

for women **First** | **Woman's World** A great week made easy!

2024 MEDIA KIT



EDITORIAL MISSION



First for Women offers women the tools and inspiration they need to look good, feel great and enjoy every aspect of their lives with guidance and encouragement on topics like beauty, fashion, health, food, home and family. Understanding how busy readers are, *First for Women* offers visually driven, reliable information in bite-sized nuggets within a larger, clearly organized framework. Bright, friendly, smart and engaging, *First for Women* is the go-to for women on the go.

Woman's World is a warm voice in a cold world, a comforting hug, a reliable friend. It's a feel-good read filled with everything the reader needs to make her week better and happier, to feel healthier, to express her creativity and to share her love. *Woman's World* stands alone as the only women's service magazine that makes a meaningful and lasting emotional connection with the reader, a connection that's evidenced by its place at the top of the newsstand.



AT A GLANCE



FIRST FOR WOMEN

Total Audience	2,904,000
Median Age	54.3
Median HHI \$	\$57,479
Rate Base	850,000
Frequency	32x

WOMAN'S WORLD

Total Audience	5,213,000
Median Age	57.9
Median HHI \$	\$61,798
Rate Base	800,000
Frequency	52x/Year

for women First

| 2024 RATES |



EFFECTIVE: JANUARY 2024

RATE BASE: 850,000

4-COLOR

Page	\$82,290
1/2 Page	\$53,505
1/3 Page	\$41,175
1/4 Page	\$37,030
1/6 Page	\$32,915

COVERS

Cover 2	\$102,860
Cover 3	\$94,635
Cover 4	\$111,080
Cover Chip	\$164,580

B/W

Page	\$70,385
1/2 Page	\$45,685
1/3 Page	\$35,220

Rates are gross.

All special unit pricing available upon request.

PUBLISHED BY: a360media, LLC, 40 Exchange Place, 8th Floor, New York, NY 10005

CIRCULATION: Rates based on an annual (12 month) contract year average. Single copy price: \$4.49.

RATE INCREASES: Announcement of any change in rates will be made in advance of closing date for the issue affected. Orders for issues thereafter at rates then prevailing.

CANCELLATION DATES: Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. Cancellation of orders booked in advance of space close will not be accepted after the date, thirty (30) days prior to the issue closing date. All inserts printed by A360 Media Sales, and any regional inserts printed are noncancellable ten (10) weeks prior to published issue close. If the insert is supplied by the advertiser, they are not cancellable 30 days prior to published issue space close date.

TERMS OF SALE: 30 days from the date of invoice. Interest will be charged at a rate of 1.5% per month on past-due balances.

FREQUENCY DISCOUNTS: Frequency discounts earned within 12-month period. Advertisers that do not meet earned frequency during contract year, will be short-rated back to earned frequency level.

*Prices subject to change at Publisher's discretion.

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Editorial Themes 2024	Issue #	Issue Date	On-Sale Date	Ad Close / Materials Due
Super Bowl	2405	1/29/24	1/5/24	11/14/23
Valentine's Day	2408	2/19/24	1/26/24	12/5/23
St. Patrick's Day	2411	3/11/24	2/16/24	12/26/23
Easter	2412	3/25/24	3/8/24	1/16/24
Welcome Spring: Delicious Recipes, Spring Fashion Trends and more	2414	4/1/24	3/22/24	2/15/24
Easy Allergy Cures	2415	4/8/24	3/29/24	2/22/24
Spring Cleaning /Organizing	2416	4/15/24	4/5/24	2/29/24
● STEP INTO HEALTH	2417	4/22/24	4/12/24	3/7/24
● SHE CARES; Kitchen Cures for a Healthy Spring	2418	4/29/24	4/19/24	3/14/24
Cinco de Mayo; Boost Your Energy this Spring	2419	5/6/24	4/26/24	3/21/24
Mother's Day Entertaining Ideas	2420	5/13/24	5/3/24	3/28/24
Spring Gardening/Planting Ideas	2421	5/20/24	5/10/24	4/4/24
▲ SPECIAL ISSUE: Memorial Day; BBQ and Summer Beauty Guide; Summer Book List	2422	5/27/24	5/17/24	4/11/24
Summer Swimsuits for every shape and size	2423	6/3/24	5/24/24	4/18/24
Summer Skin Protection Guide	2424	6/10/24	5/31/24	4/25/24
Father's Day Entertaining Ideas	2425	6/17/24	6/7/24	5/2/24
Save on Summer Travel	2426	6/24/24	6/14/24	5/9/24
4th of July Grilling Guide	2427	7/1/24	6/21/24	5/16/24
Bug-Proof Your Backyard	2428	7/8/24	6/28/24	5/23/24
Summer Beauty Bothers - Solved!	2429	7/15/24	7/5/24	5/30/24
Headache Cures	2430	7/22/24	7/12/24	6/6/24
Olympics Special	2433	8/12/24	8/2/24	6/27/24
Beat-the-heat beautiful	2435	8/26/24	8/16/24	7/11/24
Bake Sale Recipes; Energy reboot	2437	9/9/24	8/30/24	7/25/24
Fall Fashion; Fall Walking Guide	2439	9/23/24	9/13/24	8/8/24
Breast Cancer Feature; Help for thinning hair	2441	10/7/24	9/27/24	8/22/24
● FOOD AWARDS; Halloween (fun foods, pumpkin carving and more)	2443	10/21/24	10/11/24	9/5/24
Fall Entertaining/Fall Food Special	2445	11/4/24	10/25/24	9/19/24
Thanksgiving (your best holiday ever: easy recipes plus entertaining)	2447	11/18/24	11/8/24	10/3/24
Stay Well for the Holidays; Holiday Books Special	2449	12/2/24	11/22/24	10/17/24
▲ SPECIAL ISSUE: Holiday Season (Party Looks, Holiday meals, Cookies, Gifts, Entertaining, Fashion, Décor)	2451	12/16/24	12/6/24	10/31/24
Last-minute Christmas/Hannukah/New Year's Eve	2453	12/30/24	12/20/24	11/14/24

● FIRST FOR WOMEN FRANCHISE ▲ SPECIAL ISSUES – EXPANDED CONTENT

PRELIMINARY - All issue dates and editorial coverage subject to change. Insertion orders are contracted by issue cover date not edit content/theme. Cover positions and special units (gatefolds, inserts, scent strips, etc.) close 30 days prior to ad close. Cover positions and special units in awards/franchise issues close 60 days prior to ad close. All orders non-cancellable upon closing date.

Publication Trim Size: 7.9375" X 10.5"

	BLEED	TRIM	SAFETY
Single Page	8.1875" x 10.75"	7.9375" x 10.5"	7.4375" x 10"
Two Page Spread	16.125" x 10.75"	15.875" x 10.5"	15.375" x 10"
1/2 Page Horizontal	8.1875" x 5.5"	7.9375" x 5.25"	7.4375" x 4.75"
1/2 Page Horizontal Spread	16.125" x 5.5"	15.875" x 5.25"	15.375" x 4.75"
1/2 Page Vertical	4.2187" x 10.75"	3.96875" x 10.5"	3.46875" x 10"
1/3 Page Vertical	2.89583" x 10.75"	2.64583" x 10.5"	2.14583" x 10"
2/3 Page Vertical	5.544" x 10.75"	5.294" x 10.5"	4.794" x 10"

Keep safety 1/4" in from TRIM and BLEED is 1/8" out from TRIM. Image areas intended to bleed should extend 1/8" beyond the trim.

ALL FILES SHOULD BE SUBMITTED TO OUR AD PORTAL: a360media.sendmyad.com

PREFERRED FILE FORMAT: Hi-res PDF files (made ONLY through Acrobat Distiller). No native application files accepted. PDF files MUST be made using Acrobat Distiller 5.0 (preferred) & also 4.0 (3.0 will NOT be accepted). The Hi-res PDF distilled files must have:

1. All fonts embedded (NO True Type fonts accepted).
2. The correct mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles (i.e. ICC profiles).
3. All spot colors MUST be converted to CMYK unless running 1, 2, or 3 color ads. NO file with PMS colors accepted unless pre-ordered.
4. OPI must NEVER be included in the file (see advanced tab in distiller).
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim & bleed marks for bleed ads.
7. Files must comply with SWOP standards.
8. Knockout type should be no smaller than 7 pt. Serifs should be .007 minimum thickness. Black type on ads should be solid black and not 4/C.

ADVERTISING MATERIAL: All materials should be uploaded to a360media.SENDMYAD.COM

Once the ad has been posted, please email the following information to

Peter DeSantis, pdesantis@a360media.com and Amy Taylor, ataylor@a360media.com

- Advertiser Name
- Publication Name
- Issue Number and Cover Date
- File Name that was uploaded
- Low Res PDF of the ad for file identification

*NOTE: If using a MAC to upload, Fire Fox is the preferred Browser.

PUBLISHER'S SERVICES: Services performed by The Publisher are non-commissionable. The Publisher will charge for all costs incurred in preparing submitted material which does not meet mechanical specifications. Detailed specifications and costs are available upon request. An early identification proof or facsimile of advertisement is to be used solely as an aid in positioning should be sent well in advance of closing date to The Publisher. All advertising material will be destroyed one year after last use unless otherwise instructed upon arrival.

Woman's World

A great
week
made easy!

| 2024 RATES |



EFFECTIVE: JANUARY 2024

RATE BASE: 800,000

4-COLOR

Page	\$95,605
2/3 Page	\$81,265
1/2 Page	\$71,640
1/3 Page	\$47,805
1/4 Page	\$43,060
1/6 Page	\$38,240
1/9 Page	\$28,685

COVERS

Cover 2	\$119,505
Cover 4	\$147,905
Cover Chip	\$191,210

B/W

Page	\$80,120
1/2 Page	\$60,145
1/3 Page	\$40,095

Rates are gross.

All special unit pricing available upon request.

PUBLISHED BY: a360media, LLC, 40 Exchange Place, 8th Floor, New York, NY 10005

CIRCULATION: Rates based on an annual (12 month) contract year average. Single copy price: \$3.49.

RATE INCREASES: Announcement of any change in rates will be made in advance of closing date for the issue affected. Orders for issues thereafter at rates then prevailing.

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TERMS OF SALE: 30 days from the date of invoice. Interest will be charged at a rate of 1.5% per month on past-due balances.

FREQUENCY DISCOUNTS: Frequency discounts earned within 12-month period. Advertisers that do not meet earned frequency during contract year, will be short-rated back to earned frequency level.

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Editorial Themes 2024	Issue #	Issue Date	On-Sale Date	Ad Close / Materials due
Winter Immunity Boosters, Best Diet of 2024	2402	1/8/24	12/29/23	11/30/23
Winter Beauty: Hair thinning tips	2403	1/15/24	1/5/24	12/7/23
Slimming Success, 5 Ingredient Dinners	2404	1/22/24	1/12/24	12/14/23
Winter Energy + Mood Boosters	2405	1/29/24	1/19/24	12/21/23
Coffees For Weight Management	2406	2/5/24	1/26/24	12/28/23
Super Bowl	2407	2/12/24	2/2/24	1/4/24
20-Minute Pasta Meals, Deeper Sleep	2408	2/19/24	2/9/24	1/11/24
Money-Saving Special	2409	2/26/24	2/16/24	1/18/24
Viral Haircut + Color Trends	2410	3/4/24	2/23/24	1/25/24
Secrets to Better Hearing, Flattering Denim Guide	2411	3/11/24	3/1/24	2/1/24
St. Patrick's Day: Weight Management Feature	2412	3/18/24	3/8/24	2/8/24
● WOMAN OF THE YEAR; Menopause Hot Flash tips	2413	3/25/24	3/15/24	2/15/24
Easter: Holiday treats and Easter-themed Real Stories	2414	4/1/24	3/22/24	2/22/24
Mediterranean Cookbook Special	2415	4/8/24	3/29/24	2/29/24
Gardening Benefits and Ideas	2416	4/15/24	4/5/24	3/7/24
Genius Spring Cleaning and Organizing Hacks	2417	4/22/24	4/12/24	3/14/24
Seasonal Allergy Cures that really work	2418	4/29/24	4/19/24	3/21/24
Cinco De Mayo: Festive Food & Décor	2419	5/6/24	4/26/24	3/28/24
Mother's Day Special: Pamper Yourself, Delicious Brunch Recipes	2420	5/13/24	5/3/24	4/4/24
Walking for Weight Loss	2421	5/20/24	5/10/24	4/11/24
Memorial Day Special: Family Cookout Recipes	2422	5/27/24	5/17/24	4/18/24
Summertime Haircuts	2423	6/3/24	5/24/24	4/25/24
Swimwear Guide for All	2424	6/10/24	5/31/24	5/2/24
Father's Day Special: Grilling & Entertaining	2425	6/17/24	6/7/24	5/9/24
Savvy Summer Skin Protection Guide	2426	6/24/24	6/14/24	5/16/24
Fourth of July: Backyard BBQ and Grilling Guide	2427	7/1/24	6/21/24	5/23/24
Summer Beauty Special	2428	7/8/24	6/28/24	5/30/24
Summer Entertaining & Home Solutions	2429	7/15/24	7/5/24	6/6/24
Sumertime Energy Recipes & Tips	2430	7/22/24	7/12/24	6/13/24
Pain Cure Guide	2431	7/29/24	7/19/24	6/20/24
Summer Skin and Sunburn Remedies	2432	8/5/24	7/26/24	6/27/24
Viral Beauty Trends	2433	8/12/24	8/2/24	7/4/24
Instant Mood-Boosters/Stress Busters	2434	8/19/24	8/9/24	7/11/24
Haircuts for Every Face	2435	8/26/24	8/16/24	7/18/24
Labor Day Special: Money Saving Secrets and Back-to-School Guide	2436	9/2/24	8/23/24	7/25/24
Fall Allergy Guide	2437	9/9/24	8/30/24	8/1/24
Guide to a Goodnight Sleep	2438	9/16/24	9/6/24	8/8/24
Fall Boot Guide	2439	9/23/24	9/13/24	8/15/24
Hair Color Tips	2440	9/30/24	9/20/24	8/22/24
Fall Walking Guide	2441	10/7/24	9/27/24	8/29/24
Fall Harvest Feast	2442	10/14/24	10/4/24	9/5/24
Fall Organizing & Home Solutions	2443	10/21/24	10/11/24	9/12/24
Halloween: Spooky Treats, Easy Entertaining, Pumpkin Carving Hacks	2444	10/28/24	10/18/24	9/19/24
Last-minute Halloween: Affordable Costume, Makeup inspirations, Holiday-inspired Health Tips	2445	11/4/24	10/25/24	9/26/24
Shapewear Makeover; Veteran's Day Special	2446	11/11/24	11/1/24	10/3/24
▲ SPECIAL ISSUE: Thanksgiving Feast, Fall Trends, Entertaining Guide and more	2447	11/18/24	11/8/24	10/10/24
Thanksgiving: More Easy Recipes, Entertainment, Décor	2448	11/25/24	11/15/24	10/17/24
Last Minute Thanksgiving	2449	12/2/24	11/22/24	10/24/24
Holiday Health Solutions	2450	12/9/24	11/29/24	10/31/24
▲ SPECIAL ISSUE: Christmas Feast, Cookies, Fashion and Best Holiday-Themed Books	2451	12/16/24	12/6/24	11/7/24
Christmas: Gift Ideas, Holiday Beauty & Fashion and Holiday Hacks	2452	12/23/24	12/13/24	11/14/24
Last Minute Christmas; Hanukkah	2453	12/30/24	12/20/24	11/21/24
New Year Motivation, Health and Spirit Boosters	2501	1/6/25	12/27/24	11/28/24

● **WOMAN'S WORLD FRANCHISE** ▲ **SPECIAL ISSUES – EXPANDED CONTENT**

PRELIMINARY – All issue dates and editorial coverage subject to change. Insertion orders are contracted by issue cover date not edit content/theme. Cover positions and special units (gatefolds, inserts, scent strips, etc.) close 30 days prior to ad close. Cover positions and special units in awards/franchise issues close 60 days prior to ad close. All orders non-cancellable upon closing date.

Publication Trim Size: 9" x 11"

	BLEED	TRIM	SAFETY
Single Page	9.25" x 11.25"	9" x 11"	8.25" x 10.5"
Two Page Spread	18.25" x 11.25"	18" x 11"	17.5" x 10.5"
1/2 Page Horizontal	9.25" x 5.75"	9" x 5.5"	8.5" x 5"
1/2 Page Horizontal Spread	18.25" x 5.75"	18" x 5.5"	17.5" x 5"
1/3 Page Vertical	3.25" x 11.25"	3" x 11"	2.5" x 10.5"
1/2 Page Vertical	4.75" x 11.25"	4.5" x 11"	4" x 10.5"

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PREFERRED FILE FORMAT: Hi-res PDF files (made ONLY through Acrobat Distiller). No native application files accepted. PDF files MUST be made using Acrobat Distiller 5.0 (preferred) & also 4.0 (3.0 will NOT be accepted). The Hi-res PDF distilled files must have:

1. All fonts embedded (NO True Type fonts accepted).
2. The correct mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles (i.e. ICC profiles).
3. All spot colors MUST be converted to CMYK unless running 1, 2, or 3 color ads. NO file with PMS colors accepted unless pre-ordered.
4. OPI must NEVER be included in the file (see advanced tab in distiller).
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim & bleed marks for bleed ads.
7. Files must comply with SWOP standards.
8. Knockout type should be no smaller than 7 pt. Serifs should be .007 minimum thickness. Black type on ads should be solid black and not 4/C.

ADVERTISING MATERIAL: All materials should be uploaded to [a360media.SENDMYAD.COM](https://a360media.sendmyad.com)

Once the ad has been posted, please email the following information to Peter DeSantis, pdesantis@a360media.com and Amy Taylor, ataylor@a360media.com

- Advertiser Name
- Publication Name
- Issue Number and Cover Date
- File Name that was uploaded
- Low Res PDF of the ad for file identification

*NOTE: If using a MAC to upload, Fire Fox is the preferred Browser.

PUBLISHER'S SERVICES: Services performed by The Publisher are non-commissionable. The Publisher will charge for all costs incurred in preparing submitted material which does not meet mechanical specifications. Detailed specifications and costs are available upon request. An early identification proof or facsimile of advertisement is to be used solely as an aid in positioning should be sent well in advance of closing date to The Publisher. All advertising material will be destroyed one year after last use unless otherwise instructed upon arrival.

2024 TERMS AND CONDITIONS

The following are terms and conditions governing advertising published in Woman's World and First For Women (the "Magazine") published by a360media ("Publisher").

1. Rates are effective as of the first issue of the Magazine with a cover date in January 2024. Rate base guarantees are made on an annual (twelvemonth) average of total audited circulation.

2. 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 respective on-sale dates.

3. The Magazine is a member of the Alliance for Audited Media (AAM). Total audited circulation is reported in Publisher's statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.

4. Orders for standard inside advertising units close and become non-cancellable by the advertiser at 5:00 P.M. (EST) on the advertising close date of the issue of the Magazine. All orders for cover positions and special units (e.g., gatefolds, inserts, scent strips, center spread) are non-cancellable and close 30 days prior to the advertising close date for regular issues, and 60 days prior to the advertising close date for awards issues and special-themed issues. If orders are not received by 5:00 P.M. (EST) on the specified dates, position reservations shall expire. If Publisher agrees to cancel an existing order for a special unit, the advertiser and/or agency shall be responsible for the cost of any work performed or materials purchased on behalf of advertiser and/or agency, including the cost of services, paper and/or printing. All cancellations must be received in writing with a confirmed written acceptance.

5. All agreements for advertising frequency discounts require that a specified number of advertisements be published within a twelvemonth period. If the advertiser or agency cancels any portion of any order or fails to publish the specified number, Publisher reserves the right to adjust the rates accordingly, including nullifying the discount for previously published advertisements. In such event, the advertiser and/or agency must reimburse Publisher for any short-rates. Any merchandising program or activities executed by Publisher in reliance on advertising that is cancelled shall be paid for by advertiser and/or agency at the fair market rate for such program or activities. Any merchandising program offered to advertiser and/or agency in reliance on advertising must be utilized in the same calendar year that the advertising runs.

6. Publisher is not responsible for errors or omissions in any advertising materials provided by the

advertiser or agency (including errors in key codes/ coupon codes).

7. 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 will be rejected.

8. All advertisements are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in the Magazine in all print and electronic versions (including without limitation electronic versions of the Magazine distributed via digital newsstand services and ipad and smart phone applications) and that such publication will not violate any law 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 Publisher harmless form 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 the Magazine, including without limitation those arising from third party claims or suits for defamation, copyright, or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims not now known or hereafter devised or created (collectively "Claims"). In the event Publisher has agreed to provide contest or sweepstakes management services, advertorials or custom advertisements, 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 harmless Publisher 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 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 Publisher in each instance.

10. 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 featuring editorial copy) will be treated as a positioning request only and cannot be guaranteed. Publisher's inability or failure to

comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

11. 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 Publisher.

12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

13. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 30 days from the billing date. Publisher 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.

14. 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 are earned. Unused rebates will expire six months after the end of the period in which they were earned.

15. Special advertising promotion premiums do not earn any discounts or agency commissions.

16. You agree that all advertising rates and related information provided by Publisher to you with respect to an account are confidential information of Publisher. You shall keep all such information confidential and shall not disclose the information to any other account or to any third party.

17. All issues relating to advertising will be governed by the laws of the State of New York applicable to contracts to be entirely performed therein. Any action brought by advertiser or agency against Publisher relating to advertising must be brought in the state or federal courts in New York, New York. The parties hereby consent to the jurisdiction of such courts in connection with actions relating to advertising.

18. The foregoing terms and conditions shall govern the relationship between Publisher and advertiser and/or agency. Unless expressly agreed to in writing and signed by an authorized representative of Publisher, no terms or conditions, printed or otherwise, appearing on contracts, orders or copy instructions will be binding on Publisher. Failure of Publisher to enforce any of these provisions shall not be considered a waiver of such provision.

CONTACTS

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