

COSMOPOLITAN SPECS 2012

	BLEED	TRIM	LIVE/NON-BLEED
PAGE	8 ¹ / ₄ x 11 ¹ / ₈	8 x 10 ⁷ / ₈	7 ¹ / ₂ x 10 ³ / ₈
²/₃ VERTICAL	5 ³ / ₈ x 11 ¹ / ₈	5 ¹ / ₈ x 10 ⁷ / ₈	4 ⁵ / ₈ x 10 ³ / ₈
¹/₂ VERTICAL	4 ¹ / ₈ x 11 ¹ / ₈	3 ⁷ / ₈ x 10 ⁷ / ₈	3 ³ / ₈ x 10 ³ / ₈
¹/₂ HORIZONTAL	8 ¹ / ₄ x 5 ¹ / ₂	8 x 5 ¹ / ₄	7 ¹ / ₂ x 4 ³ / ₄
¹/₃ VERTICAL	2 ⁷ / ₈ x 11 ¹ / ₈	2 ⁵ / ₈ x 10 ⁷ / ₈	2 ¹ / ₈ x 10 ³ / ₈
¹/₃ SQUARE	5 ³ / ₈ x 5 ³ / ₈	5 ¹ / ₈ x 5 ¹ / ₈	4 ⁵ / ₈ x 4 ⁵ / ₈
DIGEST PAGE	5 ¹ / ₈ x 7 ¹ / ₂	4 ⁷ / ₈ x 7 ¹ / ₄	4 ³ / ₈ x 6 ³ / ₄
SPREAD	16 ¹ / ₄ x 11 ¹ / ₈	16 x 10 ⁷ / ₈	15 ¹ / ₂ x 10 ³ / ₈
¹/₂ HORIZ. SPREAD	16 ¹ / ₄ x 5 ¹ / ₂	16 x 5 ¹ / ₄	15 ¹ / ₂ x 4 ³ / ₄

Publication Trim Size: 8 x 10 ⁷/₈

Binding: Perfect

SAFETY: 1/4" from the trim and gutter

BLEED: 1/8" from trim

TRIM CROP MARKS: 1/8" outside bleed area

MATERIAL REQUIREMENTS:

Submit your final PDFX1A file via the Hearst Ad Gateway at ads.hearst.com

Hearst utilizes Virtual Proofing technology at all monthly publication print facilities.

Hard copy guidance is no longer required. If you opt to use a proof for internal color approval, please render at 100% size, to the SWOP 2006 #5 Data Set.

For extensions and questions, contact Adam Bassano at 212.649.3745

COSMOPOLITAN
FUN FEARLESS FEMALE

COSMOPOLITAN SUPPLIED INSERT SPECS

MAGAZINE TRIM SIZE	8" x 10 ⁷ / ₈ "
SUPPLIED SIZE	8 ¹ / ₄ " wide x 11 ¹ / ₈ " deep
SUPPLIED CARD SIZE	6" x 4" (minimum size)
FOOT TRIM	¹ / ₈ "
GUTTER TRIM	¹ / ₈ "
FACE TRIM	¹ / ₈ "
HEAD TRIM	¹ / ₈ " (or balance after foot trim)
FINAL TRIM SIZE	8" x 10 ⁷ / ₈ "
SAFETY	¹ / ₄ " from trim
JOG	to the foot
BINDING PROCESS	perfect bound
PAPER REQUIREMENTS	Minimum porosity - 22 seconds Gurley 2 page inserts - 60# minimum 4 page inserts - 38# minimum 4 page full sized gatefold – 60# minimum

PRODUCTION CONTACT:

Juliette Ciaccia
Group Production Manager
300 W 57th St., 11th Floor
New York, NY 10019
212.649.3727
jciaccia@hearst.com

INSERTS SHIP TO:

Quad Graphics
N11896 Highway 175
Lomira, WI 53048
Att: Sue Redding
Cosmo Issue Date & Quad Job #
(see below)

Any questions regarding quantities, due dates or specs should be directed to the production department.

A blueline must be submitted to the production department for approval prior to printing.

Samples of any unusual insert or gimmick must be tested.

Please refer to Quad Graphics Insert Receiving Specifications for shipping information.

Issue Name	Job #	Issue Name	Job #	Issue Name	Job #
January 2012	B1-09WX-0	May 2012	B2-010V-0	September 2012	B2-0110-0
February 2012	B1-0EED-0	June 2012	B2-010W-0	October 2012	B2-0111-0
March 2012	B2-010T-0	July 2012	B2-010X-0	November 2012	B2-0112-0
April 2012	B2-010U-0	August 2012	B2-010Y-0	December 2012	B2-02113-0

QUAD GRAPHICS INSERT RECEIVING SPEC

**DELIVERY ADDRESS
FOR FURNISHED INSERTS:**

Quad Graphics
N11896 Highway 175
Lomira, WI 53048
Att: Sue Redding
Cosmo Issue Date & Quad Job #

ALL DELIVERIES REQUIRE AN APPOINTMENT

All deliveries must be scheduled at least 24 hours in advance with the Inventory Dept. The following are the receiving appointment phone numbers by location:

All Wisconsin Plants	(414) 556-2100	7am-6pm CST	Every Day
Saratoga Springs, NY	(518) 581-4865	24 hours a day	Every Day
The Rock, GA	(706) 646-5238	7am-7pm EST	Monday - Friday
Martinsburg, WV	(304) 260-7315	7:30am-5pm	Monday - Friday
	(304) 260-7147		
Oklahoma City, OK	(405) 264-4205	7am-4pm CST	Monday - Friday
Reno, NV	(775) 971-8000	7am-4pm PST	Every Day

PALLET HEIGHT

45" (maximum)

PALLET TOP (IF USED)

40" X 48" (maximum) and 36" X 46" (minimum)

RECOMMENDED SKID

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. All skids must be secured, wrapped and banded with plastic banding, not metal.

SKID & CARTON

Each skin/carton should be clearly marked on all four sides with the following:

1. Counts per lift/carton
2. Total counts per skid
3. Total number of pieces (forms) for roll stock and/or fanfold
4. Description of piece (key code, unique identifier)
5. Title and issue or a Quad/Graphics job number

BILLS OF LADING/PACKING

In order to determine the number of pieces in a shipment list and the identification of inserts, a Bill of Lading and packlist is required.

THE BILL OF LADING MUST INCLUDE:

1. Six-character "JOB NUMBER" and if not available:
Name and issue date of the magazine the insert will be bound into
2. Appointment number
3. Number of pallets
4. Number of inserts on each pallet
5. Whether the shipment is a full or partial shipment

THE PACKLIST MUST INCLUDE:

1. All the information on the Bill of Lading.
2. The insert key number.
3. Packlist should be attached to one of the pallets.

NOTE:

All inserts must be supplied without curl or tears and be properly skidded with a minimum of cross-stacking.

All inserts must be delivered in a bindable condition with minimum turns, not interlocked or stuck together and packed to avoid curling.

Any variance could result in additional charges.

COSMOPOLITAN

COSMO RADIO COSMOPOLITAN TV COSMO APPS COSMO MOBILE **FUN FEARLESS FEMALE** COSMOPOLITAN.COM

COSMOPOLITAN CLOSING DATES 2012

Issue	Ad Close / Material Due Date	Materials Ext Due	On Sale
January	October 18, 2011	October 25, 2011	December 6, 2011
February	November 22, 2011	November 29, 2011	January 10, 2012
March	December 20, 2011	December 27, 2011	February 7, 2012
April	January 17, 2012	January 24, 2012	March 6, 2012
May	February 21, 2012	February 28, 2012	April 10, 2012
June	March 20, 2012	March 27, 2012	May 8, 2012
July	April 17, 2012	April 24, 2012	June 5, 2012
August	May 22, 2012	May 29, 2012	July 10, 2012
September	June 26, 2012	July 3, 2012	August 14, 2012
October	July 24, 2012	July 31, 2012	September 11, 2012
November	August 21, 2012	August 28, 2012	October 9, 2012
December	September 18, 2012	September 25, 2012	November 6, 2012

2012 DISPLAY ADVERTISING RATES

EFFECTIVE JANUARY 2012

COSMOPOLITAN RATE BASE: 3,000,000

	4-Color	B&W
Full Page	\$244,100	\$195,300
2/3 Page	183,100	146,500
1/2 Page	164,800	131,800
1/3 Page	122,100	97,700
1/6 Page	97,600	78,100
Second Cover	311,200	
Third Cover	268,500	
Fourth Cover	329,500	

	Closing	On Sale
January	Oct. 18, 2011	Dec. 06, 2011
February	Nov. 22, 2011	Jan. 10, 2012
March	Dec. 20, 2011	Feb. 07, 2012
April	Jan. 17, 2012	Mar. 06, 2012
May	Feb. 21, 2012	Apr. 10, 2012
June	Mar. 20, 2012	May 08, 2012
July	Apr. 17, 2012	Jun. 05, 2012
August	May 22, 2012	Jul. 10, 2012
September	Jun. 26, 2012	Aug. 14, 2012
October	Jul. 24, 2012	Sept. 11, 2012
November	Aug. 21, 2012	Oct. 09, 2012
December	Sept. 18, 2012	Nov. 06, 2012

Notes: A 15% bleed premium is applicable for all units (covers, 4-color and B&W).
Maximum cover discount is 25%. Materials are due 7 days after issue closing date.
See Terms & Conditions on the following page.

COSMOPOLITAN Terms & Conditions

- 1.** Cosmopolitan, published by Hearst Communications, Inc., Hearst Magazines Division ("Publisher") will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.
 - 2.** Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Cosmopolitan without the prior written permission of the Publisher.
 - 3.** Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period
 - 4.** Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion.
 - 5.** The advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.
 - 6.** Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.
 - 7.** All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.
 - 8.** Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions
 - 9.** Advertisements in other than standard sizes are subject to Publisher's approval.
 - 10.** Cosmopolitan is a member of the Audit Bureau of Circulation (ABC). Cosmopolitan reports its total circulation on an issue-by-issue basis which is audited by ABC. Cosmopolitan does not guarantee circulation to regional advertisers, and regional circulations reported to ABC are used only as a basis for determining rates. For newsstand distribution purposes, a 5% margin must be allowed for regional circulations.
 - 11.** Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.
 - 12.** Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.
 - 13.** Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.
 - 14.** Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.
 - 15.** No rebate will be allowed for insertion of wrong key numbers.
 - 16.** The advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.
 - 17.** The advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims").
- In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the advertiser including, without limitation, those arising from any Claims.
- 18.** The advertiser agrees to and do indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication 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.
 - 19.** All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Cosmopolitan.
 - 20.** All advertisements must be clearly identified by the trademark or signature of the advertiser.
 - 21.** Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter.
 - 22.** Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements
 - 23.** A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.
 - 24.** The advertiser agrees to reimburse Publisher for its attorney's costs and fees in collecting any unpaid billings for advertisements.
 - 25.** The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.
 - 26.** All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts.