

**Doris Brunnette** | Editor
doris.brunnette@meredith.com | 515-284-3369 | Instagram: madebyabrunnette

Pattern designer, modern quilter, and lover of all things textiles, editor Doris Brunnette is the new editor of Quilt Sampler magazine. Doris loves to attend quilting retreats and guild meetings. When she’s not busy camping, riding her bike, or walking her dogs, Doris is finding new English paper piecing patterns to make. She is always visiting quilt shops as “research” for her job.

**Diane Tomlinson** | Associate Editor
diane.tomlinson@meredith.com | 515-284-2729 | Instagram: dtfiberart

A quilter for over thirty years, associate editor Diane Tomlinson is the newest member of the American Patchwork & Quilting team. A ten-year veteran of magazine publishing, Diane coordinates the design and making of color options, day-to-day routing of files, and serves as the liaison with fabric companies. She loves to participate in quilt block swaps and make scrappy quilts, “the more fabric the better” is her motto.

**Lindsay Mayland** | Audience Insights Manager
lindsay.mayland@meredith.com | 515-284-3406 | Instagram: lindsmayland

With the best social life of anyone on staff, it’s no wonder Lindsay’s day-to-day charge is keeping all things online buzzing. AllPeopleQuilt.com, Facebook, Twitter, Instagram, Pinterest, and anything that else ends in .com fills up her daily dance card!
Industry Influencers

For more than 25 years, we’ve worked with the top designers in the industry to create the quilts and projects found in our publications.

Sharon Tucker
Chelsi Stratton
Monique Jacobs
Darlene Zimmerman
Minki Kim
Vicki Ruebel
Andy Knowlton
Sherri McConnell
Sarah J. Maxwell
American Patchwork & Quilting has been leading the quilting industry for more than 27 years. Providing the highest quality patterns and how-to instructions, along with compelling feature stories, every issue brings a mix of timeless designs and the latest trends. With tips, techniques, and advice to build your skills, the magazine makes you feel as though you have a trusted quilting friend by your side.

FREQUENCY: 6x/year
PREMIUM PRICE POINT: $6.99
PAID CIRCULATION: 203,000
PRINT SUBSCRIPTIONS: 160,000
NEWSSTAND COPIES SOLD: 40,000
AVG DIGITAL ISSUE SALES: 3,000
American Patchwork & Quilting
Editorial Calendar

IN EVERY ISSUE

NEW! A Quilt That Brings Me Joy—Each issue will have a quilter sharing the quilt that brings her (or him) joy.

NEW! Editor’s Letter will Include “What We Are Obsessed With Now”

NEW! Ask the Editor—Answers to our most asked quilting questions

Now Trending @APQ.com page includes patterns, inspiring stories and updates from our website and social media.

Color Options—We continue to showcase the latest fabrics and design alternatives for every project.

Tips from our Readers—A photo is included with each tip to clarify for the reader what is described in text.

From the Crafts Lab Products & From the Crafts Lab Books

FEBRUARY

PROFILE: Edyta Sitar of Laundry Basket Quilts. PLUS: Comforts of a Quilter’s Home. Each of the quilt designers in the issue will share her secrets for creating joy using quilts.
Ad Close: 10/6/20; On-sale: 12/4/20

APRIL

QUILT-ALONG: Hopscotch quilt by Sherri McConnell of A Quilting Life.
Ad Close: 12/15/20; On-sale: 2/12/21

JUNE

PROFILE: Susan Ache, a prolific quilt maker from Florida who is a quilt book author and active Instagrammer.
Ad Close: 2/9/21; On-sale: 4/9/21

*Subject to change

AUGUST

BIG IDEA: Celebrate Local Quilt Shops features mini profiles of local independent quilt shops.

OCTOBER

PROFILE: Mary Blythe, an Iowa-based quilter who dyes her own wool, designs patterns for traditional quilts and home décor items, and is a quilt book author.
Ad Close: 6/8/21; On-sale: 8/7/21

DECEMBER

Ad Close: 8/3/21; On-sale: 10/1/21

BETTER HOMES & GARDENS CRAFTS GROUP 2021 MEDIA KIT
**Quilts & More**

*Quilts & More* promises simple, fresh, and fun quilts and projects. Plus techniques and fabrics, all delivered with clear how-to instructions. Advanced quilters love the easy projects when they want a quick-to-make quilt. Easier projects entice intermediate quilt enthusiasts with instant success. And the easiest projects attract new quilters, filling them with I-can-do-that confidence.

**FREQUENCY:** 4x

**PREMIUM PRICE POINT:** $7.99

**NEWSSTAND DISTRIBUTION:** 165,000

**DIGITAL SUBSCRIPTIONS:** 1,020

**AVERAGE DIGITAL COPIES SOLD:** 600

**INCLUDES 11,000+ COPIES SOLD IN INDEPENDENT QUILT SHOPS**
OUR BRANDS

Quilts & More
Editorial Calendar

IN EVERY ISSUE

NEW! Seasonal Table Runner Series—Piece a series of seasonal table runners by Allison Harris of Cluck Cluck Sew.

NEW! Sewing Skill Builder—Tackle a simple sewing project to learn a new skill.

NEW! Quilting Ideas for Quilt Blocks—One basic block with two different quilting designs.

Sewing Toolbox—Explore different types of notions and learn which types are best suited to particular quilting needs. Topics include types of pins, batting, interfacing, thread, rulers, and hand sewing needles.

Scrap Lab—Two designers, Amanda Niederhauser from Jedi Craft Girl and Kristyne Czepuryk from Pretty by Hand, plus a guest designer take the challenge to create different projects using the same kit of fabrics curated by a featured independent quilt shop.

Dear Quilter—Expert advice to real reader questions about the quilting process.

Color Options—Showcasing the latest fabrics and design alternatives for several projects in each issue.

SPRING

BIG IDEA: Fabric selection. Tips for how to pick fabrics for your project including lessons on basic color theory, mixing values, and scale.
Ad Close: 11/24/20; On-sale: 1/22/21

SUMMER

BIG IDÉA: Piecing accuracy. How to get piecing results you’ll love, frustration-free sewing, general how-to, ideas for common units, flat seams, and more.
Ad Close: 3/16/21; On-sale: 5/14/21

FALL

BIG IDEA: Quilting. Common designs, things to keep in mind, tips for straight line quilting, helpful products, tips for free-motion quilting.
Ad Close: 6/1/21; On-sale: 7/30/21

WINTER

BIG IDÉA: Gifts. Giftable projects and some that can be made in multiples.
Ad Close: 8/31/21; On-sale: 10/29/21
Quilt Sampler

Quilt Sampler introduces readers to TOP SHOPS in each issue along with an exclusive quilt project from each shop. It is the only magazine that features and showcases the independent brick and mortar quilt shops. For more than 25 years quilt shops across the country and Canada have competed for the honor.

FAVORITE MAGAZINE OF QUILT SHOP OWNERS

FREQUENCY: 2x
PREMIUM PRICE POINT: $7.99
NEWSSTAND DISTRIBUTION: 312,000

AVERAGE DIGITAL COPIES SOLD: 500
INCLUDES 30,000+ COPIES SOLD IN INDEPENDENT QUILT SHOPS
OUR BRANDS

AllPeopleQuilt.com

THE #1 DIGITAL BRAND IN QUILTING

WEBSITE

230,000 unique visitors
4.3 MILLION page views
AVG TIME PER VISIT: 2.43 mins
44% mobile traffic

EMAIL

170,000 enewsletter subscribers
170,000 special offers email list

PODCAST

60,000 downloads per month

VIDEO

ALLPEOPLEQUILT.COM
34,500 avg monthly video views
YOUTUBE CHANNEL
2 MILLION+ total views
Videos appear on both allpeoplequilt.com and YouTube

ADVERTISING OPPORTUNITIES

DISPLAY ADS
AUDIENCE TARGETING
GEO-TARGETING
PODCAST MARKETING
PRE-ROLL VIDEO
CUSTOM VIDEO
EMAIL MARKETING
SWEEPSTAKES
SOCIAL MEDIA PROGRAMS

FACEBOOK: 263,000 followers
PINTEREST: 122,000 followers
INSTAGRAM: 93,000 followers
TWITTER: 22,000 followers
YOUTUBE: 30,000 followers
Better Homes & Gardens Crafts Lab & Quilting Studio

Better Homes & Gardens
Crafts Lab & Quilting Studio

American Patchwork & Quilting Headquarters
Des Moines, Iowa

Remodel revealed soon!

Remodel currently underway
State-of-the-art working craft and sewing studio
Product & project testing
Ability to host brands for new product launches
Editorial collaboration & round table discussions on all things quilting

BETTER HOMES & GARDENS CRAFTS GROUP 2021 MEDIA KIT
AUDIENCE

A Media Powerhouse
Reaching a mass audience of engaged, enthusiast quilters across multiple platforms

1.3 MILLION TOTAL AUDIENCE
430,000+ magazine readers
230,000 digital uniques
500,000+ social media community
340,000 direct email audience
60,000 podcast downloads
10% duplication rate

A HIGHLY INFLUENTIAL AUDIENCE
TAKING ACTION ON WHAT THEY SEE

91% have taken action based on something they saw or read in our magazine

40% have discussed items they’ve seen in our magazine with friends or family

70% say our magazines are their number 1 source for quilting inspiration & the most TRUSTED source for patterns
AMERICAN PATCHWORK & QUILTING

Age (median)  58
HHI (median)  $68,887
Employed  46%
Retired  60%
Home Ownership  91%

SKILL LEVEL
Beginner  2%
Confident Beginner  14%
Intermediate  56%
Advanced  28%

ACTIVE QUILTERS
Avg yrs quilting  19
Avg quilt projects per year  12
Avg hrs spent per week  9

COMMITTED TO QUILTING
Own an average of 3 sewing machines
Own a long-arm  21%
Dedicated quilting space  90%
Own a die-cutting machine  26%

TOP PLACES THEY SHOP
Quilt Shops  72%
National Fabric Stores  46%
Online Quilt Shops  37%
Quilt Shows  22%

DEVOTED TO AMERICAN PATCHWORK & QUILTING
Spend avg of 60 mins per issue
99% read each issue cover to cover
93% save entire issue for future use
#1 source for inspiration
#1 source for trusted patterns

ALLPEOPLEQUILT.COM
Female  99%
Age (median)  58
HHI (median)  $87,500

SKILL LEVEL
Intermediate  78%

ACTIVE AUDIENCE
80% quilt once per week
### AUDIENCE

#### QUILTS & MORE
- **Female**: 99%
- **Average age**: 54
- **Household income**: $76,000
- **Employed**: 47%
- **Retired**: 29%
- **Home ownership**: 90%

**SKILL LEVEL**
- **Beginner**: 1%
- **Confident Beginner**: 20%
- **Intermediate**: 68%
- **Advanced**: 11%

**ACTIVE QUILTERS**
- **Avg yrs quilting**: 10
- **Avg quilt projects per year**: 9
- **Avg hrs spent per week**: 7

**DEVOTED TO QUILTS & MORE**
- 40% read every issue
- 93% save entire issue for future use
- #1 source for inspiration

#### QUILT SAMPLER
- **Female**: 99%
- **Average age**: 59
- **Household income**: $76,000
- **Employed**: 42%
- **Retired**: 29%
- **Home ownership**: 48%

**SKILL LEVEL**
- **Beginner**: 12%
- **Intermediate**: 71%
- **Advanced**: 19%

**ACTIVE QUILTERS**
- **Avg yrs quilting**: 10
- **Avg quilt projects per year**: 10

**LIVE THE QUILT LIFE**
- **Attend local quilt shows**: 87%
- **Attend national shows**: 59%
- **Travel for quilting**: 60%

- **39%** have planned a trip specifically to visit a *Quilt Sampler* featured shop
- **78%** have visited a *Quilt Sampler* featured shop while traveling for work or leisure
AMERICAN PATCHWORK & QUILTING ENTHUSIAST PANEL

The findings of this panel are designed to provide insight into consumers’ brand perceptions, trends, and behavior

- Established in 2008.
- We currently have 800 online members with a 50/50 split of American Patchwork & Quilting subscribers and non-subscribers
- Opportunity for custom advertiser surveys

RESEARCH CATEGORIES

CONSUMER BEHAVIOR
- Spending habits
- Where they buy
- What other crafts interest them

BRAND RESEARCH & PERCEPTION
- Sewing machine category
- Long-arm category
- Fabric
- Tools
- Thread
- Books

TRENDS
- Color
- Fabric types
- Types of projects

TECHNOLOGY
- Smartphones
- E-readers and tablets
- Social Media

SKILL LEVEL COMPARISONS
- Sewing machine category
- Long-arm category

READEX RESEARCH AD EFFECTIVENESS STUDY
- This study is done with the April issue of American Patchwork & Quilting.
- Provides feedback on if readers saw your ad, read your ad, and if they found the information useful.

MARKET AND CONSUMER INSIGHTS
- We are continuously conducting market studies of our audiences to provide insights.
MARKETING OPPORTUNITIES

American Patchwork & Quilting is a full-service marketing partner.

Offering integrated initiatives that extend your brand message to our millions of engaged consumers.

- High-impact, multi-platform programs
- Direct-to-consumer
- Digital, social, and mobile extensions
- Custom videos
- Podcast partnerships
- Lead generation programs
- Native advertorials
- Powerful inserts and onserts
# Publishing Schedule

## American Patchwork & Quilting

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<tr>
<th>Issue</th>
<th>Ad Close (Material Due)</th>
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<tr>
<td>February 2021</td>
<td>10/6/20</td>
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<td>April 2021 [Readex Research Ad Readership Study Issue]</td>
<td>12/15/20</td>
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<td>June 2021</td>
<td>2/9/21</td>
<td>4/9/21</td>
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<td>August 2021</td>
<td>4/6/21</td>
<td>6/4/21</td>
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<td>October 2021</td>
<td>6/8/21</td>
<td>8/7/21</td>
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<tr>
<td>December 2021</td>
<td>8/3/21</td>
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<td>February 2022</td>
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## Quilts & More

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<td>Summer</td>
<td>3/16/21</td>
<td>5/14/21</td>
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<tr>
<td>Fall</td>
<td>6/1/21</td>
<td>7/30/21</td>
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<tr>
<td>Winter 2022</td>
<td>8/31/21</td>
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## Quilt Sampler

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<th>On Sale</th>
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<td>Spring/Summer</td>
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<td>4/30/21</td>
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<tr>
<td>Fall/Winter</td>
<td>6/29/21</td>
<td>8/27/21</td>
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*Schedule subject to change.*
EDITORIAL COVERAGE

SUBMISSIONS
Send a combination of the following to give us a clear picture of the project you have in mind:
• A sketch or computer drawing
• Planned fabrics and colors: If the quilt is not made yet, send fabric swatches, intended fabric collection name(s), or indicate if the project will be scrappy.
• Photos: If the quilt is already constructed, send both detail and overall photos.
• Details about quilt size, techniques used, and any special tools needed
• We’ll look at submissions bimonthly and respond via e-mail or phone. Projects must be original, never before published. Don’t send the finished quilt until a contract has been offered to you.

MAIL
American Patchwork & Quilting
Project Submissions
1716 Locust Street, LN-204
Des Moines, IA 50309-3023
E-mail:
Send to apq@meredith.com using the subject line “project submissions.” (Files must be 8MB or less.)

FAVORITE FINDS
We are always on the lookout for new products. When you have information and images to share, please send them to Lindsay Mayland at lindsay.mayland@meredith.com.

COLOR OPTIONS
Send new fabric collections (in 1/2- to 1-yard samples or copies of color cards) and contact information to:

American Patchwork & Quilting
Attn: Color-Option Fabrics
1716 Locust Street, LN-204
Des Moines, IA 50309
515-284-2681

ADVERTISING/PRODUCTION

BETHANY PETERSON
Sales Promotion Manager
bethany.peterson@meredith.com
515-284-3339

ASHLEY JACOBS
Sales Assistant
ashley.jacobs@meredith.com
515-284-2237

PRINT AD SUBMISSIONS
Submit your files via Quad Ad Shuttle
www.adshuttle.com/Meredith
Please see our Material Specifications for more information.

MATERIAL EXTENSIONS OR QUESTIONS
Chrystian Colin Hernandez
CCOLINHERNAN@quad.com
414-622-2888

WEB AD SUBMISSIONS
Digital Advertising Team
DigitalAdvertising@meredith.com

EBLAST SUBMISSIONS
Ashley Jacobs
Sales Assistant
ashley.jacobs@meredith.com
515-284-2237
## PRINT AD SPECS

**MAGAZINE TRIM SIZE: 7 7/8” X 10 1/2”**

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<thead>
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<th>AD SIZE</th>
<th>TRIM SIZE width x length</th>
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Document/File Spec Information on next page.

Material extensions, file specs and ad portal contact:
Chrystian Colin Hernandez
414-622-2888
CCOLINHERNAN@quad.com
FILE TYPES AND DELIVERY
• Submit PDF-X1a FILES via Quad Ad Shuttle
  www.adshuttle.com/Meredith
• For instructions on how to create a PDF-X1a go to: 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非法 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.

FONT SPECIFICATIONS
• 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. 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 for additional information.

NOTES
• Meredith does not make any changes to ads or files.
• Retention of materials is 13 months.
**DISPLAY UNIT**

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>PLATFORMS</th>
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<tr>
<td>Mobile Adhesive</td>
<td>mobile</td>
<td>320 x 50</td>
<td>50 KB</td>
<td>.gif, jpg, png, HTML 5</td>
</tr>
</tbody>
</table>

**NEWSLETTER & EBLAST**

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>PLATFORMS</th>
<th>DIMENSIONS</th>
<th>MAX FILE SIZE</th>
<th>FILES ACCEPTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eblast</td>
<td>email</td>
<td>728 x 90</td>
<td>40 KB</td>
<td>.gif, jpg, png</td>
</tr>
<tr>
<td>Newsletter</td>
<td>email</td>
<td>300 x 250</td>
<td>40 KB</td>
<td>.gif, jpg, png</td>
</tr>
<tr>
<td>Newsletter</td>
<td>email</td>
<td>970 x 250</td>
<td>40 KB</td>
<td>.gif, jpg, png</td>
</tr>
</tbody>
</table>

*Digital options can be targeted by audience, content, or state/city

**VIDEO UNIT**

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>PLATFORMS</th>
<th>DIMENSIONS</th>
<th>VIDEO SIZE</th>
<th>FILES ACCEPTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Video Unit</td>
<td>desktop, tablet, mobile</td>
<td>640 x 360 (16:9)</td>
<td>100MB, &lt;40MB preferred</td>
<td>.mov, .mp4, .flv, .webm</td>
</tr>
</tbody>
</table>

Image: .jpg, .png
Copy Max Character (including any supporting text) Title: 40, Description: 150, Sponsor Name: 20

**SOCIAL AMPLIFICATION***

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>SIZE</th>
<th>FILES ACCEPTED</th>
<th>COPY MAX CHARACTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>4:5 aspect ratio</td>
<td>.jpg</td>
<td>Headline: 25</td>
</tr>
<tr>
<td></td>
<td>max 1200 x 720 pixels</td>
<td></td>
<td>Copy: 125</td>
</tr>
<tr>
<td></td>
<td>&lt;20% Text on Image</td>
<td></td>
<td>Meta Description: 30</td>
</tr>
<tr>
<td>Instagram</td>
<td>1200 x 1200 (1:1 or 4:5)</td>
<td>.jpg</td>
<td>125</td>
</tr>
<tr>
<td>Pinterest</td>
<td>1000 x 1500 (2:3)</td>
<td>.jpg, .png</td>
<td>500</td>
</tr>
<tr>
<td>Twitter</td>
<td>720 x 720 (1:1)</td>
<td>.jpg, .png, .gif</td>
<td>125</td>
</tr>
</tbody>
</table>

*Copy max limit to include any supporting text, legal slug, #ad
*Video options available
*All social amplification must adhere to the social media’s platform guidelines

**OTHER SOCIAL MEDIA OPTIONS INCLUDE SWEEPSTAKES AND POSTS.**

<table>
<thead>
<tr>
<th>PODCAST</th>
<th>LENGTH</th>
<th>FILES ACCEPTED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>30 seconds</td>
<td>.mp3, .m4a</td>
</tr>
</tbody>
</table>

Ad creative due one week prior to start date.