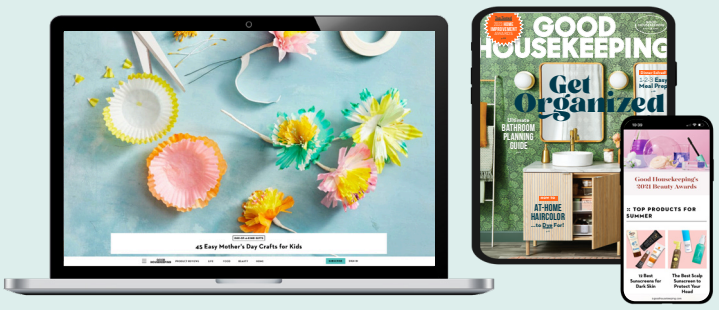
GOOD HOUSEKEEPING

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.
MRI-Simmons Doublebase Fall 2022, comScore Multi-Platform December 2022, Social Comp Report 1/1/23
65.1M STRONG

Brand Platform

Brand Footprint: 65.1M Consumers



GoodHousekeeping.com
(Desktop, Tablet + Mobile)
45.2M UVs

Magazine
12.8M Readers

Authoritative Seals
& Emblems

Events + Expos

E-Commerce
Powerhouse
#1 Hearst Site
$407M
in YTD 2022
Product Sales

Good Housekeeping
Institute
Trusted Since 1909

Clubs: GH+ Membership,
GH Book Club,
GH Stitch Club

Social Media
7.1M Followers

Books & Bookazines

Brand Licensing
GH Cookware,
Bakeware,
Gadgets
& Small Electrics

MRI-Simmons Doublebase Fall 2022, comScore Multi-Platform December 2022, Social Comp Report 1/1/23, Internal Hearst E-Commerce Data, January-December 2022

DELIVERING A QUALITY AUDIENCE

TOTAL AUDIENCE:
65M+

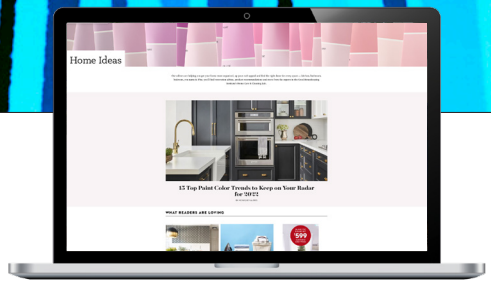
FEMALE / MALE:
76% / 24%

MEDIAN HHI:
$92,513

MEDIAN AGE:
52.2

MULTI-CULTURAL:
36%

2022 comScore Multi-Platform/MRI-Simmons (11-22/F22)



GoodHousekeeping.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:
45.2 M

FEMALE / MALE:
77% / 23%

MEDIAN HHI:
$96,894

MEDIAN AGE:
52.8

MULTI-CULTURAL:
37%

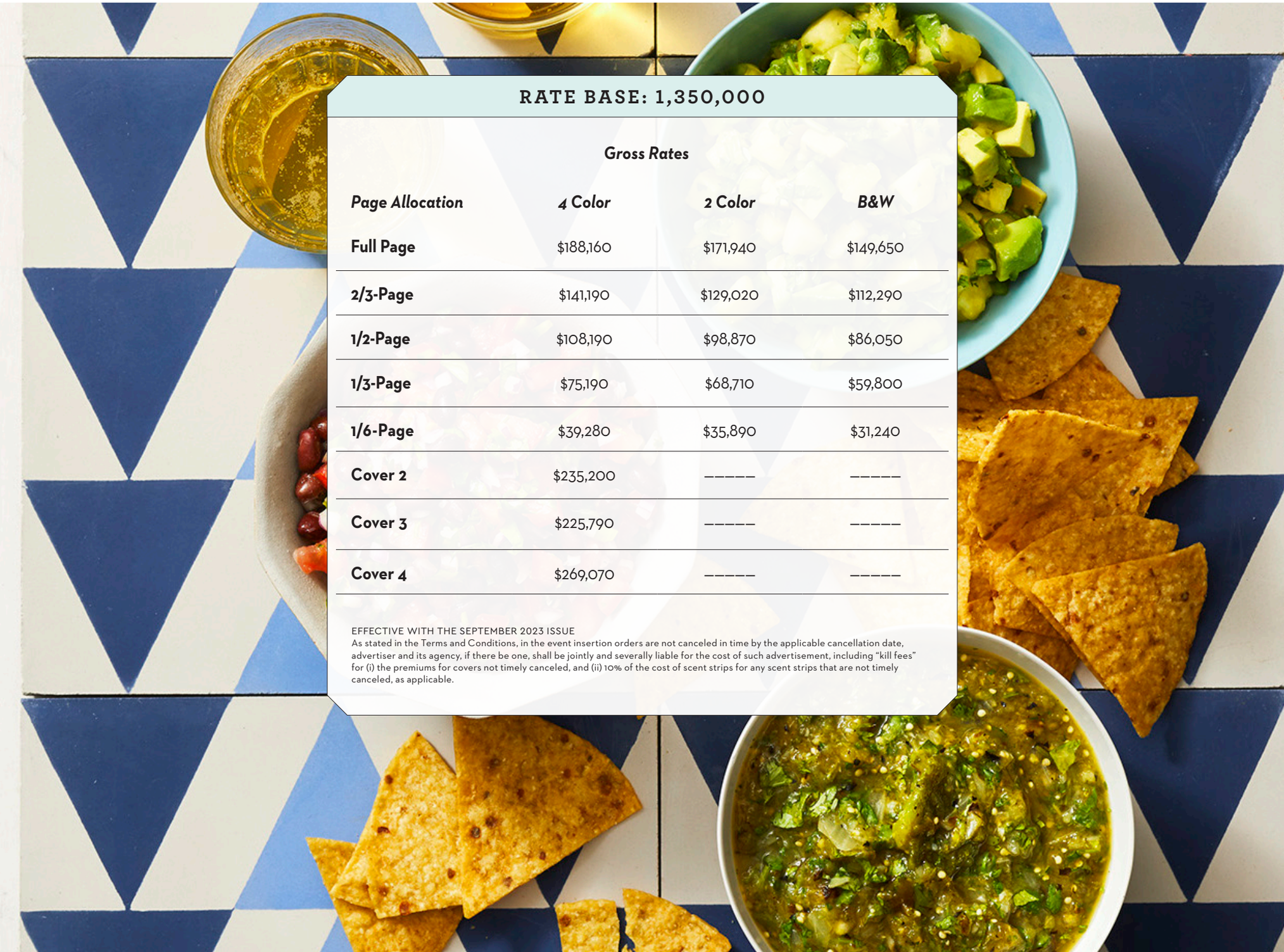
comScore Multi-Platform December 2022, 2022 comScore Multi-Platform/MRI-Simmons (11-22/F22)

Ad Close + On-Sale Dates

Issue	National Ad Close*	Regional Ad Close	On Sale
Jan/Feb	11/29/22	11/22/22	1/17/23
March	12/20/22	12/13/22	2/21/23
April	1/31/23	1/24/23	3/21/23
May	3/7/23	2/28/23	4/25/23
June	4/4/23	3/28/23	5/23/23
July/August	5/2/23	4/25/23	6/27/23
September	6/20/23	6/13/23	8/15/23
October	7/25/23	7/18/23	9/19/23
November/December	9/14/23	9/7/23	11/7/23

*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. 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.

Advertising Rates



RATE BASE: 1,350,000

Gross Rates

Page Allocation	*4 Color*	*2 Color*	*B&W*
Full Page	$188,160	$171,940	$149,650
2/3-Page	$141,190	$129,020	$112,290
1/2-Page	$108,190	$98,870	$86,050
1/3-Page	$75,190	$68,710	$59,800
1/6-Page	$39,280	$35,890	$31,240
Cover 2	$235,200	—————	—————
Cover 3	$225,790	—————	—————
Cover 4	$269,070	—————	—————

EFFECTIVE WITH THE SEPTEMBER 2023 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.

Mechanical Specs

Unit Size	*Bleed*	*Live/ Non-Bleed*	*Trim*
Spread	16.75″ x 10.75″	16″ x 10″	16.5″ x 10.5″
Full Page	8.5″x 10.75″	7.75″ x 10″	8.25″ x 10.5″
2/3-Page Vertical	5.625″ x 10.75″	4.875″ x 10″	5.375″ x 10.5″
1/2-Page Horizontal	8.5″ x 5.375″	7.75″ x 4.625″	8.25″ x 5.125″
1/2-Page Horizontal Spread	16.75″ x 5.375″	16″ x 4.625″	16.5″ x 5.125″
1/2-Page Vertical	4.25″ x 10.75″	3.5″ x 10″	4″ x 10.5″
1/3-Page Vertical	2.75″ x 10.75″	2″ x 10″	2.5″ x 10.5″
1/3-Page Square	5.625″ x 5.375″	4.875″ x 4.625″	5.375″ x 5.125″
1/6-Page	2.25″ x 4.75″	N/A	N/A

ACCEPTED FILE FORMATS: PDF/X-1A

For more information, please visit **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

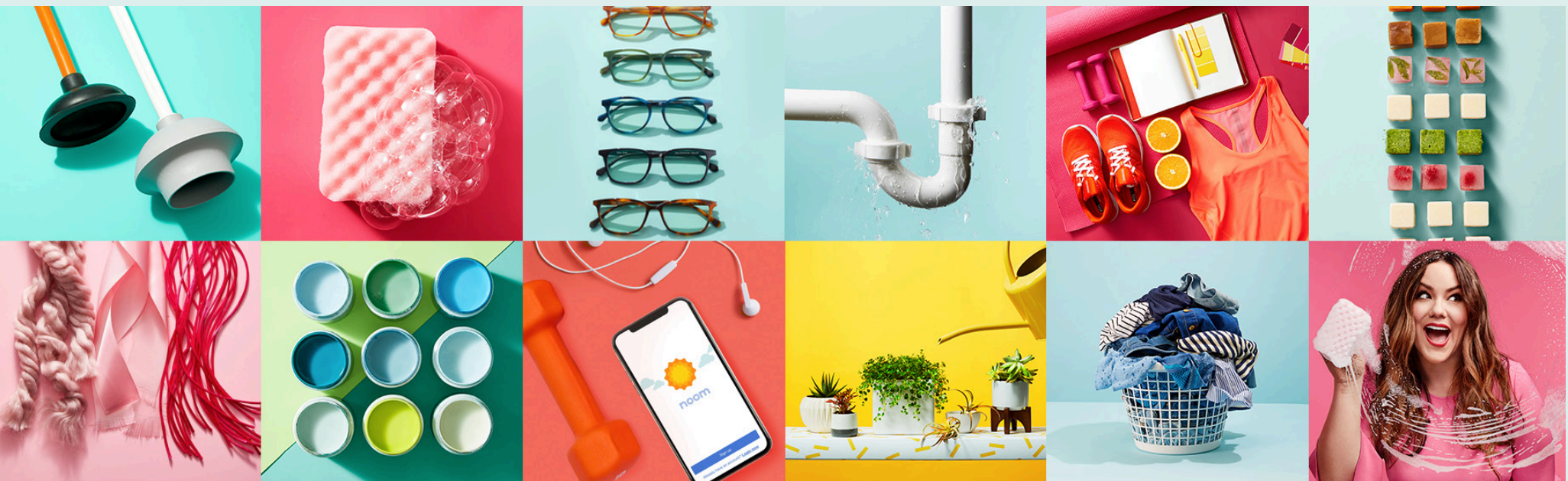
Direct all production inquiries, regional, national, travel, test market & shopper ads to: Tania Lara 414-622-2834 tglarayanez@quad.com

Terms + Conditions

1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Communications, Inc. ("Publisher") during 2023. 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 canceled or changed by the advertiser without the acknowledgment and acceptance of Publisher. If orders are not timely canceled, the advertiser agrees that it will be responsible for the cost of such canceled 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.

GH INSTITUTE

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 123-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 SEAL

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?*

*Up to $2,000 per item

THE AUTHORITY CONTINUES

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.

Contact Us

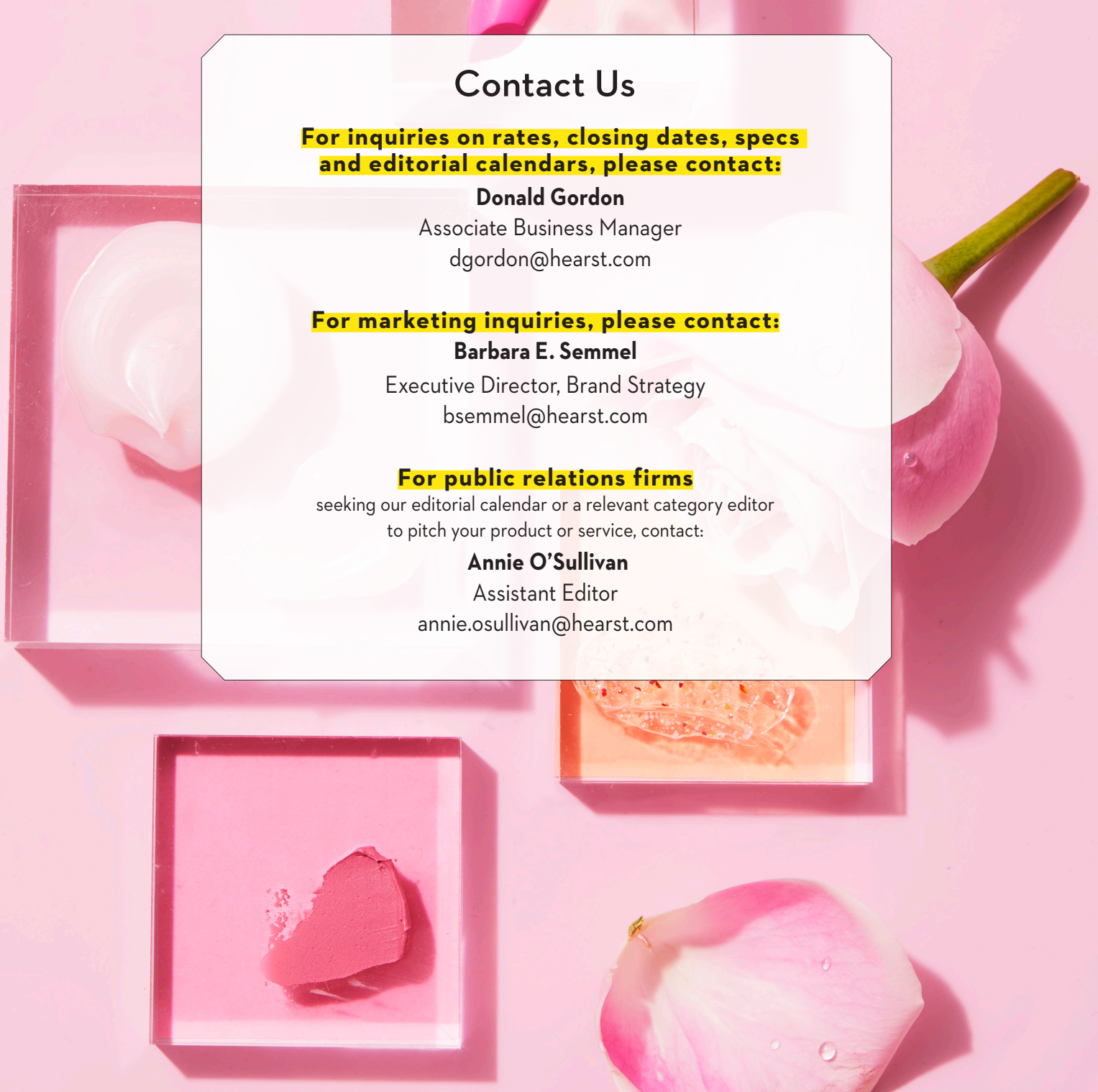
For inquiries on rates, closing dates, specs and editorial calendars, please contact:

Donald Gordon
Associate Business Manager
dgordon@hearst.com

For marketing inquiries, please contact:

Barbara E. Semmel
Executive Director, Brand Strategy
bsemmel@hearst.com

For public relations firms

seeking our editorial calendar or a relevant category editor to pitch your product or service, contact:

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