GOOD HOUSEKEEPING

Media Kit
Mission Statement

A World of Possibility. Tested for You.

Good Housekeeping presents a world of beautiful, enticing possibility, made easier by our genius solutions—all backed by the GH Labs.

Sources: MRI-Simmons Doublebase Fall 2021; ComScore Multi-Platform January-December 2021 Average; Social Comp Report, 4/122.
In Every Issue

“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

THE GOOD STUFF
TOC, etiquette, home hacks, and more

BEAUTY LAB
The latest trends in beauty and fashion

YOUR HOME
On-trend design and style inspiration + makeover and DIY ideas

LIFE + HEALTH
Real stories, news you can use + healthy living ideas

GH REPORT
Tested til perfect recipes + top kitchen gear

FAMILY ROOM
Expert advice for the whole crew (pets, too!). Plus, heartwarming essays.

For more information, please contact your local account representative or Sara Rad, Vice President, Sales, at srad@hearst.com.
Special Editions

UPPER DEMO EDITION
Reach 1 million of our most affluent subscribers in our Upper Demo Edition. Selectively bound into the national magazine 4x/year (March, June, September + December), this edition offers our design- and style-conscious consumers with the buying 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.

WALMART EDITION
Reach 7 million Walmart shoppers in states with the most Walmart spending.* Editorial content focuses on Walmart and Walmart shopper brands and how they’re used to live life today, covering food, home, beauty, pet, cleaning, health, and more.

*Arizona, Arkansas, Colorado, Florida, Georgia, Idaho, Indiana, Kansas, Kentucky, Louisiana, Massachusetts, Nebraska, Nevada, New Mexico, North Carolina, North Dakota, Oklahoma, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Wisconsin and Wyoming

Source: MRI-Simmons Doublebase Fall 2021; U.S. Census Bureau (states with the most Walmart Spending)
## 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</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>11/29/21</td>
<td>11/22/21</td>
<td>1/18/22</td>
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<td>March</td>
<td>12/22/21</td>
<td>12/15/21</td>
<td>2/22/22</td>
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<tr>
<td>April</td>
<td>1/28/22</td>
<td>1/21/22</td>
<td>3/22/22</td>
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<td>June</td>
<td>4/1/22</td>
<td>3/25/22</td>
<td>5/24/22</td>
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<tr>
<td>September</td>
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<td>6/16/22</td>
<td>8/16/22</td>
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<tr>
<td>October</td>
<td>7/28/22</td>
<td>7/21/22</td>
<td>9/20/22</td>
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<td>November</td>
<td>9/1/22</td>
<td>8/25/22</td>
<td>10/25/22</td>
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<tr>
<td>December</td>
<td>9/30/22</td>
<td>9/23/22</td>
<td>11/22/22</td>
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<tr>
<td>Jan/Feb 2023</td>
<td>11/28/22</td>
<td>11/21/22</td>
<td>1/17/23</td>
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</tbody>
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*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 Tania Lara at 414-622-2834 or tglarayanez@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 subject to change.
DELIVERING QUALITY READERSHIP

TOTAL AUDIENCE: 12.8 MILLION

FEMALE / MALE: 85% / 15%

MEDIAN HHI: $71,856

MEDIAN AGE: 59.5

Source: MRI-Simmons Doublebase Fall 2021
UPPER DEMO EDITION

TOTAL AUDIENCE: 3.7 MILLION

FEMALE / MALE: 86% / 14%

MEDIAN HHI: $98,439

MEDIAN AGE: 60.6

Source: MRI-Simmons Doublebase Fall 2021

WALMART EDITION

TOTAL AUDIENCE: 7 MILLION

FEMALE / MALE: 85% / 15%

MEDIAN HHI: $66,353

MEDIAN AGE: 59

Source: MRI-Simmons Doublebase Fall 2021
With the Good Housekeeping Institute at our core, Good Housekeeping is committed to bringing our audience “gold standard” advice on what’s best to buy. Adding to our 122-year legacy of product testing and recommendations, our scientists, editors, and experts take a forward-thinking approach to product news, trend forecasting, consumer education, and advocacy—incorporating genius ideas, brilliant solutions, and the most important topics that matter to women everywhere.
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 formal review by the Good Housekeeping Institute are eligible to earn the Seal.

Did you know Good Housekeeping stands behind every Seal product with its own two-year limited warranty?
Green Good Housekeeping Seal

Given the proliferation of environmentally responsible products in the marketplace, the Green Good Housekeeping Seal was introduced in 2009 to identify products that are really “green” and work. After receiving the GH Seal—signifying the product works—it is then evaluated on a wide range of environmental criteria, including reduction of energy/water use in manufacturing, ingredient and product safety, packaging, distribution, the brand’s corporate social responsibility, and more.

Good Housekeeping Nutritionist Approved Emblem

Under the leadership of Stefani Sassos, Registered Dietitian and Deputy Director of the GH Nutrition Lab, the first health-conscious, lifestyle-aware emblem in the food and beverage industry helps consumers lead healthier lives by empowering them to make informed food choices. Products are practical and evoke the tried-and-tested assurance of the Good Housekeeping brand in the food space—all vetted based on specific nutritional criteria as well as taste, convenience, quality and simplicity.
# Advertising Rates

**RATE BASE: 2,500,000**

<table>
<thead>
<tr>
<th>Page Allocation</th>
<th>4 Color</th>
<th>2 Color</th>
<th>B&amp;W</th>
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<tr>
<td>Full Page</td>
<td>$335,050</td>
<td>$306,150</td>
<td>$266,470</td>
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<tr>
<td>2/3 Page</td>
<td>$251,410</td>
<td>$229,730</td>
<td>$199,950</td>
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<tr>
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<td>$192,650</td>
<td>$176,040</td>
<td>$153,220</td>
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<td>1/3 Page</td>
<td>$133,890</td>
<td>$122,340</td>
<td>$106,480</td>
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<td>1/6 Page</td>
<td>$69,940</td>
<td>$63,910</td>
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<td>Back Cover</td>
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<td>2nd Cover</td>
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<td>3rd Cover</td>
<td>$402,060</td>
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**EFFECTIVE WITH THE JULY/AUGUST 2022 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.

For more information, please contact your local account representative or Sara Rad, Vice President, Sales, at srad@hearst.com.
## Upper Demo Rates

**CIRCULATION: 1,000,000**

<table>
<thead>
<tr>
<th>Ad Unit</th>
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<th>Black &amp; White</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$176,820</td>
<td>$165,700</td>
<td>$141,180</td>
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<tr>
<td>2/3 Page</td>
<td>$132,670</td>
<td>$124,330</td>
<td>$105,930</td>
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<td>$101,670</td>
<td>$95,280</td>
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<td>1/3 Page</td>
<td>$70,660</td>
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## Walmart Edition Rates

**CIRCULATION: 1,125,000**

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<td>$67,480</td>
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<tr>
<td>8-page Insert</td>
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**EFFECTIVE WITH THE JULY/AUGUST 2022**

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.
# Mechanical Specs

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<tr>
<th>Unit Size</th>
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<th>Live/Non-Bleed</th>
<th>Trim</th>
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<td>7.75” x 10”</td>
<td>8.25” x 10.5”</td>
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<tr>
<td>2/3-Page Vertical</td>
<td>5.625” x 10.75”</td>
<td>4.875” x 10”</td>
<td>5.375” x 10.5”</td>
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<tr>
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<td>8.5” x 5.375”</td>
<td>7.75” x 4.625”</td>
<td>8.25” x 5.125”</td>
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<tr>
<td>1/2-Page Horizontal Spread</td>
<td>16.75” x 5.375”</td>
<td>16” x 4.625”</td>
<td>16.5” x 5.125”</td>
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<tr>
<td>1/2-Page Vertical</td>
<td>4.25” x 10.75”</td>
<td>3.5” x 10”</td>
<td>4” x 10.5”</td>
</tr>
<tr>
<td>1/3-Page Vertical</td>
<td>2.75” x 10.75”</td>
<td>2” x 10”</td>
<td>2.5” x 10.5”</td>
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<tr>
<td>1/3-Page Square</td>
<td>5.625” x 5.375”</td>
<td>4.875” x 4.625”</td>
<td>5.375” x 5.125”</td>
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<td>1/6-Page</td>
<td>2.25” x 4.75”</td>
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</tr>
</tbody>
</table>

**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: Tania Lara 414-622-2834  tglarayanez@quad.com
For more information, please contact your local account representative or Sara Rad, Vice President, Sales, at srad@hearst.com.
Powered by the expertise of the GH Institute, GoodHousekeeping.com connects you with real-life experts and who-knew life hacks to get things done (and have fun doing them). We help you keep your to-do list manageable, find inspired-but-easy changes to make at home and in your life, boost your meal-planning repertoire with delicious (and nutritious) recipe ideas, and shop your smartest. We do the legwork, so you don’t have to.

UNIQUE VISITORS: 35.8 MILLION

FEMALE / MALE: 75% / 25%

MEDIAN HHI: $100,973

MEDIAN AGE: 50.2

SOCIAL AUDIENCE: 7 MILLION

Sources: ComScore Multi-Platform Demographics January-December 2021 Average; Social Comp Report, 4/1/22.
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If you are a public relations firm seeking a copy of our editorial calendar, please contact Annie O’Sullivan at Annie.O'Sullivan@hearst.com. She can direct you to the relevant category editor to identify the best opportunities to pitch your product or service.