



RATES & SPECS

2011 COPY AND CONTRACT REGULATIONS

A. First for Women reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy for any reason at any time, whether or not the same has already been acknowledged and/or previously published. In addition, First for Women reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable. In the event of such cancellation or rejection by First for Women, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by the Advertiser or its Agency or failure of the Advertiser or its Agency to have published the specified number of pages automatically nullifies any rate discount, including any rate discount applied to previously published advertisements, and may result in a short-rate. In such event, the Advertiser or its Agency must reimburse First for Women for the short-rate, which is the difference between the rate charged on the contracted frequency and the higher rate based on reduced frequency, within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on First for Women and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and First for Women may, in its discretion, so label such copy.

D. Orders for advertising containing restrictions or specifying positions, facings, editorial adjacencies or other requirements may be accepted and inserted but such restrictions or specifications are at First for Women's sole discretion. In no event will adjustments, reinstatements or refunds be made because of the position in which an advertisement has been published. Notwithstanding the foregoing, if Advertiser has paid a premium for a particular position, reimbursement for failure to publish an advertisement in a particular position shall be limited to the refund of such premium to the Advertiser.

E. The Advertiser or its Agency may not cancel orders for or make changes in advertising materials after the closing date.

F. First for Women 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 the closing date. First for Women shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of First for Women because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of First for Women. In the event of errors in or omissions of any advertisement(s) which result from an error on the part of First for Women, First for Women's liability shall not exceed a refund of amounts paid to First for Women for the advertisement. First for Women is not responsible for errors in key numbers.

G. Inserts: (1) A facsimile of any furnished insert must be submitted to First for Women prior to printing of the insert. (2) First for Women is not responsible for errors or omissions in, or the production quality of, furnished inserts. (3) The Advertiser or its Agency shall be responsible for any additional charges incurred by First for Women arising out of the Advertiser or its Agency's failure to deliver furnished inserts pursuant to First for Women's specifications. (4) In the event that First for Women is unable to publish the furnished insert as a result of Advertiser's or its Agency's failure to comply with First for Women's specifications, the Advertiser or its Agency shall remain liable for the space cost of such insert.

H. All issues relating 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 First for Women 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.

I. The Advertiser or its Agency each represent that they are authorized to publish the entire contents and subject matter of any advertisement submitted to First for Women and that any such advertising (including product samples) complies with all applicable laws and regulations and does not violate or infringe the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce First for Women to publish such advertisement, the Advertiser or its Agency each agree jointly and severally to indemnify, defend and hold harmless First for Women and its employees and representatives from and against any and all liability, losses, damages, and expenses of any nature (including without limitation, attorneys' fees) arising out of the copying, printing, publishing, distribution or transmission of such advertisements in First for Women including but not limited to any claims for libel, defamation, misappropriation, invasion of privacy, copyright or trademark infringement, violation of rights of privacy or publicity and/or any other claims or suits now known or hereinafter devised or created.



RATES & SPECS

2011 COPY AND CONTRACT REGULATIONS

J. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

K. The Advertiser or its Agency agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes First for Women, at its election, to tender any bill to Advertiser's Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to First for Women. The rights of First for Women shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

L. The Advertiser or its Agency may only use the advertising space for the advertisement as agreed to by First for Women. The Advertiser or its Agency may not use or authorize others to use the advertising space, either directly or indirectly, for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by First for Women.

M. First for Women reserves the right to use any of the commercially accepted printing processes.

N. 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 BAUER, and any regional inserts printed are non-cancellable 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.

O. The Advertiser and/or Agency agrees to reimburse First for Women for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

P. The copyright in any advertisement created by First for Women is owned by First for Women, and may not be otherwise used by the Advertiser or third parties without First for Women's prior written consent. The Advertiser and Agency agree that any advertisements published may, at First for Women's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

Q. Rates and units of space are effective with the January 2011 issue. Announcement of any change in rate will be made thirty (30) days in advance of the closing date for the First for Women issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing. All rate discounts must be used within six months after the end of the period in which they were earned. Unused rate discounts will expire six months after the end of the period in which they were earned.

R. Ratebase guarantees are made on an annual (12 month) contract-year average.

S. Agency Commission: 15% of gross advertising charge to recognized agencies.

T. Terms of sale: Payment due thirty (30) days from date of invoice. Interest will be charged at rate of 1.5% per month on past due balances. First for Women reserves the right to change the payment terms to cash with order at any time.

U. In consideration of First for Women's reviewing for acceptance or acceptance of any advertising for publication in First for Women, the Advertiser or its Agency agrees not to make promotional or merchandising reference to First for Women in any way without the prior written permission of First for Women in each instance.

V. The foregoing terms and conditions shall govern the relationship between First for Women and the Advertiser and/or Agency. First for Women has not made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by First for Women, no other terms or conditions, printed or otherwise, appearing in contracts, orders, copy, instruction, or otherwise which conflict with, vary, or add to these terms and conditions or the provisions of First for Women's rate card will be binding on First for Women. First for Women 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. First for Women's inability or failure to comply with any such condition shall not relieve the Advertiser or its Agency of the obligation to pay for the advertising.