“Good Housekeeping represents a world in which home is the launchpad for our lives. It’s the place we get ready to face the world, where we entertain our friends, take care of our families, relax, pamper ourselves and express our creativity and personality. As our lives get more hectic and plugged-in, time is one of our most valued commodities. GH offers expertise in all the areas that mean the most to us: home, style, health and food—all in one place.”

—JANE FRANCISCO, EDITOR-IN-CHIEF
## Demographic Profile

**Rate Base: 3,300,000**

<table>
<thead>
<tr>
<th></th>
<th>Audience (000)</th>
<th>Comp (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Adults</strong></td>
<td>13,229</td>
<td>100.0</td>
</tr>
<tr>
<td>Total Women</td>
<td>11,279</td>
<td>85.3</td>
</tr>
</tbody>
</table>

### Total Women

<table>
<thead>
<tr>
<th>Age</th>
<th>Audience (000)</th>
<th>Comp (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>1,317</td>
<td>11.7</td>
</tr>
<tr>
<td>25-49</td>
<td>3,140</td>
<td>27.8</td>
</tr>
<tr>
<td>25-54</td>
<td>4,047</td>
<td>35.8</td>
</tr>
<tr>
<td>35-54</td>
<td>3,025</td>
<td>26.8</td>
</tr>
<tr>
<td>55+</td>
<td>6,937</td>
<td>61.5</td>
</tr>
</tbody>
</table>

| Household Income $100,000+ | 3,714 | 32.9 |
| Household Income $75,000+  | 5,247 | 46.5 |

**Median HHI:** $70,292

<table>
<thead>
<tr>
<th>Own Home</th>
<th>8,648</th>
<th>76.7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Home Value</td>
<td>$246,087</td>
<td></td>
</tr>
</tbody>
</table>

**Attended/Graduated College+:** 7,230, 64.1%

**Employed:** 4,790, 42.5%

**Married:** 6,287, 55.7%

**One or More Children in HH:** 3,244, 28.8%

### Race/Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>Audience (000)</th>
<th>Comp (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>9,075</td>
<td>80.5</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>1,585</td>
<td>14.1</td>
</tr>
<tr>
<td>Spanish/Hispanic Origin</td>
<td>747</td>
<td>6.6</td>
</tr>
</tbody>
</table>

Source: MRI-Simmons Fall 2020

Rate Base Effective July/August 2020 Issue
As stated in the Terms and Conditions, in the event insertion orders are not canceled in time by the applicable cancellation date, advertiser and its agency, if there be one, shall be jointly and severally liable for the cost of such advertisement, including “kill fees” for (i) the premiums for covers not timely canceled, and (ii) 10% of the cost of scent strips for any scent strips that are not timely canceled, as applicable.

NATIONAL RATE BASE 3,300,000
EFFECTIVE WITH THE JANUARY/FEBRUARY 2021 ISSUE

<table>
<thead>
<tr>
<th>AD UNIT SIZE</th>
<th>4 COLOR</th>
<th>2 COLOR</th>
<th>BLACK &amp; WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$429,380</td>
<td>$392,350</td>
<td>$341,490</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$322,200</td>
<td>$294,410</td>
<td>$256,250</td>
</tr>
<tr>
<td>1/2 Page/Digest</td>
<td>$266,890</td>
<td>$225,600</td>
<td>$196,360</td>
</tr>
<tr>
<td>1/3 Page/Single Column</td>
<td>$171,580</td>
<td>$156,780</td>
<td>$136,460</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$89,630</td>
<td>$81,900</td>
<td>$71,290</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$614,010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 2</td>
<td>$536,730</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 3</td>
<td>$515,260</td>
<td></td>
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</tr>
<tr>
<td>Agate Line</td>
<td></td>
<td></td>
<td>$1,180</td>
</tr>
</tbody>
</table>

As stated in the Terms and Conditions, in the event insertion orders are not canceled in time by the applicable cancellation date, advertiser and its agency, if there be one, shall be jointly and severally liable for the cost of such advertisement, including “kill fees” for (i) the premiums for covers not timely canceled, and (ii) 10% of the cost of scent strips for any scent strips that are not timely canceled, as applicable.

Ad Close + On-Sale Dates

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>NATIONAL AD CLOSE*</th>
<th>UPPER DEMO, WALMART, REGIONAL/TRAVEL AD CLOSE</th>
<th>ON-SALE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>11/30/20</td>
<td>11/23/20</td>
<td>1/19/21</td>
</tr>
<tr>
<td>March</td>
<td>12/30/20</td>
<td>12/23/20</td>
<td>2/23/21</td>
</tr>
<tr>
<td>April</td>
<td>1/29/21</td>
<td>1/20/21</td>
<td>3/23/21</td>
</tr>
<tr>
<td>May</td>
<td>3/5/21</td>
<td>2/24/21</td>
<td>4/27/21</td>
</tr>
<tr>
<td>June</td>
<td>4/2/21</td>
<td>3/24/21</td>
<td>5/25/21</td>
</tr>
<tr>
<td>July/Aug</td>
<td>5/7/21</td>
<td>4/30/21</td>
<td>6/29/21</td>
</tr>
<tr>
<td>September</td>
<td>6/25/21</td>
<td>6/16/21</td>
<td>8/17/21</td>
</tr>
<tr>
<td>October</td>
<td>7/30/21</td>
<td>7/21/21</td>
<td>9/21/21</td>
</tr>
<tr>
<td>November</td>
<td>9/3/21</td>
<td>8/25/21</td>
<td>10/26/21</td>
</tr>
<tr>
<td>December</td>
<td>10/1/21</td>
<td>9/22/21</td>
<td>11/23/21</td>
</tr>
<tr>
<td>January/February 2022</td>
<td>11/17/21</td>
<td>11/10/21</td>
<td>1/18/22</td>
</tr>
</tbody>
</table>

*For space and materials.

Your national ad will be automatically included in our digital editions, unless advertiser opts out. All valid text URLs are activated free of charge. Tablet enhancements are available for a fee. Close dates may vary. Please contact your account representative for more information.

For material extensions, call Javier Aguilar at 414-622-2872 or faguiarfiq@quad.com

For ad specs and to submit materials, please go to the Hearst Ad Portal at http://ads.hearst.com

Note: All dates are in development and subject to change. Rates are listed as gross.
# Ad Production Specifications

**SPREAD**

- **Bleed**: 15.75" x 10.75"
- **Trim**: 15.5" x 10.5"
- **Live**: 15" x 10"

**FULL PAGE**

- **Bleed**: 8" x 10.75"
- **Trim**: 7.75" x 10.5"
- **Live**: 7.25" x 10"

**2/3 VERTICAL**

- **Bleed**: 5.25" x 10.75"
- **Trim**: 5" x 10.5"
- **Live**: 4.5" x 10"

**1/2 HORIZONTAL**

- **Bleed**: 8" x 5.375"
- **Trim**: 7.75" x 5.125"
- **Live**: 7.25" x 4.625"

**1/2 HORIZONTAL SPREAD**

- **Bleed**: 15.75" x 5.375"
- **Trim**: 15.5" x 5.125"
- **Live**: 15" x 4.625"

**1/2 VERTICAL**

- **Bleed**: 3.875" x 10.75"
- **Trim**: 3.625" x 10.5"
- **Live**: 3.125" x 10"

**1/3 VERTICAL**

- **Bleed**: 2.625" x 10.75"
- **Trim**: 2.375" x 10.5"
- **Live**: 1.875" x 10"

**1/3 SQUARE**

- **Bleed**: 5.25" x 5.375"
- **Trim**: 5" x 5.125"
- **Live**: 4.5" x 4.625"

**ACCEPTED FILE FORMATS**: PDF/X-1a

For more information, please visit [http://ads.hearst.com](http://ads.hearst.com)

- Live matter should be kept 1/4" inside from trim on all four sides
- Gutter safety should be kept 3/8" inside from trim

Direct all production inquiries, regional, national, travel, test market & shopper ads to:

Javier Aguilar 414-622-2872 faguiraflor@quad.com
Advertising Terms + Conditions

1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Communications, Inc. (“Publisher”) during 2021. 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 Hearst Magazines 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. Publisher is a member of the Alliance for Audited Media (AAM). Publisher reports its total circulation on an issue-by-issue basis which is audited by AAM. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported to AAM are used only as a basis for determining rates. Publisher is entitled to a 5% shortfall on estimates for ads placed on a regional basis.

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”).
18. 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.

19. The advertiser agrees to and does 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.

20. 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 Hearst Magazines.

21. All advertisements must be clearly identified by the trademark or signature of the advertiser.

22. Words such as “advertisement” will be placed with copy that, in Publisher’s opinion, resembles editorial matter.

23. 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.

24. 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.

25. The advertiser agrees to reimburse Publisher for all fees and expenses, including its attorney’s fees, incurred by Hearst in collecting or attempting to collect charges owed for advertising placed pursuant to this Agreement.

26. 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.

27. Should Hearst Publisher acquire any new magazines beyond the current list of publications (21), the advertiser will not be entitled to any discount with respect to such newly acquired titles during the term of this Agreement.

28. Claims for circulation base shortfalls must be made within 6 months after publication of final AAM statements (the white sheets).

29. The advertiser is responsible for any and all rate base increases that occur throughout the contract period. Rate base adjustments are NON-NEGOTIABLE.

30. 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.
Digital Audience Profile

FY 2020
Average Mo. Page Views: 84,600,000
Average Mo. Unique Visitors: 35,574,000
Average Minutes Per Visitor: 3.0

MEDIAN AGE: 48.2
Age 18–34: 27.9%
Age 25–54: 52.9%

MEDIAN HHI: $95,882
HHI $75,000+: 62.0%
HHI $100,000+: 47.6%

A STRONG SOCIAL FOLLOWING: 6,786,462
Facebook: 4,816,999
Instagram: 983,776
Pinterest: 509,370
YouTube: 267,000
Twitter: 209,127
TikTok: 190

Sources: comScore Multi-platform, January-December 2020 Averages; Social Comp Report, 3.1.21
THE GOLD STANDARD

Good Housekeeping introduced its Seal in 1909 to help protect consumers from tainted products and false claims flooding the marketplace. The original “Seal of Approval,” is one of America’s most trusted and influential consumer emblems in helping guide product purchasing decisions.

Only products that have passed a final review by the Good Housekeeping Institute are eligible to earn the Seal.

HOW CAN THE SEAL WORK FOR YOU?

It’s well known 89% of consumers are aware of the Seal

It drives purchase 89% of consumers are more inclined to buy the product with the Seal when choosing between similar products

It’s influential 90% of consumers say the Seal would influence their purchasing decision

It provides added assurance Products that have earned the Seal are backed by our independent two-year limited warranty to refund or replace the product at our expense.*

HOW CAN YOU LEVERAGE THE GH SEAL?

The Seal can be used in a variety of marketing and promotional materials, including:

- Product packaging and inserts
- Television, radio and print advertisements
- Social media platforms and websites
- Brochures and other sales materials
- Free-standing inserts
- In-store promotions: shelf-talkers, posters, free-standing units, etc.
  - Postcards and direct mail
  - Trade show displays
  - Press releases

Source: Fairfield Research, July 2017

*Up to $2,000 per item
NEW OPPORTUNITY

Today's consumers are looking for as much information about a product before they buy it. For some, attributes such as “safe for children” “plant-based”, or “biodegradable” can be an important factor when making a purchase.

For the first time ever, Good Housekeeping is offering Seal Holders the option to showcase a specific product attribute on the Seal to further heighten awareness to consumers.

Current list of approved attributes are:
- Renewable (raw materials, sources, etc.)
- Biodegradable
- TK% Recycled Content
- Safe for (pets, children)
- Safe for surfaces
- Free of Dyes
- Plant-based (raw materials, oils, surfactants, etc.)

Don't see a specific attribute listed? Ask your Good Housekeeping sales director.

HOW CAN YOU LEVERAGE THE GH SEAL?

The Seal can be used in a variety of marketing and promotional materials, including:
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  - Postcards and direct mail
  - Trade show displays
  - Press releases

Source: Fairfield Research, July 2017
*Up to $2,000 per item
Please note: Vetting process for Good Housekeeping Seal approval is required. Additional validation/testing and approval is required for attribute-specific option. All Seal package benefits apply to this option.
For over 10 years, Good Housekeeping has been recognizing the growing consumer interest in environmentally responsible products, ensuring they really are “green” and work, via our Green Good Housekeeping Seal.

In order for a product to earn the Green GH Seal, it must first qualify for the Good Housekeeping Seal—signifying the product works. It is then evaluated on a wide range of environmental criteria, including reduction of energy and water use in manufacturing, ingredient and product safety, packaging, distribution, the brand’s corporate social responsibility, and more. Good Housekeeping Institute verifies the truthfulness and accuracy of all information provided during the application process.

**HOW CAN THE GREEN GH SEAL WORK FOR YOU?**

- **It drives purchase** 91% of consumers are more inclined to buy the product with the Green GH Seal when choosing between similar products.
- **It’s influential** 92% of consumers say the Green GH Seal would influence their purchasing decision.
- **It lets consumers know that your green product works** Products carrying the Green GH Seal must meet established standards for quality and deliver on all claims that appear on advertising, packaging and other information materials.
- **It provides added insurance** Products that have earned the Green Good Housekeeping Seal are backed by a two-year limited warranty.

**SOURCE: FAIRFIELD RESEARCH, JULY 2017**

To be in compliance with FTC guidelines, language summarizing the attributes that contributed to the product earning the Green GH Seal must be included on any materials when the emblem is used. This language can be found on the licensing agreement. If you don’t have access to the license or have questions, please contact Sakinah Ali at sali@hearst.com.
How Do You Earn the Seal?

Work with your account manager to discuss the type and number of products you are considering for the Seal, and to review fees and program options. Here is a list of the steps and what to expect as part of the submission and licensing process:

**STEP 1 PRODUCT SUBMISSION AND EVALUATION**
1. Sign and return the Seal Evaluation and Licensing Agreement along with the required evaluation fee
2. Complete a web-based application and provide the requested data, packaging and product samples requested by GHI for evaluation
   - GHI experts will take approximately 6–8 weeks for evaluation after receiving your completed application form and initial data & sample request
   - GHI will review the product(s) to make sure it meets established standards for quality and delivers on all claims that appear in advertising, packaging and other informational materials
   - Evaluation may include requests for additional data and samples, home use panels, or discussions with R&D and marketing contacts

**STEP 2 UPON PRODUCT APPROVAL**
The licensing agreement will be updated to detail the approved product list and the official one-year Seal licensing period. You will be provided with access to the Seal emblem to incorporate into marketing materials.

**ADDITIONAL NOTES**
- If a product or its claims change and/or new products from the brand are introduced during the contract year, notify our Customer Services & Seal Manager for review and acceptance
- The license will expire after one year unless the marketer agrees to renew it
- When your contract expires, use of the Seal must be discontinued on all material

For more information, please contact your local account representative or Sara Rad, AP, Sales & Brand Development, at srad@hearst.com or 212.649.2550.
The Good Housekeeping Nutritionist Approved Emblem was developed to help consumers lead healthier lives by empowering them to make informed food choices. Not only does the GH Nutritionist Approved Emblem provide a solution for those looking to be more health-conscious, but these products are also practical and evoke the tried-and-tested assurance of the Good Housekeeping brand in the food space.

The Nutrition Lab at the Good Housekeeping Institute is housed on the 29th floor of Hearst Tower in New York City. Led by GH’s registered dietitian nutritionist Stefani Sassos, M.S., R.D.N., C.D.N., the Lab rigorously analyzes and assesses thousands of food products before endorsement across Good Housekeeping’s media platforms. Products are vetted based on specific nutritional criteria as well as taste, convenience, quality and simplicity.

By combining scientific evidence with an understanding of consumers’ everyday challenges, products that receive the GH Nutritionist Approved Emblem stand out on supermarket shelves and help shoppers navigate the constantly evolving, and often confusing, landscape at the grocery store.

What’s more, the experts in our Labs develop content our readers rely on—and trust.

**KEY STATISTICS:**
- 95% say GH gives them ideas they wouldn’t have thought of otherwise
- 94% say GH gives me ideas I can actually pull off
- 90% rank GH’s food content the highest content area of the magazine
- 81% value GH’s useful health information

SOURCE: Good Housekeeping Reader Survey, 2018
How Do I Earn The Emblem?

The first health-conscious, lifestyle-aware Emblem in the food and beverage industry. Live Healthfully.

**AMERICA’S MOST TRUSTED EMBLEM EMBARKS ON A NEW MISSION**

Since 1909, the Good Housekeeping Seal has served as a symbol of assurance and reliability to consumers. It’s among America’s most trusted and influential emblems in guiding purchasing intent.

**THE POWER OF THE GOOD HOUSEKEEPING SEAL**

- 89% of consumers are aware of the Good Housekeeping Seal
- 89% of consumers say they’re more likely to buy a product with the GH Seal
- 90% of consumers say the GH Seal has influence over their purchasing decisions

Source: Fairfield Research, July 2017

**WHAT IS THE GOOD HOUSEKEEPING NUTRITIONIST APPROVED EMBLEM?**

Introduced in 2016, the Good Housekeeping Nutritionist Approved emblem has been identifying foods and beverages that help consumers live healthfully by making “good for you” options easier to find and eat. The emblem evokes the GH Institute's “tried and tested” authority, while simplifying the processes of making better food choices on-the-go.

**ELIGIBILITY CRITERIA**

Vetted by our Registered Dietitian, the emblem helps consumers instantly identify healthier options. These products:

1. **Meet the GH Nutrition Lab’s established criteria for healthy eating.**
   - Provides the service of making healthier food more accessible to consumers without compromising quality or taste.

2. **Contains real, whole foods as the leading ingredient.**
   - A simpler food label with fewer ingredients and additives as compared to other products in its category.

3. **Uses no misleading marketing language.**
   - Packaging and marketing claims accurately represent the intent of the product and are not misleading to consumers.

Visit [GH-NA.com](http://GH-NA.com) for full criteria by food category.

*Please note USDA restrictions for use on packaging may apply for meat, poultry, seafood and eggs.*
Check out our engaging, custom content reaching 1.7 MILLION Walmart shoppers

• In 2018, the editors of Good Housekeeping launched our Walmart Edition—a “magazine within a magazine” targeted to Walmart shoppers.
• Content focuses on Walmart and Walmart Shopper brands across food, home, beauty, pet, cleaning, health, and more.
• With a sole-sponsored unit of any size—2-, 4-, or 8-pages—you may showcase your brand creative and have your products natively integrated into thematically-relevant, custom content. Advertorial executions are also available.

PRINT

<table>
<thead>
<tr>
<th>RATES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Unit</td>
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<tr>
<td>Single-Sheet Insert</td>
<td>$54,125</td>
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<tr>
<td>4-page Section</td>
<td>$99,000</td>
</tr>
<tr>
<td>8-page Section</td>
<td>$183,500</td>
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AD PRODUCTION SPECS

<table>
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<tr>
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<th>8&quot; x 10.75&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>7.75&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Live</td>
<td>7.25&quot; x 10&quot;</td>
</tr>
</tbody>
</table>

CLOSING DATE

Seven business days before national ad close of selected issue

CIRCULATION

1.7 million Good Housekeeping subscribers in states with the highest Walmart spending*

DIGITAL

Extend your in-book execution with a custom digital campaign on GH.com and/or Delish.com, including video, shopper solutions, targeted media, and more.

* Arizona, Arkansas, Colorado, Florida, Georgia, Idaho, Indiana, Kansas, Kentucky, Louisiana, Missouri, Montana, Nebraska, Nevada, New Mexico, North Carolina, North Dakota, Oklahoma, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Wisconsin and Wyoming.
Sources: AMM Statement, December 31, 2020; U.S. Census Bureau (states with the most Walmart Spending)

For more information or to advertise, please contact your local account representative or Kelly Peterson, Executive Director, Sales Development: kpeterson@hearst.com or 678.296.2810.
WHERE GOOD GETS EVEN BETTER

Good Housekeeping consumers have a passion for expressing themselves through great style and design, and millions of them have the buying power to translate that passion into action.

Good Housekeeping is thrilled to offer shelter and lifestyle advertisers the opportunity to target 1 million of our most affluent subscribers through our Upper Demo Edition, Trend Watch.

Selectively bound into the national magazine, this edition offers our design-and style-conscious consumers—with the buyer power to translate that passion into action—on-trend design and style ideas, inspirational room-by-room décor images, and expertly curated, actionable market pages to appeal to GH’s most discerning consumers.

“Good Housekeeping represents a world in which home is life’s headquarters—where we get ready to face the world, entertain friends, care for our families, indulge ourselves and express our creativity.”

—JANE FRANCISCO, EDITOR-IN-CHIEF

Source: MRI-Simmons Fall 2020
## TREND WATCH

### Demographic Profile

**CIRCULATION: 1,000,000**

<table>
<thead>
<tr>
<th></th>
<th>AUDIENCE (000)</th>
<th>% COMPOSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL ADULTS</td>
<td>3,802,000</td>
<td>100.0</td>
</tr>
<tr>
<td>Total Women</td>
<td>3,320,000</td>
<td>87.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>TREND WATCH AUD (000)</th>
<th>% COMP</th>
<th>GOOD HOUSEKEEPING AUD (000)</th>
<th>% COMP</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL WOMEN</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age 18-49</td>
<td>889</td>
<td>26.8</td>
<td>3,436</td>
<td>30.5</td>
</tr>
<tr>
<td>Age 25-54</td>
<td>1,112</td>
<td>33.5</td>
<td>4,047</td>
<td>35.9</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>901</td>
<td>27.1</td>
<td>3,025</td>
<td>26.8</td>
</tr>
<tr>
<td>HHI $75,000+</td>
<td>2,177</td>
<td>65.6</td>
<td>5,247</td>
<td>46.5</td>
</tr>
<tr>
<td>HHI $100,000+</td>
<td>1,579</td>
<td>47.6</td>
<td>3,714</td>
<td>32.9</td>
</tr>
<tr>
<td>HHI $200,000+</td>
<td>465</td>
<td>14.0</td>
<td>799</td>
<td>7.1</td>
</tr>
<tr>
<td>Married</td>
<td>2,214</td>
<td>66.7</td>
<td>6,287</td>
<td>55.7</td>
</tr>
<tr>
<td>Attended/Graduated College+</td>
<td>2,466</td>
<td>74.3</td>
<td>7,280</td>
<td>64.1</td>
</tr>
<tr>
<td>Employed</td>
<td>1,568</td>
<td>47.2</td>
<td>4,790</td>
<td>42.5</td>
</tr>
<tr>
<td>Own Home</td>
<td>2,843</td>
<td>85.6</td>
<td>8,648</td>
<td>76.7</td>
</tr>
<tr>
<td>Own Home Valued $500,000+</td>
<td>808</td>
<td>24.3</td>
<td>1,373</td>
<td>12.2</td>
</tr>
<tr>
<td>Own Home Valued $750,000+</td>
<td>345</td>
<td>10.4</td>
<td>650</td>
<td>5.8</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>MEDIAN AGE</th>
<th>60.4 YEARS</th>
<th>59.6 YEARS</th>
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<tbody>
<tr>
<td>Median Household Income</td>
<td>$96,616</td>
<td>$70,292</td>
</tr>
<tr>
<td>Median Home Value</td>
<td>$366,506</td>
<td>$246,067</td>
</tr>
<tr>
<td>Average Net Worth</td>
<td>$566,635</td>
<td>$388,080</td>
</tr>
<tr>
<td>Average Age of Children</td>
<td>5.6 years</td>
<td>5.3 years</td>
</tr>
<tr>
<td>Average Number of Children</td>
<td>1.97</td>
<td>2.07</td>
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Source: MRI-Simmons Fall 2020
CIRCULATION: 1,000,000

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>4 COLOR</th>
<th>2 COLOR</th>
<th>BLACK &amp; WHITE</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$171,670</td>
<td>$160,870</td>
<td>$137,070</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$128,810</td>
<td>$120,710</td>
<td>$102,850</td>
</tr>
<tr>
<td>1/2 Page or Digest</td>
<td>$98,710</td>
<td>$92,500</td>
<td>$78,820</td>
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<tr>
<td>1/3 Page &amp; Single Column</td>
<td>$68,600</td>
<td>$64,280</td>
<td>$54,770</td>
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Ad Close + On-Sale Dates

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>ON-SALE DATE</th>
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<tbody>
<tr>
<td>March</td>
<td>12/23/20</td>
<td>2/23/21</td>
</tr>
<tr>
<td>June</td>
<td>3/24/21</td>
<td>5/25/21</td>
</tr>
<tr>
<td>September</td>
<td>6/16/21</td>
<td>8/17/21</td>
</tr>
<tr>
<td>November</td>
<td>8/25/21</td>
<td>10/26/21</td>
</tr>
</tbody>
</table>

Note: All dates are in development and subject to change. Rates are listed as gross.