

Woman's World

M McClatchy Media

2025 MEDIA KIT



August 26, 2024
God Bless America
Woman's World *Make it a great week!*

DISCOVERY: Teeny-tiny workout makes metabolism act decades younger
Burn Fat Like a Kid Again
"I'M DOWN FIVE SIZES!" —Kelly Peterson, 54

JUMPSTART YOUR THYROID
Scientists discover vitamin that revs function
136%

PLUS: Her yummiest Summer Salads! pg 32

RECIPES FOR JOY! TODAY's nutrition expert **JOY BAUER, R.D.**, dishes on feeling calm, confident and healthy

NATURAL CURES FOR PENNIES

- ✓ Reverse a Bad Mood pg 21
- ✓ Melt Stress pg 18
- ✓ Erase Sweat Stink pg 40

No More Pain!
Arthritis Foundation dubs surprise (+ cheap!) drink a magical elixir

"I still have all my marbles!"
100-year-old reveals her best longevity secrets, pg 12

Creamy Mango Mmm pg 38

\$3.49

7 25274 71754 3



Woman's World is a warm voice the reader can count on, appealing to her heart with inspiring stories of real women who have overcome challenges and are spreading kindness. Simple, actionable tips make her whole life happier and healthier — that includes study-proven wellness advice, budget-friendly comfort food recipes and easy ideas for fun.

| AT A GLANCE |



Total Reach	2.2M+
% Female	87%
Median HHI \$	\$65,180
Median Age	64.0
Employed	34%
Retired	57%
Married / Single	58% / 42%

Sources: 2024 Woman's World Brand Study Conducted by PROOF Insights, 2024 Woman's World Readership Study & Wiland Insights Data (based on subscriber data)

| 2025 RATES |



EFFECTIVE: JANUARY 2025

RATE BASE: 800,000

4-COLOR

Page	\$97,515
2/3 Page	\$82,890
1/2 Page	\$73,075
1/3 Page	\$48,760
1/4 Page	\$43,920
1/6 Page	\$39,005
1/9 Page	\$29,260

COVERS

Cover 2	\$121,895
Cover 3	\$112,150
Cover 4	\$150,865

B/W

Page	\$81,720
1/2 Page	\$61,350
1/3 Page	\$40,895

Rates are gross.

All special unit pricing available upon request.

PUBLISHED BY: McClatchy Media

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.

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.

| 2025 PUBLISHING SCHEDULE |

Editorial Themes 2025	Issue #	Issue Date	On-Sale Date	Ad Close / Materials due
New Year Motivation, Health And Spirit Boosters, Beauty Resolutions	2501	1/6/25	12/27/24	11/22/24
Winter Beauty: Hair Thinning Tips	2502	1/13/25	1/3/25	11/29/24
Slimming Success, Boost Your Thyroid, Appliance Dinners (Air Fryer, Instant Pot, Etc.)	2503	1/20/25	1/10/25	12/6/24
Winter Energy + Mood Boosters	2504	1/27/25	1/17/25	12/13/24
Heart Health Issue (American Heart Month); Cruise Travel, Readers' Comfort Favorites	2505	2/3/25	1/24/25	12/20/24
Super Bowl, Game Day Eats With Kelly Senyei	2506	2/10/25	1/31/25	12/27/24
Valentine's Day, Chocolate Desserts	2507	2/17/25	2/7/25	1/3/25
● Circle Of Kindness Special Issue* (Kindness Calendar, Share-A-Meal Recipes, Etc.)	2508	2/24/25	2/14/25	1/10/25
Mardi Gras, Open A Jar Dishes (Pasta Sauce, Tikka Masala Sauce, Simmer Sauce)	2509	3/3/25	2/21/25	1/17/25
Secrets To Better Hearing And Vision	2510	3/10/25	2/28/25	1/24/25
● St. Patrick's Day; Irish Feast, Real Life Miracles*	2511	3/17/25	3/7/25	1/31/25
Blast Brain Fog	2512	3/24/25	3/14/25	2/7/25
Genius Spring Cleaning And Organizing Hacks	2513	3/31/25	3/21/25	2/14/25
28-Day Walking Guide	2514	4/7/25	3/28/25	2/21/25
Saavy Stress Relief Tips	2515	4/14/25	4/4/25	2/28/25
● Easter: Faith & Hope/Circle Of Kindness Issue* (Easter Feast, Faith-Based Real Stories)	2516	4/21/25	4/11/25	3/7/25
Seasonal Allergy Cures, Walking Book Club	2517	4/28/25	4/18/25	3/14/25
Cinco De Mayo: Festive Food & Décor	2518	5/5/25	4/25/25	3/21/25
Mother's Day Special: Self-Care, Delicious Brunch Recipes, Mom/Daughter Bookclub	2519	5/12/25	5/2/25	3/28/25
Guide To A Good Night's Sleep	2520	5/19/25	5/9/25	4/4/25
● Memorial Day Special: Family Cookout Recipes, Heroes In Uniform*	2521	5/26/25	5/16/25	4/11/25
Summertime Haircuts, Best Beach Reads	2522	6/2/25	5/23/25	4/18/25
Funniest/Cutest Pet Cover Contest (Pet Tips, Products, Stories)	2523	6/9/25	5/30/25	4/25/25
Father's Day Special: Grilling & Entertaining, Dad/Daughter Books	2524	6/16/25	6/6/25	5/2/25
Summer Entertaining & Home Solutions; Family Travel/Road Trips	2525	6/23/25	6/13/25	5/9/25
Boost Your Brain Power	2526	6/30/25	6/20/25	5/16/25
● Fourth Of July: Backyard Bbq And Grilling Guide; Heroes In Uniform*	2527	7/7/25	6/27/25	5/23/25
Savvy Summer Skin Protection Guide	2528	7/14/25	7/4/25	5/30/25
Sumertime Energy Recipes & Tips, Cookbook Book Club	2529	7/21/25	7/11/25	6/6/25
Best Pain Cures	2530	7/28/25	7/18/25	6/13/25
Reverse Hair Loss (Aug Is Hair Loss Awareness)	2531	8/4/25	7/25/25	6/20/25
Viral Beauty Trends	2532	8/11/25	8/1/25	6/27/25
Instant Mood-Boosters/Stress Busters	2533	8/18/25	8/8/25	7/4/25
Haircuts For Every Face	2534	8/25/25	8/15/25	7/11/25
Labor Day Special: Money Saving Secrets And Back-To-School Guide, Main Dish Salads	2535	9/1/25	8/22/25	7/18/25
Fall Allergy Guide	2536	9/8/25	8/29/25	7/25/25
Guide To A Goodnight Sleep	2537	9/15/25	9/5/25	8/1/25
Fall Boot Guide	2538	9/22/25	9/12/25	8/8/25
● Hair Color Tips, Heroes In Uniform* (First Responders)	2539	9/29/25	9/19/25	8/15/25
Fall Walking Guide, Nostalgia Issue* (Cozy Dinners Like Grandma Made, Entertainment Stories)	2540	10/6/25	9/26/25	8/22/25
Menopause Symptom Tips	2541	10/13/25	10/3/25	8/29/25
Fall Organizing & Home Solutions; Soup-Er Suppers	2542	10/20/25	10/10/25	9/5/25
Halloween: Spooky Treats, Easy Entertaining, Nail Designs	2543	10/27/25	10/17/25	9/12/25
Last-Minute Halloween: Affordable Costume, Makeup Inspirations, Holiday-Inspired Health Tips	2544	11/3/25	10/24/25	9/19/25
● Heroes In Uniform* (Veteran's Day); Pos Military Hero/ Veteran Cover Contest	2545	11/10/25	10/31/25	9/26/25
● Special Issue: Thanksgiving Feast, Fall Trends, Entertaining Guide, Real Life Miracles*	2546	11/17/25	11/7/25	10/3/25
● Thanksgiving: More Easy Recipes, Caring For Caregivers/ Caregiver Resources*	2547	11/24/25	11/14/25	10/10/25
Last Minute Thanksgiving, Christmas Movie Guide (Hallmark, Gaf), Holiday Health Solutions	2548	12/1-12/8/25	11/21/25	10/17/25
▲ Special Issue: Christmas Feast, Cookies, Fashion And Best Holiday-Themed Books	2550	12/15/25	12/5/25	10/31/25
● Christmas: Gift Ideas, Holiday Beauty & Fashion And Holiday Hacks, Circle Of Kindness*	2551	12/22/25	12/12/25	11/7/25
Last Minute Christmas; Hanukkah, Faith & Hope Issue*, Christmas Cookies (Tube Of Dough)	2552	12/29/25	12/19/25	11/14/25
New Year Motivation, Health And Spirit Boosters	2601	1/5/26	12/26/25	11/21/25

● 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.

| PRODUCTION SPECIFICATIONS |

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"

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: <https://mcclatchymedia.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 <https://mcclatchymedia.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.

2025 MEDIA KIT

| TERMS AND CONDITIONS |

The following terms and conditions ("Terms") govern any insertion orders or other order forms (the "Insertion Orders" or "IOs") between any entity that places advertising ("Advertiser"), whether directly or through an agent ("Agent"), in Us Weekly (the "Magazine") and the Magazine's publisher, a360 Media, LLC ("Publisher").

By executing any IO, the Advertiser agrees to be bound by the Terms. These Terms may be revised by Publisher from time to time. **ANY ADDITIONAL OR CONFLICTING TERMS PROVIDED VIA A CLIENT'S PURCHASE ORDER OR OTHER CLIENT-SUPPLIED WRITTEN INSTRUMENT ARE VOID; THEY WILL NOT APPLY TO OR ALTER THESE TERMS.**

Rates.

1. Rates are effective as of the first issue of the Magazine with a cover date in January 2025. Rate base guarantees are made on an annual (twelve-month) 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.

Ad Placement.

1. 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.

Cancellations.

1. 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 confirmed written acceptance.

2. All agreements for advertising frequency discounts require that a specified number of advertisements be published within a twelve-month 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.

3. 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.

Liability

1. All advertisements are accepted and published in the Magazine upon the representation by the Agency and Advertiser that they have all rights and licenses necessary to use the entire contents and subject matter thereof for publication in the Magazine in all print and electronic versions (including without limitation electronic versions of the Magazine distributed via digital newsstand services and tablet and smart phone applications) and that such publication will not violate any law or infringe upon any right of any party. 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).

2. In consideration of the publication of advertisements, the Advertiser and Agency (if applicable) will, jointly and severally, indemnify, defend and hold 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 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").

3. 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 Advertiser and Agency 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 Advertiser or Agency, their agents and employees, including without limitation those arising from any Claims.

4. 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.

Promotion.

1. Neither Advertiser or Agency agree to make promotional or merchandising reference to the Magazine in any way without the prior written permission of Publisher in each instance.

Payment.

1. 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.

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

3. 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.

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

Miscellaneous.

1. Advertiser and Agency agree that all advertising rates and related information provided by Publisher to advertiser and/or agency with respect to an account are confidential information of Publisher. Advertiser and/or Agency shall keep all such information confidential and shall not disclose the information to any other account or to any third party.

2. 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.

Woman's World



| CONTACTS |

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For Programmatic, please reach out to
Chris Svoboda and Megan Pickerelli