2020 Life&Style MEDIA KIT

WHERE CELEBRITY, FASHION & BEAUTY MEET

Life & Style is the perfect intersection of Celebrity News and Hollywood style. Each issue is packed with celebrity looks and hot fashion finds, best beauty buys, hair, makeup and accessories. Browse red carpet beauty to LA street style, celebrities wedding to babies, homes, reunions and diet tips – for readers who love to keep on top of Hollywood trends, *Life & Style* is their must-buy.

BRAND DISTINCTION

- Editorially bridges Celebrity weekly stories with the style and beauty typically found in the monthlies
- More products covered per month, generating the highest reader engagement
- Diverse readers:
  - -More Coastal readers
  - -Highest AA and Hispanic audience in the category

THE AMI ENTERTAINMENT STUDIO ADVANTAGE

- AMI Entertainment Studio offers unique branded content story telling formats that integrate brands and drive engagement.
- Provides scale: Fully-integrated marketing programs span multiple platforms to tap into a larger audience – Digital, Print, Social, Video, Podcasts.
- Access to our network of VIP bloggers and influences.

FOR MORE INFORMATION, CONTACT YOUR *LIFE&STYLE* SALES REPRESENTATIVE OR
NEIL GOLDSTEIN, EVP, CHIEF REVENUE OFFICER, AMI ENTERTAINMENT GROUP AT 212-743-6678; NGOLDSTEIN@AMILINK.COM

Reader Profile

Rate Base:
100,000

Total Audience:
3,249,000

Median Age:
(One of youngest in category)
40.2 years

Median HHI:
$62,073

Women: 78% **Men:** 22%

Readers 18-34:
37%

Readers 18-49:
68%

A/B County:
79%

Married: 44% **Single:** 56%

Have children:
54%

Pass along readership:
(Highest in category)
35.39

Source: 2019 Spring GfK MRI p+d, AAM Publisher's statement June 2019

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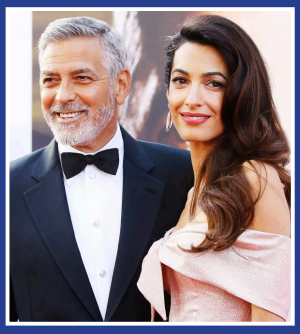
Life&Style 2020 EDIT CALENDAR

Issue	Cover Date	On Sale	Ad Close	Mat. Due	Special Themed Issues
1	01/06/20	12/27/19	11/29/19	12/06/19	Clean Slate
2	01/13/20	01/03/20	12/06/19	12/13/19	Organize Your Stuff
3	01/20/20	01/10/20	12/13/19	12/20/19	Accessories Special
4	01/27/20	01/17/20	12/20/19	12/27/19	Post Golden Globes (1/05/20)
5	02/03/20	01/24/20	12/27/19	01/03/20	Winter Skincare
6	02/10/20	01/31/20	01/03/20	01/10/20	Super Bowl Food & Party Snacks
7	02/17/20	02/07/20	01/10/20	01/17/20	V-Day Gift Guide / Post-Grammys (1/26/20)
8	02/24/20	02/14/20	01/17/20	01/24/20	Jewelry Trends
9	03/02/20	02/21/20	01/24/20	01/31/20	Post Oscars (2/09/20)
10	03/09/20	02/28/20	01/31/20	02/07/20	Travel Essentials
11	03/16/20	03/06/20	02/07/20	02/14/20	Lips Special
12	03/23/20	03/13/20	02/14/20	02/21/20	Spring Cleaning Special
13	03/30/20	03/20/20	02/21/20	02/28/20	Spring Hair
14	04/06/20	03/27/20	02/28/20	03/06/20	Coachella Beauty & Fashion
15	04/13/20	04/03/20	03/06/20	03/13/20	Spring Beauty
16	04/20/20	04/10/20	03/13/20	03/20/20	Spring Fragrance
17	04/27/20	04/17/20	03/20/20	03/27/20	Wedding Guest Fashion Trends
18	05/04/20	04/24/20	03/27/20	04/03/20	Spring Fashion Trends
19	05/11/20	05/01/20	04/03/20	04/10/20	Mother's Day Gift Guide (May 10)
20	05/18/20	05/08/20	04/10/20	04/17/20	Celeb Travel Destinations
21	05/25/20	05/15/20	04/17/20	04/24/20	Summer Movie Guide
22	06/01/20	05/22/20	04/24/20	05/01/20	Celeb Couples
23	06/08/20	05/29/20	05/01/20	05/08/20	Beach Getaway Essentials
24	06/15/20	06/05/20	05/08/20	05/15/20	Sunglasses Special
25	06/22/20	06/12/20	05/15/20	05/22/20	Father's Day Gift Guide (June 21)
26	06/29/20	06/19/20	05/22/20	05/29/20	Diet Trends

All issues will include signature editorial features: Health & Wellness
Monthly features will include a "Beauty Franchise" and "Fashion Franchise"

*NOTE: All editorial themes subject to change. Award Show issue dates subject to change with air date confirmations. All issues are MRI Ad measured and custom modules are available.



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27	07/06/20	06/26/20	05/29/20	06/05/20	All Things July 4th
28	07/13/20	07/03/20	06/05/20	06/12/20	Drugstore Beauty
29	07/20/20	07/10/20	06/12/20	06/19/20	Summer Hair
30	07/27/20	07/17/20	06/19/20	06/26/20	Fashion Makeovers
31	08/03/20	07/24/20	06/26/20	07/03/20	Celeb Families
32	08/10/20	07/31/20	07/03/20	07/10/20	Kids Style
33	08/17/20	08/07/20	07/10/20	07/17/20	Denim Special
34	08/24/20	08/14/20	07/17/20	07/24/20	Back to School Special
35	08/31/20	08/21/20	07/24/20	07/31/20	Brands That Give Back
36	09/07/20	08/28/20	07/31/20	08/07/20	Fall TV Preview
37	09/14/20	09/04/20	08/07/20	08/14/20	Fall TV Preview 2
38	09/21/20	09/11/20	08/14/20	08/21/20	Fashion Week / Month (Dates TBD)
39	09/28/20	09/18/20	08/21/20	08/28/20	2020 Beauty Faves
40	10/05/20	09/25/20	08/28/20	09/04/20	Fall Fragrance
41	10/12/20	10/02/20	09/04/20	09/11/20	Fall Footwear
42	10/19/20	10/09/20	09/11/20	09/18/20	Pink Gift Guide: Breast Cancer Awareness
43	10/26/20	10/16/20	09/18/20	09/25/20	Sweater Weather
44	11/02/20	10/23/20	09/25/20	10/02/20	Halloween Food & Snacks
45	11/09/20	10/30/20	10/02/20	10/09/20	Celebrity Pets
46	11/16/20	11/06/20	10/09/20	10/16/20	Holiday Fashion & Beauty
47	11/23/20	11/13/20	10/16/20	10/23/20	Winter Coat Guide
48	11/30/20	11/20/20	10/23/20	10/30/20	Holiday Travel Essentials
49	12/07/20	11/27/20	10/30/20	11/06/20	Holiday Gift Guide
50	12/14/20	12/04/20	11/06/20	11/13/20	Last Minute Gifts
51	12/21/20	12/11/20	11/13/20	11/20/20	Holiday Entertaining
52	12/28/20	12/18/20	11/20/20	11/27/20	Pantone Color of the Year

2020 Rate Card

Life&Style

RATE BASE 100,000

4/COLOR	1X
Full Page	$17,670
2/3 Page	$15,015
1/2 Page	$11,485
1/3 Page	$7,955
1/6 Page	$5,830

BLACK & WHITE	1X
Full Page	$14,500
2/3 Page	$12,330
1/2 Page	$9,425
1/3 Page	$6,530
1/6 Page	$4,785

COVERS	1X
Cover 2	$21,195
Cover 2 spread	$38,865
Cover 3	$19,435
Cover 4	$22,970
Cover Chip	Available upon request

Effective: January 6, 2020
*Rates are gross, non-bleed. Add 15% for bleed ads.
Standard 15% Agency commission applies.
All regional and special unit pricing available upon request.

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NEIL GOLDSTEIN, EVP, CHIEF REVENUE OFFICER, AMI ENTERTAINMENT GROUP AT 212-743-6678; NGOLDSTEIN@AMILINK.COM

Life&Style

2020 Production Specs

AD DIMENSIONS

Unit Size	Trim	Non-Bleed/Live Area	Bleed*
Full Page	7.75" x 10.5"	7.25" x 10"	8.0" x 10.75"
2/3 Page (Vert.)	4.875" x 10.5"	4.625" x 10"	5.125" x 10.75"
1/2 Page (Vert.)	3.875" x 10.5"	3.5" x 10"	4" x 10.75"
1/2 Page (Horiz.)	7.75" x 5.25"	7.25" x 4.875"	8" x 5.375"
1/3 Page (Vert.)	2.5" x 10.5"	2.25" x 10"	2.75" x 10.75"
1/3 Page (Horiz.)	7.75" x 3.5"	7.25" x 3.125"	8" x 3.625"
1/3 Page (Square)	4.875" x 5.125"	4.625" x 4.875"	5.125" x 5.375"
1/6 Page (Vert.)	1.625" x 10.5"	1.125" x 10"	1.875" x 10.75"
1/6 Page (Horiz.)	7.75" x 1.5625"	7.25" x 1.125"	8" x 1.8125"
1/5 Mini Unit	3.375" x 5.125"	2.875" x 4.875"	3.625" x 5.375"
1/4 Page (Vert)	1.875" x 10.5"	1.625" x 10"	2.125" x 10.75"
1/4 Page (Square)	3.75" x 5.125"	3.25" x 4.625"	4" x 5.375"
2 Page Spread**	15.5" x 10.5"	15" x 10"	15.75" x 10.75"**
2/3 Page Spread	15.5" x 7.125"	15" x 6.625"	15.75"w x 7.25"
1/3 Page Spread**	15.5" x 3.5	15" x 3.5"	15.75"w x 3.625"**
1/2 Page Spread**	15.5" x 5.25"	15" x 4.875"	15.75" x 5.375"**
1/10T/T (Horiz.)	7.75" x 1.25"	7.25" x 1"	8" x 1.5"

Please allow ⅜" safety for gutter

MATERIAL SPECIFICATIONS:

BLEED ADS
All ads intended to bleed should have .125" of bleed on all four sides

TRIM SIZE: 7.75" x 10.5"

LIVE AREA: 6.875" x 10"
Columns to a page: 3

GUTTER SAFETY
Headlines: .125" each side of gutter
Body Text: .125" each side of gutter

BINDING METHOD: Saddle Stich

LINE SCREEN: 133 Line Screen

ACCEPTED DIGITAL FILES
PDF-X1A: (vector based, not ripped files)
Must be composite files (all 4 colors on 1 page). Resolution should be between 200-400 dpi, 300 dpi is preferred. Can be high resolution tiff/eps images, but NO pict or jpeg. Images must be CMYK or grayscale, no RGB files. Must include all fonts (incl. printer fonts and screen fonts): No True Type or Stylized fonts.

FILE UPLOAD INFORMATION
Upload files to the AMI SendMyAd Portal:
https://americanmediainc.sendmyad.com

PROOF GUIDELINES (OPTIONAL)
Contract proofs must meet SWOP3 standards and include CMYK color bars. Color or black and white laser proofs will only be accepted as content proofs.

1 Proof sent to the production contact below:

American Media, LLC,
4 New York Plaza, 2nd Floor,
New York, NY 10004

PRODUCTION MANAGER INFORMATION:

Barbara Kuprewicz
Phone: 212-743-6551
E-mail: bkuprewicz@amilink.com

Fax: 212-743-6610

AD PORTAL:

Please upload ads to
https://americanmediainc.sendmyad.com

Terms & Conditions

Insertion orders are offers to purchase space from Publisher and shall not constitute binding contracts until accepted by Publisher. Neither advertiser nor its agency may withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. Contracts must be completed within one year from date of first insertion. Short rate will apply if advertiser has not earned the billed rate at the end of the contract period. Rates are subject to change without notice.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that advertiser or its agency ordered and that was published.

Position requests or other requests appearing on contracts, insertion orders or copy instructions will be treated as requests. Publisher will not be bound by any conditions, oral or otherwise, which conflict with the provisions of this rate card unless authorized by Publisher in writing.

Publisher may reject or cancel any advertising for any reason at any time, whether or not the same has already been accepted for publication and/or previously published. Advertiser and Agency, jointly and severally, agree to indemnify and hold the Publisher harmless from and against any loss or expense arising out of their advertisements, including but not limited to Publisher's expense in connection with the defense against any suit or proceeding arising from the claim that publication of material appearing in advertisements submitted to Publisher for publication was in violation of any applicable law imposed or the rights of any third party.

Publisher shall have the unrestricted right to require any advertising matter to be marked as an advertisement if it deems it advisable to do so. Advertiser and its agency agree not to make promotional, merchandising or other reference to Publisher or the magazine, directly or indirectly, in any way except with the express prior written permission of Publisher for each such use.

Publisher shall have no liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, lockouts, other work stoppages, acts of God, fires, accidents, postal delays or other interruptions of production beyond the Publisher's control. Publisher shall have no liability for errors in key numbers, pubset type, free information numbers or listings, or advertisers index.

Publisher shall have no obligation or liability for any change in any advertisement requested after the applicable closing date. Publisher shall have no liability for reproduction quality of advertising print materials that fail to meet the mechanical requirements stipulated in this rate card. Publisher's liability for failure to insert an ad, or for any errors on an ad, shall be limited to a refund of the amount paid for the ad. All advertising materials will be destroyed after one year unless Publisher agrees to the contrary in writing. If advertiser or its agency request in writing that materials be returned or shipped to a third party, Publisher will return or ship materials at the requesting party's sole liability, expense and risk. Agency Commission 15%. Invoices payable net 30 days. Pre-payment required on all orders not approved for credit. We accept checks, money orders, wire transfers, American Express, Visa, and MasterCard.

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Direct Response Marketing
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Fax: 212-743-6637
lmarte@amilink.com

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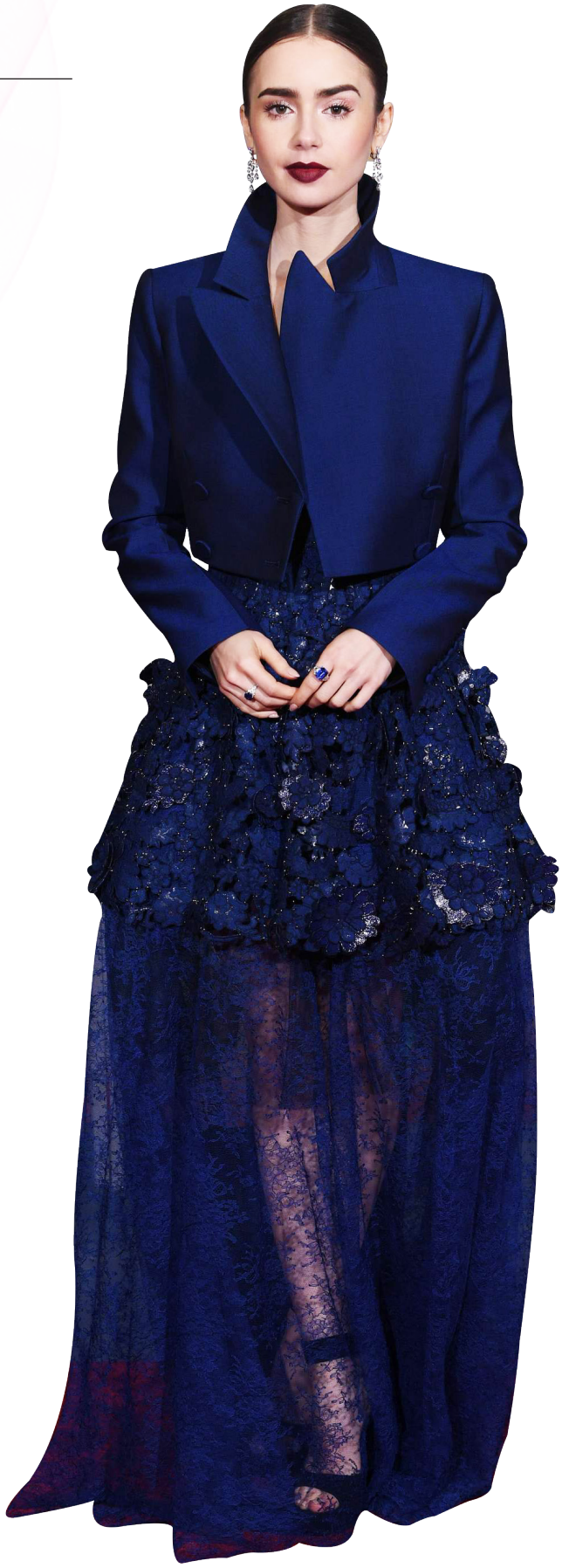
New York, NY 10004

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