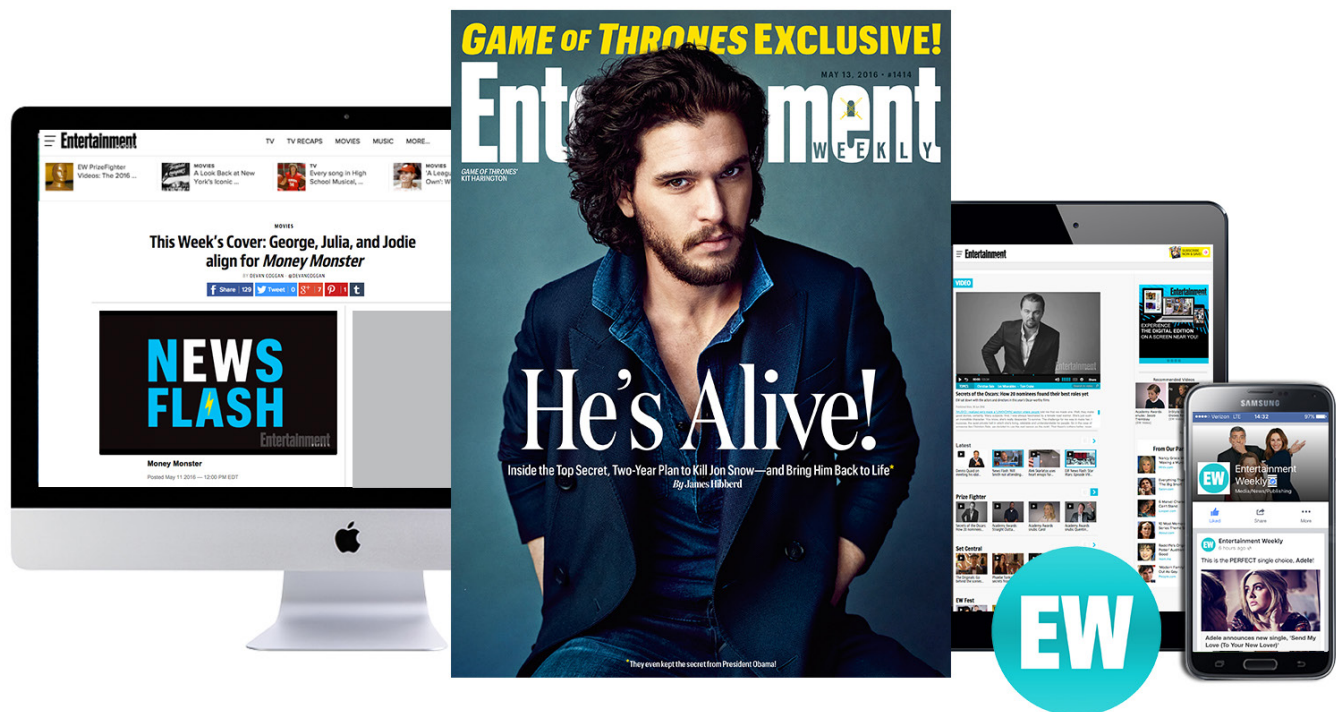

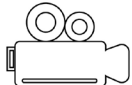


Entertainment 2016 MEDIA KIT



 .COM **+38%**
Year Over Year
20.6MM
TOTAL DIGITAL UVs

5.4MM **+150%**
VIDEO STREAMS  Year Over Year

28MM+
TOTAL BRAND AUDIENCE

12.2MM
SOCIAL BASE
 **+32%**
Year Over Year 

8.4MM
TOTAL PRINT AUDIENCE 
UP 13% NEWSTAND SALES
Year Over Year

Entertainment
WEEKLY

SMART. FUNNY. FIRST.

We are the first to tell you about the best and worst movies, TV shows, music, books and more. As your pop culture concierge, we are your one-stop source for the latest and most trusted entertainment news and commentary. We live everywhere you do—on your digital devices, your social channels, in your mailbox, at the newsstand and on SiriusXM radio.

We are funny. We are smart. We are first. We are always right.
(OK—almost always right.)

Entertainment Weekly knows your time is precious;
we'll tell you how to spend it wisely.

ENGAGEMENT & PASSION FOR THE BRAND

> **82**
MINUTES **AVERAGE SPENT
READING EW**

> **68%** **READ EW WITHIN
A DAY OF ARRIVAL**

> **OVER
50%** **GAVE EW MAG
AN "A" GRADE**

> **94%** **READ 3/4 OR MORE
OF EACH ISSUE**

SOURCE: Front Row "Year End 2014" Study/issue engagement study.

CONNECT WITH US

  ENTERTAINMENTWEEKLY

 @EW

 @EWSNAPS

 @ENTERTAINMENTWEEKLY

 EWMAGAZINE

HENRY GOLDBLATT EDITOR IN CHIEF

Henry Goldblatt is Editor in Chief of Time Inc.'s *Entertainment Weekly*, America's leading consumer brand for entertainment and popular culture. Goldblatt was named Editor in 2015, and his appointment marks a return to EW after having worked there from 2002 until 2014 where most recently he served as the brand's deputy managing editor and director of brand development. As Editor in Chief, Goldblatt is responsible for editorial oversight of EW's print and digital content.

In 2014, Goldblatt left EW after being named Deputy Editor (Brand Director) of PEOPLE. While at PEOPLE, Goldblatt provided editorial oversight to all brand extensions, ran the magazine's front-of-book sections, and managed staffing, budgets, and publishing/editorial collaborations.

A 20-year veteran of Time Inc., Henry Goldblatt began his career as a reporter at Fortune where he wrote about the media business and ran the magazine's news coverage. In 2002 he moved to EW and was instrumental in integrating the brand's print and digital editorial operations. He played a key role in launching EW's Must List app, its tablet edition, and the EW Radio channel on SiriusXM. He also worked closely with the advertising and marketing teams to bring business and editorial priorities into alignment. Additionally, Goldblatt created and wrote EW's popular and witty infographic, The Bullseye.

Goldblatt earned a B.A. from the University of Michigan and a Master's degree in Journalism from Northwestern University. Goldblatt was named one of Columbia Journalism Review's "Ten Young Editors to Watch" and won a New England Press Association award for articles on AIDS awareness.

He currently resides in New York City.



ELLIE DUQUE BRAND SALES DIRECTOR, THE ENTERTAINMENT GROUP

Ellie Duque was named Publisher of Entertainment Weekly in May 2015. As Brand Sales Director, Duque oversees advertising sales, marketing, business development, promotion, and circulation on all platforms for the brand's weekly magazine and digital offerings. Duque has a stellar reputation in the entertainment media industry, and brings solid relationships, keen instincts and business acumen, strategic thinking, and passion to her role. As the first-ever EW Publisher to be based in Los Angeles, Duque will further cement the brand's relationships with key entertainment partners and elevate EW's overall presence in the Hollywood community.

Duque previously served as Western Advertising Director of PEOPLE and EW, where she oversaw more than \$80 million of revenue across print and digital. Duque built exclusive sales and consumer marketing partnerships across entertainment, automotive, travel and packaged goods categories. She led a team of twenty sales people and digital planners, and developed and executed the first print/digital integrated sales structure for PEOPLE. In addition, Duque was also responsible for selling high-level sponsorships for multi-platform programs such as the FOX digital upfront and the Toyota Sponsored launch of PEOPLE.com's daily live talk show, People NOW! in September 2014. Duque was instrumental in securing the pivotal deal to bring Toyota back as the sponsor for the series' second season.



An eighteen year veteran of Time Inc., Duque began her career at Fortune where she served as Associate Manager, and was a member of the original launch team of FSB: Fortune Small Business. During her tenure, she worked primarily on technology and automotive accounts including Apple and Toyota/Lexus. Duque received a Bachelor of Arts degree in Communications from California State University, Long Beach and resides in Woodland Hills, CA with her husband and two daughters.

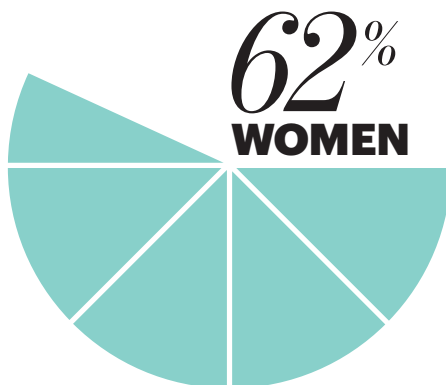
MAGAZINE



9.1MM
PRINT AUDIENCE

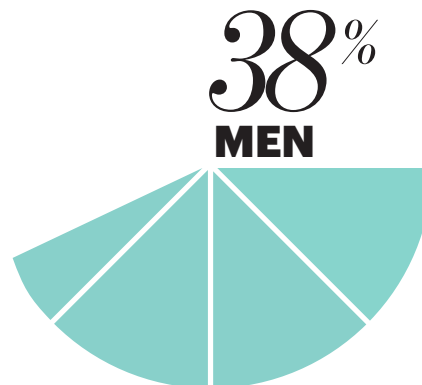
1.5MM
RATE BASE

DEMOS



MEDIAN AGE

44



MEDIAN HHI

\$62k

Entertainment WEEKLY

2016 MAGAZINE RATES

RATE BASE 1,500,000

4 COLOR

FULL PAGE	\$185,400
2/3 PAGE	\$154,500
1/2 PAGE	\$120,600
1/3 PAGE	\$83,500
1/5 PAGE	\$52,000
COVER 2	\$222,500
COVER 3	\$204,000
COVER 4	\$241,100

BLACK & WHITE

FULL PAGE	\$148,400
2/3 PAGE	\$123,700
1/2 PAGE	\$96,500
1/3 PAGE	\$66,800

BRC INSERT CARDS

REG-SUPPLIED	\$148,400
REG-WE PRINT	\$123,600
OVERSIZE-SUPPLIED	\$96,500
OVERSIZE-WE-PRINT	\$66,800

Entertainment WEEKLY 2016 **MAGAZINE EDIT CALENDAR**

SPECIAL EDITORIAL THEME	ISSUE DATE	ON SALE	AD CLOSE/MATERIALS DUE
FIRST LOOK	1/8 - 1/15/16	12/29/15	12/14/15
WINTER TV PREVIEW	1/22/16	1/15/16	12/28/15
OSCAR NOMINATIONS / GRAMMY INSIDER	1/29 - 2/5/16	1/22/16	1/4/16
	2/12/16	2/5/16	1/18/16
	2/19 - 2/26/16	2/12/16	1/25/16
	3/4/16	2/26/16	2/8/16
OSCAR WINNERS & LOSERS	3/11/16	3/4/16	2/15/16
	3/25/16	3/18/16	2/29/16
	4/1 - 4/8/16	3/25/16	3/7/16
	4/15/16	4/8/16	3/21/16
SUMMER MOVIE PREVIEW	4/22 - 4/29/16	4/15/16	3/28/16
MOTHER'S DAY GIFT GUIDE	5/6/16	4/29/16	4/11/16
	5/13/16	5/6/16	4/18/16
SUMMER MUSIC PREVIEW	5/20/16	5/13/16	4/25/16
	5/27/16	5/20/16	5/2/16
YOUR SUMMER MUST LIST	6/3 - 6/10/16	5/27/16	5/9/16
HOT SUMMER TV	6/17/16	6/10/16	5/23/16
LGBT	6/24/16	6/17/16	5/30/16
	7/1/16	6/24/16	6/6/16
	7/15/16	7/8/16	6/20/16
COMIC-CON	7/22 - 7/29/16	7/15/16	6/27/16
COMIC-CON WRAP UP	8/5/16	7/29/16	7/11/16
	8/12/16	8/5/16	7/18/16
FALL MOVIE PREVIEW	8/19 - 8/26/16	8/12/16	7/25/16
	9/2/16	8/26/16	8/8/16
FALL MUSIC	9/9/16	9/2/16	8/15/16
FALL TV PREVIEW	9/16 - 9/23/16	9/9/16	8/22/16
	9/30/16	9/23/16	9/5/16
	10/7/16	9/30/16	9/12/16
	10/14/16	10/7/16	9/19/16
REUNIONS	10/21 - 10/28/16	10/14/16	9/26/16
HOLIDAY MOVIE PREVIEW / HOLIDAY GIFT GUIDE	11/4/16	10/28/16	10/10/16
	11/11/16	11/4/16	10/17/16
	11/18/16	11/11/16	10/24/16
	11/25/16	11/18/16	10/31/16
	12/2/16	11/22/16	11/7/16
	12/9/16	12/2/16	11/14/16
YEAR END / BEST & WORST	12/16 - 12/23/16	12/9/16	11/21/16
FIRST LOOK	12/30/16 - 1/6/17	12/23/16	12/5/16

Subject to change 3/30/16

For advertising inquiries, contact Lana LoRusso, VP/Associate Publisher Sales at Lana.LoRusso@ew.com

PRODUCTION SPECS

1) All Web Offset. Entertainment Weekly subscribes to the SWOP (Specifications for Web Offset Publications) standards. For complete mechanical requirements, visit our Web site at direct2time.com.

2) File Submission. All files must be submitted via the Ad Portal. For instructions on how to register and download the client application, please visit our website at direct2time.com. Preferred digital file format is PDF/X1a. No application files such as QuarkXPress documents will be accepted. All digital files must conform to SWOP specifications.

- Maximum single files size, including all marks, identification and agency information (image size) is 11" wide by 17" high.
- Maximum spread file size, including all marks, identification and agency information (image size) is 22" wide by 17" high.
- Right-reading, portrait mode, 100% size, no rotations.
- Standard trim, bleed and center marks in all separations must be located 1/2" outside trim size.

Desktop File Format

Desktop applications (InDesign and others) must be saved as PostScript (Print to File) and converted to PDF/X1a. The DDAP PPD and DDAP Distiller settings must be used when creating PostScript and PDF files. These may be downloaded from our Web site at direct2time.com. We accept PDF/X1a files as well.

Only one ad per file. All of the high-resolution images and fonts must be included when the PostScript file is saved. Use only Type 1 fonts—No True Type fonts or font substitutions are allowed. Do not apply style attributes to fonts. Images must be SWOP (CMYK or Grayscale, no RGB colors and no spot colors accepted) TIFF or EPS format (no JPEG or JPEG filter) between 200 and 400 dpi. Do not embed ICC Profiles within files. Total area density should not exceed SWOP standard 300% TAC. Do not nest EPS files within other EPS files. All required image trapping must be included in the file. The file must be right-reading, portrait mode, 100% size, no rotations. In addition, please call or send test files when updating software.

3) Proofing. Entertainment Weekly Magazine is 100% Virtual Proofing at all of our printing plants.

If you own a Virtual Proofing System:

Virtual proofing, also known as monitor based softproof, is a process that does not require the use of hard proofs. The virtual proofing system must be a SWOP certified system and recently calibrated to the manufacturer's Application Data Sheet (ADS). We require the use of TR005 as the output profile. In addition, the type of system and profile used must be communicated in the file as part of the information slug (please refer to direct2time.com for instructions on downloading a sample slug).

For a complete list of SWOP certified virtual proofing systems, please visit www.swop.org.

If you DO NOT own a Virtual Proofing System:

If you opt to use a hard proofing system, please calibrate your hard proofing device to TR005. The use of hard proofs is for internal approvals only. We no longer require hard proofs.

Type Reproduction

Fine lettering (thin lines, serifs) should be restricted to one (1) color. Reverse lettering: Dominant color should be used for shape of letters with subordinate colors spread slightly to reduce register problems.

Surprinting:

When type is to be surprinted, the background should be no heavier than 30% in any color, and no more than 90% in all four colors.

4) Trim Size is 7 7/8" x 10 1/2".

5) Unit Sizes Available

AD SIZE	BLEED	LIVE / SAFETY	TRIM
Page	8 1/8" x 10 3/4"	7" x 10"	7 7/8" x 10 1/2"
Spread	16" x 10.75"	15" x 10"	15 3/4" x 10 1/2"
1/2 Page Vertical	4 1/8" x 10 3/4"	3 3/8" x 10"	3 7/8" x 10 1/2"
1/3 Page Vertical (One Column)	3" x 10 3/4"	2 1/8" x 10"	2 3/4" x 10 1/2"
2/3 Page Vertical (Two Columns)	5 1/4" x 10 3/4"	4 1/4" x 10"	5" x 10 1/2"
1/2 Page Horizontal	8 1/8" x 5 1/4"	7" x 4 1/2"	7 7/8" x 5"
1/2 Spread Horizontal	16" x 5 1/4"	15" x 4 1/2"	15 3/4" x 5"
1/3 Page Horizontal	8 1/8" x 3 7/8"	7" x 3 1/8"	7 7/8" x 3 5/8"
1/3 Spread Horizontal	16" x 3 7/8"	15" x 3 1/8"	15 3/4" x 3 5/8"
1/3 Square	5 1/4" x 5 1/4"	4 5/8" x 4 5/8"	5" x 5"
1/5 Page Horizontal	5 3/4" x 3"	4 3/4" x 2 1/4"	5 1/2" x 2 3/4"

6) Live matter intended to print must be positioned in accordance with the live/safety spec of the ad, for both full and partial page ads. Live area is 1/4" from top and bottom and 3/8" on either side (based on trim size).

Spreads and half horizontal units: Type crossing the gutter should be positioned 1/16" from center fold on each page to provide 1/8" total separation. Safety for live area is 1/4" from top and bottom. Safety for face sides is 3/8". Safety dimensions are noted above. Engraver must keep all crop and register marks 1/2" outside the trim of the magazine for full-page and spread ads.

7) General Information. Entertainment Weekly assumes no responsibility for advertising materials submitted other than as expressly agreed in writing and, in the absence of disposition instructions, such materials will be discarded four months after issue date.

Queries concerning printed reproduction should be submitted within three weeks of issue date.

Please call EW Production for all questions and material extensions:

Technical questions on file format, specs and ad portal, contact:

Shreyas Prasad
Shreyas.Prasad@timeinc.com
212-522-6704

Supplied Unit Specifications, contact:

Gabriella Curcio
Gabriella_Curcio@timeinc.com
212-522-2609

Tasha Childs
Tasha.Childs@timeinc.com
212-522-2945

For additional information, including tablet specs, please go to our website at direct2time.com

ENTERTAINMENT WEEKLY MAGAZINE 2016 MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of Entertainment Weekly Magazine (the “Magazine”) published by Entertainment Weekly Inc. (the “Publisher”).

1. Rates are based on average total audited circulation, effective with the issue dated January 8 – January 15, 2016. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine’s advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.
2. The Magazine is a member of the Alliance for Audited Media (the “AAM”). Total audited circulation is reported on an issue-by-issue basis in publisher’s statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.
3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, **unless the advertiser explicitly, in writing, opts-out of running in the digital edition, either on the insertion order or via email**, by no later than the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser’s ad placement will no longer be deemed a “full-run” buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). Certain advertisements that are not standard and/or full-page run-of-book advertisements may not qualify to run in the digital version, including but not limited to, scented units, non-standard fractionals (such as fractionals that are less than 1/3 page) and business reply cards. Please consult the Publisher for details. If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

With respect to the digital edition of the Magazine, depending on the device and/or platform on which it is viewed, the Magazine may be viewed in one of two formats: (i) a straight from print magazine format, which is an exact reproduction of the design and content of the print version of the Magazine (the “Straight From Print Magazine Version”) or (ii) a designed for tablet/enhanced for tablet magazine format, in which the design of the Magazine has been optimized for viewing on the device on which it is displayed (the “Designed For Tablet Magazine Version”). Please consult the Publisher for details.

Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may be viewed in one of three formats: (i) “straight from print advertising format” or “SFP” where the page on screen looks exactly like the advertisement appearing in the print edition; (ii) “designed for tablet advertising format” or “DFT” where the same creative has been resupplied and designed for optimal reading on the device and/or platform and is meant to be displayed at 100%; and (iii) “enhanced for tablet advertising format” or “EFT” where an advertisement has added enhancements and bonus content to transform the print content to more fully utilize the digital medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).

Qualifying advertisements running in the Straight From Print Magazine Version or the Designed For Tablet Magazine Version of the digital edition of the Magazine will automatically run in a straight from print advertising format. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than straight from print (i.e., designed for tablet advertising format or enhanced for tablet advertising format), it must so indicate prominently on the insertion order by the ad close date. Designed for tablet advertising format or enhanced for tablet advertising format may not be available on all platforms or devices. Please consult the Publisher for details.

With respect to qualifying advertisements in a straight from print advertising format, if a URL exists in the print creative, such URL shall be automatically activated unless advertiser notifies Publisher otherwise in writing; if the print creative has multiple URLs, Publisher shall activate the brand’s main URL unless notified otherwise in writing. With respect to qualifying advertisements in a “designed for tablet” advertising format, if such advertising creative contains one URL, Publisher shall automatically activate that URL; if the advertisement contains more than one URL, Publisher shall activate the brand’s main URL.

4. With respect to national advertisements that are less than a full-page but equal to or greater than 1/3 page that are running in the digital edition of the Designed For Tablet Magazine Version, such advertisements will be framed by white space unless they are upgraded to a full page. Please consult the Publisher for details regarding the opportunity to upgrade such advertisement. National advertisements that are less than a full-page that are running in the digital edition of the Straight From Print Magazine Version shall appear as they appeared in the print edition of the Magazine.
5. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
6. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
7. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine’s editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
8. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney’s fees) (collectively, “Losses”) arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively “Claims”). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.
9. In consideration of the Publisher’s reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.
10. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine’s Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.
11. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy)

will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

12. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.
13. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.
14. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.
15. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.
16. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.
17. None of creative fees, special advertising print production premiums, digital edition upgrade fees or DFT or EFT production fees earn any discounts or agency commissions.
18. The Magazine is subject to Time Inc.'s standard 2016 issue-by-issue tally (IBIT) pricing system.
19. Publisher reserves the right to modify these terms and conditions.

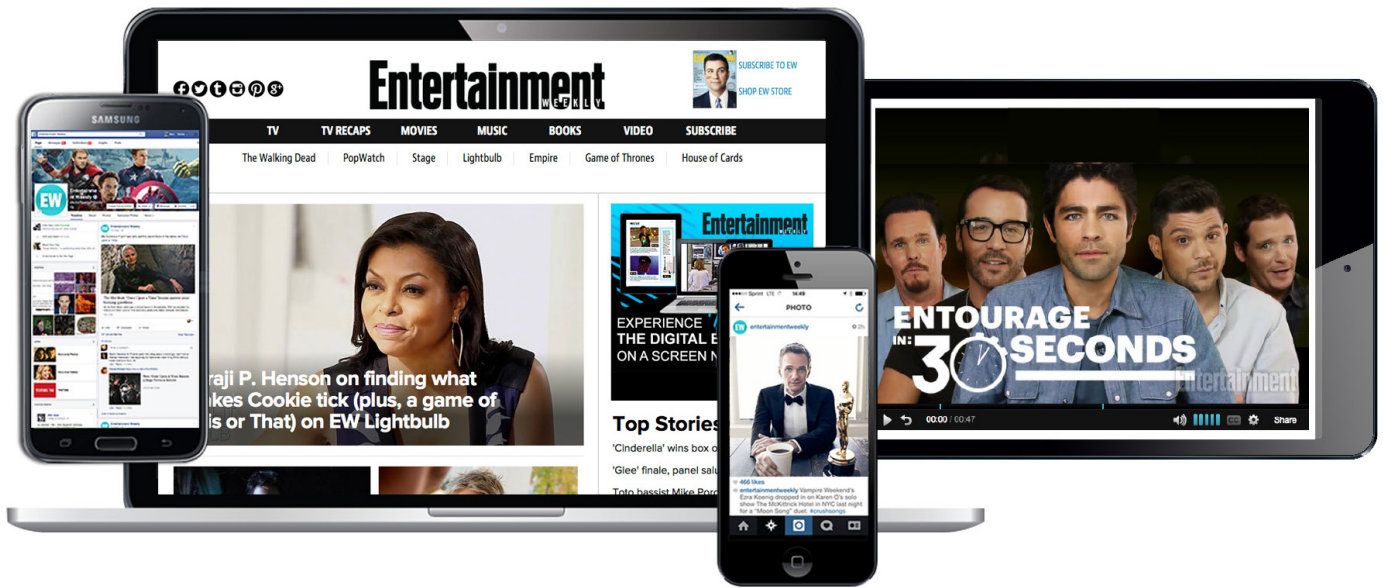
These Advertising Terms and Conditions were issued October 13, 2015.

TIME INC.
2016 ISSUE-BY-ISSUE TALLY (IBIT) PRICING SYSTEM

1. Magazine circulation delivery of the U.S. and North American editions of magazines published by Time Inc. and its affiliates (collectively, referred to herein as the "Publisher") is measured on an issue-by-issue tally (IBIT) pricing system for full-run circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of a magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue's total audited circulation as reported in the magazine's Publisher's Statement issued by the Alliance for Audited Media (AAM) or the Brand Report issued by BPA Worldwide (BPA) for the first or second half of the 2016 calendar year and the published total circulation rate base as set forth in the applicable magazine's rate card.
2. In order to permit advertisers to apply earned IBIT credit in a timely manner, AAM Publisher's Statements and BPA Brand Reports are used to calculate IBIT credit. The calculation may only be made following the issuance of the Publisher's Statements or Brand Reports for second half of the 2016 calendar year (July – December) and will be based on final billed earned advertising rates.
3. Total audited circulation for magazines audited by AAM is comprised of paid plus verified (plus analyzed non-paid for those magazines who count analyzed non-paid in their rate base as set forth in such magazine's Advertising Terms and Conditions). Total audited circulation for magazines audited by BPA is comprised of qualified paid and/or qualified non-paid as set forth in such magazine's Advertising Terms and Conditions.
4. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.
5. If the total audited circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base, the advertiser's IBIT credit will be calculated by multiplying the net cost after agency commissions (excluding production premiums) ("Net Cost") of the advertiser's insertion in that issue by the difference between two percent and the actual percentage by which the total audited circulation is less than its published circulation rate base. By way of example, if the "Net Cost" of the advertiser's insertion is \$100,000 and the total audited circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows: $\$100,000 \times (3\% - 2\%) = \$1,000$.
6. IBIT credit must be used against future insertions, must be applied at the magazine at which it was earned and must be used within 12 months after the issuance of the Publisher's Statements or Brand Reports for the second half (July – December) AAM/BPA reporting period and calculation of the 2016 IBIT credit. An advertiser may apply IBIT credit to any brand, product or division within the same advertiser parent company.
7. IBIT credit will be issued net of agency commissions and must be applied to invoices net of agency commissions. No agency commissions will be paid by the magazine on IBIT credit.
8. IBIT credit may be applied to production charges.
9. The magazine will not refund IBIT credit as cash.
10. Only full-run circulation advertising in regular issues as reported in the Publisher's Statements issued by AAM and the Brand Reports issued by BPA are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of a magazine, whether or not reported in the AAM Publisher's Statements and BPA Brand Reports, and (b) any issues specifically excluded from being eligible for IBIT per the applicable magazine's rate card. Notwithstanding the foregoing, if the advertiser opts-out of running its advertisement in the digital edition of the magazine because of legal or regulatory considerations such advertisement shall remain eligible for IBIT credit.
11. No barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.
12. IBIT credit will only be issued against eligible insertions that have been paid in full at the final earned and billed (pre-IBIT) rate.
13. Publisher reserves the right to modify these terms.

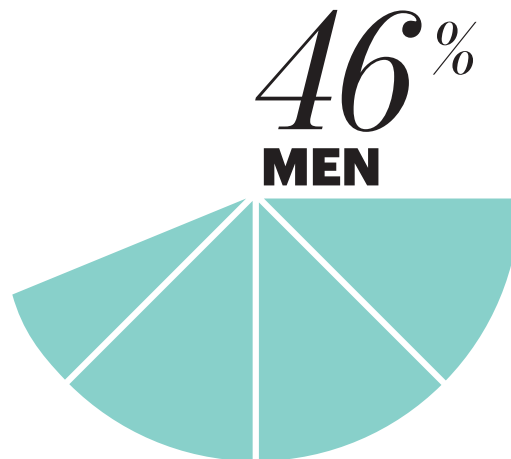
Issued: October 13, 2015

DIGITAL



19.6MM **10.6MM**
DIGITAL **SOCIAL BASE**
MULTI-PLATFORM UVs

DEMOS



MEDIAN AGE

37

MEDIAN HHI

\$90k

Source: Comscore multi-platform Q3 2015. Facebook, Twitter, Instagram.



DIGITAL RATES / SPECS

For digital advertising rates, contact Lana LoRusso, VP/Associate Publisher Sales, at Lana.LoRusso@ew.com, or your sales representative.

▶ Go to: www.direct2time.com/online/prop/ew/ for digital advertising specs

Entertainment 2016 EW.COM EDIT CALENDAR

NAME	TYPE	ONLINE MEDIA FLIGHT*	PRINT ISSUE	PRINT ON-SALE
GOLDEN GLOBES	Site Special	1/4 – 1/18	n/a	n/a
WINTER TV	Site Special	1/15 – 2/27	Winter TV Preview	1/15
SUNDANCE	Extended Coverage	1/18 – 2/1	TBD	TBD
SAG	Extended Coverage	1/18 – 2/1	n/a	n/a
OSCARS	Signature Site Special	1/19 – 3/11	Oscar Issues	1/22, 3/4
GRAMMYS	Site Special	2/1 – 2/16	Grammy Insider	1/22
VALENTINE'S DAY	Extended Coverage	2/7 – 2/14	n/a	n/a
SXSW / MUSIC FESTIVALS HUB	Site Special	3/11 – 3/25	n/a	n/a
MTV MOVIE AWARDS	Extended Coverage	4/4 – 4/15	n/a	n/a
COACHELLA / MUSIC FESTIVALS HUB	Site Special	4/11 – 4/29	n/a	n/a
SUMMER MOVIE GUIDE	Site Special	4/15 – 8/11	Summer Movie Preview	4/15
MOTHER'S DAY GIFT GUIDE	Extended Coverage	4/29 – 5/8	Mother's Day Gift Guide	4/29
SUMMER MUSIC PREVIEW	Extended Coverage	5/13 – 5/27	Summer Music Preview	5/13
SUMMER MUST LIST	Site Special	5/27 – 7/4	Your Summer Must List	5/27
FATHER'S DAY GIFT GUIDE	Extended Coverage	6/10 – 6/19	Father's Day Gift Guide	6/10
LGBT IN ENTERTAINMENT	Extended Coverage	6/17 – 7/1	LGBT in Entertainment	6/17
VIDCON	Extended Coverage	6/20 – 7/11	n/a	n/a
COMIC-CON	Signature Site Special	7/15 – 8/5	Comic-Con Preview, Comic-Con Wrap Up	7/15, 7/29
LOLLAPALOOZA / MUSIC FESTIVALS HUB	Site Special	7/25 – 8/5	n/a	n/a
FALL MOVIE GUIDE	Site Special	8/12 – 10/27	Fall Movie Preview	8/12
FALL MUSIC PREVIEW	Extended Coverage	9/2 – 9/16	Fall Music Preview	9/2
FALL TV	Signature Site Special	9/9 – 11/31	Fall TV Preview	9/9
MTV VMA'S	Extended Coverage	8/22 – 9/2	n/a	n/a
EMMYS	Signature Site Special	September	Emmy Insider, Emmy Wrap-Up	TBD
REUNIONS	Site Special	10/14 – 10/28	Reunions	10/14
POPFEST	Site Special	10/24 – 11/4	TBD	TBD
HOLIDAY MOVIE GUIDE	Site Special	10/28 – 12/31	Holiday Movie Preview	10/28
HOLIDAY GIFT GUIDE	Site Special	10/28 – 12/31	Holiday Gift Guide	10/28
YEAR END/BEST & WORST	Site Special	12/9 – 12/23	Year End / Best & Worst	12/9
FIRST LOOK	Site Special	12/23 – 1/29	First Look	12/23

Subject to change 3/22/16

Signature Site Special: Dedicated hub with special features, applications and promotions.

Site Special: Dedicated hub for content. Sponsorship surrounds hub

Extended Coverage: No dedicated content hub. Media targeted around individual content pieces

EXCLUSIVE EW EVENTS



Q1

JANUARY

PRE-SAG PARTY

RED CARPET DINNER SERIES

FEBRUARY

RED CARPET DINNER SERIES

EW DINES WITH...

MARCH

SXSW ACTIVATIONS

Q2

MAY

EW/PEOPLE UPFRONTS PARTY

JUNE

AUSTIN TELEVISION FESTIVAL (ATX)

EW DINES WITH...

Q3

JULY

COMIC-CON PHOTO + DIGITAL STUDIO

COMIC-CON VIP EVENT

AUGUST

EW DINES WITH...

SEPTEMBER

EW PRE-EMMYS VIP EVENT

EW TORONTO MUST LIST PARTY

Q4

OCTOBER

EW FEST

NOVEMBER

EW DINES WITH...

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