

2024

MEDIA KIT

35
years

35

Years

Family Business Magazine
has published

3rd

Generation

We know family businesses
(we're a family business, too!)

434,110

Our Reach

Multi-generational
family businesses

\$304M

Average Revenue

of the family businesses we
serve (15% are \$1 billion+)

Family Business

Family Business Magazine is the premier, award-winning publication and website serving North American family businesses.

Through digital platforms, events, webinars, videos, podcasts and print, we provide family business stakeholders with the knowledge and skills to be successful in their roles, and to enhance their company's —and their personal — success.

Family Business Magazine was created, and is owned and operated, by a third-generation family business.

Family Business Magazine reaches more family business members — from the patriarchs and matriarchs, shareholders, married-ins and NextGens, to independent directors and advisory board members — than any other media company. Producer of the famed Transitions conferences, *Family Business* delivers larger audiences than any other family business event in the United States.



REACH
434,110

Leaders and stakeholders of multigenerational family businesses + enterprises + advisers to family businesses. With the largest and deepest reach of family businesses and enterprises in North America, *Family Business* Magazine reaches more family business members than any other media company.

OUR AUDIENCE

Our average family business member:**

CEO/Chairman/Shareholder: 31%
Family Business Executive/Shareholder: 29%
Family Member/Shareholder: 22%
Family Member/Non-Shareholder: %
Non-Family Executive: 7%

The average company owned by our reader:**

- Has \$304 million in annual revenues
- Has 604 employees
- Remains majority-owned by the founding family
- Has been in the family for 3.59 generations
- Has two generations actively involved in management of the family enterprise
- Employs a family office: 52%

Our audience influences and approves the purchase of family-related services***

	Recommends	Approves
Family Business Consultants	30%	55%
Tax and Accounting	21%	35%
Estate Planning and Mgmt	42%	41%
Wealth Management	37%	38%
Family Business Education	49%	40%
Banking	28%	29%
Legal	15%	34%
Capitalization/Equity	12%	39%
Business Valuation and M&A	13%	40%

PRINT DISTRIBUTION*

2023 Average Distribution: 8,000 copies

DIGITAL CHANNELS

Website annual unique visitors: 404,710
Family Business Newsletters: 20,000+

EVENT ATTENDEES

Transitions, Family Business Legacy, Transformational Women in Family Business, Family Business NextGen and Private Company Governance Summit: 1,400 combined annually

SOCIAL MEDIA

3.2K followers across all platforms — LinkedIn, Facebook, Twitter
@FamBizMagazine
@PrivateCoDir

DIGITAL DEMOGRAPHICS

AGE

18-24: 18.63%
25-34: 21.55%
35-44: 21.34%
45-54: 17.43%
55-64: 13.11%
65+: 7.95%

GENDER

Male: 44.8%
Female: 55.2%

ACCESS POINTS

Desktop 51.06%
Mobile: 47.30%
Tablet: 1.64%

* Publisher's data, based on the average circulation of the last six issues; Google Analytics

**Source: Family Business State of the American Family Business Survey; Transitions conference attendee demographics

*** Source: Family Business Flash Audience Survey, September 2016

****Source: Google Analytics

Real Engagement. Real Results.

Our model is unique and proven: Speakers come solely from family-owned companies, family offices, or are serving board members, owners and executives of family-owned and privately-owned companies.

Sponsors are immersed into our events through panel sessions, breakouts, peer groups and our unique style of dynamic seating to meet family members in an organic way. Our sponsors return year-after-year and consistently rate our events at the highest level because of one thing — our model works!

Family Business Transitions™

SPRING April 17-19, 2024 • The Grand Hyatt Tampa Bay, Tampa FL

FALL November 6-8, 2024 • VEA, Newport Beach, CA

Our flagship event, Transitions conferences offer sponsors a unique opportunity to meet and network with important multigenerational family business members.

The Private Company Governance Summit®

May 15-17 2024 • The Ritz-Carlton
Pentagon City, Washington, D.C.

PCGS is the only national event dedicated to the unique governance issues of all types of privately held companies — family-owned, closely held, and private equity-owned.

Family Business NextGen®

February 26 - March 1, 2024 | [Live Online!](#)

Family Business NextGen is an online event designed specifically to address the unique challenges and goals of the next generation of multi-generational businesses (ages 18-35).

Family Business LEGACY

Stewarding ownership, assets, and family values

September, 2024 - TBA

Family Business Legacy is the premier event dedicated to family businesses, family offices and family enterprises.

Transformational Women in Family Business

June 12-13, 2024 • Nashville, TN

Transformational Women in Family Business offers a unique opportunity to collaborate with other women to better develop leadership, relationship, governance and wealth management skills.

Family Business Magazine offers a variety of brand-building and lead-generating tools to reach family business and enterprise owners and shareholders directly on their tablets, mobile and desktops.

Newsletters

The *Family Business* newsletter is our core newsletter and delivers weekly news, trends and analysis to 20,000+ family business executives. All members of the YPO Family Business Network also receive the newsletter.

Family Business Wealth delivers monthly strategies focusing on generational wealth and legacy.

Exclusive Newsletter Sponsorship

“Take over” our newsletter. Extremely limited availability and dates, so please book well in advance. There are opportunities to add links to lead gen landing pages on your (or our) website.

New larger ad size! 1000 x 600 pixels



FREQUENCY

- Weekly | *Family Business* newsletter: Mondays
- Monthly | *Family Business Wealth*: Wednesdays

PRICING

- First Banner: \$4,900 net
- Second Banner: \$4,450 net
- Question of the Month: \$4,650
- Native Content: \$5,500 net
- Exclusive Sponsorship: \$15,050 net



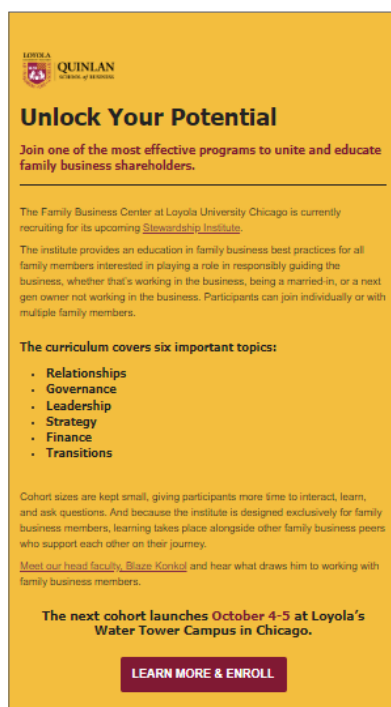
E-Blasts

Target your direct response message directly to *Family Business* Magazine's 20,000+ digital subscribers with highly effective html e-blasts, sent to readers under the trusted *Family Business* Magazine brand.

E-BLASTS

Eblast: \$4,000 per email

600 pixels



Native Content Website + Newsletter Combo

Publish and distribute thought leadership articles by your executives via our website and newsletters. Your content will receive editorial proofing and be presented as *FROM OUR PARTNER (Your Company)*. Ideally, content will be 1,000 words or less and should cover family business issues (that is, not a direct product pitch).

Website

Family Business Magazine's website features the complete contents of the magazine and its archives for 404,000+ total unique visitors, as well as an extensive selection of free content, news and analysis from the editorial staff. A wide selection of site positions available.

BANNER ADS

Banner ad (970x250 pixels): \$3,000



970

250

Whitepapers, E-Books or Research

Generate leads with your whitepaper or thought leadership report to our digital audience. Your content will be hosted on our website, behind our lead generation registration wall, with an e-blast to promote its availability.

LEAD GEN

Pricing: \$6,000 per whitepaper + one e-blast

Pricing: \$3,000 per e-blast; \$2,500 for multiple e-blasts.

NATIVE CONTENT

Pricing: \$5,500 for 4 newsletters + 30 days on website:

Webinars are a key part of *Family Business Magazine's* commitment to connect family business decisionmakers with service providers through top-level, relevant live and archived content.

Family Business Webinars are a significant and successful way for marketers to reach family business and enterprise owners/shareholders, generating direct and actionable leads.

Family Business Webinars provide a one-hour live and archived educational session, moderated by Publishing Director David Shaw, featuring sponsor executives and significant family business members as co-presenters.

The *Family Business Magazine* team makes the webinar experience easy for sponsors, helping to guide and hone content, securing relevant family business speakers, marketing to our audience and hosting the event both live and on our website on demand for up to one year.

Your package includes:

- Up to two team members on the panel.
- All leads/registrants for immediate follow-up.
- Two customized poll questions.
- Post webinar analytics

PRICING

\$12,000 custom webinar package

Family Business | WEBINARS



Get your family business thought leaders more deeply engaged with our audience through the *Family Business* video podcast. All podcasts are produced in-house and run 30 minutes in length. They will be posted to the *Family Business* website, will appear as featured content in our newsletter, and distributed to our audience with specialized e-blasts.

Family Business Video Podcasts▶

The *Family Business* Podcast is a series of video podcasts addressing relevant topics of interest to family businesses.

Sponsor by series or episode, or choose from :15- or :30-second prerecorded or host-read spots.



Family
Business

[[[podcast]]]

Season/Episode Sponsorship▼ 10 episodes

Title Sponsor: Full Season

Includes "brought to you by" mention at the top, host-read :30 ad, plus two thought leader interviews during the season.

Full Season: \$25,000

Title Sponsor: Half Season

Includes "brought to you by" mention at the top, host-read :30 ad, plus one thought leader interview during the season.

Half Season: \$15,000

Title Sponsor: Per Episode

Includes "brought to you by" mention at the top, plus host-read :30 ad.

Per Episode: \$3,500

Run of Show Advertising▼

Prerecord Audio/Video Ads ▼

:30-second ad

1x: \$2,000, 5x: \$1,700, 10x: \$1,500

:15-second ad

1x: \$1,100, 5x: \$ 900, 10x: \$ 700

Host-Read Ads

:30-second ad

1x: \$4,000, 5x: \$3,400, 10x: \$3,000

:15-second ad

1x: \$2,200, 5x: \$1,800, 10x: \$1,400



Get your family business thought leaders in front of our engaged audience with professionally produced video interviews or provide your own approved, pre-produced video content. All videos are posted to the *Family Business* website (and yours if you'd like), will appear as featured content in our newsletter, and will be distributed to our audience with specialized e-blasts.

Family Business Basics Videos

A series of short videos (4-6 mins), hosted by David Shaw, Publishing Director for *Family Business* Magazine, and a designated sponsor thought leader. Designed to be quickly and easily viewed, each video highlights a key family business issue with potential approaches and solutions. Topics in the video series are among the most commonly highlighted by attendees of *Family Business* Magazine's Transitions conferences.

- Topics will be agreed upon in advance
- Videos feature a "sponsored by" bumper
- Videos are hosted on the Family Business website
- Videos will be featured in an issue of Family Business newsletter
- Videos are hostable on client's website

PRICING

Three videos: \$15,000; Five videos: \$20,000; Ten videos: \$35,000
(all prices net)

Family Business Conversations

Your designated executive thought leader sits with a member of the Family Business team for 4- to 6-minute video interviews on topics of interest to family business leaders and stakeholders. One or more interviews may be taped during the same production session.

PRICING

Single video: \$5,000; Multiple videos, series (same production session): \$4,000 per video

Pre-Produced Video

Thought Leadership Projection

Provide your pre-produced videos featuring your thought leadership and key executives, and let us help distribute these to our audience of family business leaders and stakeholders.

- Videos are hosted on the Family Business website
- Videos are featured in an issue of Family Business Magazine's weekly newsletter

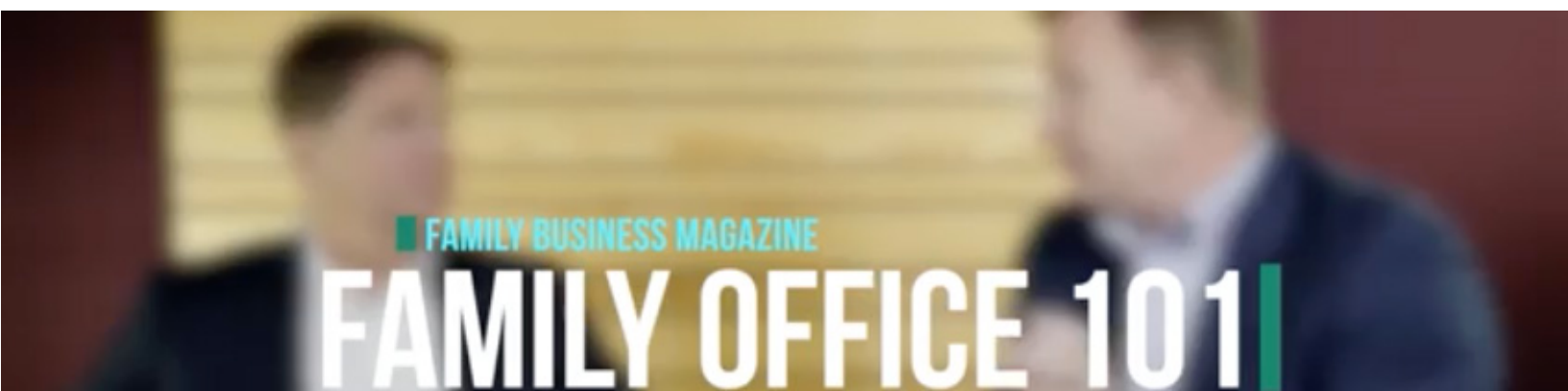
PRICING

Hosting and Distribution rates

Single Video: \$3,000

Multiple videos: \$2,500 per video.

All prices net. Editing services may be provided to shorten or shape videos, charged at an hourly rate.



SPONSORED CONTENT

Leverage our brand power and content expertise to get in front of the family business executives you want to reach — increasing your firm’s visibility and demand generation. *Family Business Magazine* offers a variety of creative opportunities:

Native Content

Provide your pre-printed thought leadership whitepaper for distribution with *Family Business Magazine*, and ensure that your piece will reach and be read by our powerful audience.

Your extended thought leadership, packaged and published as a standalone “Family Business Agenda,” inserted into *Family Business Magazine*, distributed digitally, with print overrun copies for your own use. Pricing based on number of pages and total print run.

PRICING

Pricing based on number of pages and total print run.

Editorial Special Sections

As available, sponsor the creation of special multi-part special sections generated by the *Family Business Magazine* editorial team of writers and digital developers. Your sponsorship will be acknowledged on each print and digital element, and be featured in emails and in our newsletter.

PRICING

Pricing: dependent on the section.

Title Sponsorship: Special Sections

Demonstrate your company’s deep commitment to family succession and leadership by sponsoring our annual special sections honoring exceptional NextGen family members, family and non-family CEOs and women in family businesses. Includes a full-page ad plus prominent sponsorship rights. Serve as the Title Sponsor, or offer a congratulatory ad. (Consult your marketing advisor for congratulatory ad rates.)

- Family Business NextGens to Watch
- Family Business CEOs to Watch
- Transformational Women of 2024

PRICING

Per Section: \$6,000



JAN-FEB

SUCCESSION • TRANSITIONS • GOVERNANCE

- Cover Story: Smooth Succession: Best Practices for Passing the Torch in Family Businesses
- Difficult conversations and succession/psychology of succession
- Case Study: Succession Challenges and Lessons Learned
- Balancing Family Dynamics and Business Governance: Nurturing Healthy Relationships
- Building Effective Governance Structures: Strengthening Family Businesses for Long-Term Success

Special Advertising Supplement:
Wealth Management Services I

AD CLOSE: DECEMBER 2, 2023
MATERIALS DUE: DECEMBER 9, 2023
MAILS: JANUARY 2, 2024

MAR-APR

INNOVATION • ENTREPRENEURSHIP • NEW IDEAS

- Special Report: How Family Businesses Embrace New Ideas
- Expert Roundtable: Panel Discussion on Injecting Innovation into Traditional Family Businesses
- Success Story: Pioneering new ideas and challenging the status quo
- Cover Story: "Fostering Innovation in Family Businesses: Strategies and Case Studies"
- Blending tradition and innovation

Special Advertising Supplement:
Family Business Consultants

BONUS DISTRIBUTION: Transitions Spring 2024

AD CLOSE: MARCH 1, 2024
MATERIALS DUE: MARCH 8, 2024
MAILS: MARCH 23, 2024

MAY-JUN

TRANSFORMATIONAL WOMEN OF 2024

- Special Section: 10 Transformational Women Leaders in Family Businesses
- Empowering Women in Family Businesses: Inspiring Success Stories
- Expert Advice: Strategies for Overcoming Gender Bias in Family Business Settings
- Building a Supportive Network: The Importance of Women's Associations in Family Businesses
- Expert Advice: Tips for Establishing and Leveraging Networking and Mentoring

BONUS DISTRIBUTION: The Private Company Governance Summit 2024; Transformation Women in Family Business 2024

AD CLOSE: APRIL 26, 2024
MATERIALS DUE: MAY 3, 2024
MAILS: MAY 18, 2024

JUL-AUG

NEXT GENERATION LEADERSHIP

- Special Section: Nextgens to Watch 2024
- How to develop the next generation of leadership in your family business
- Best practices: Strategies for engaging, developing, and preparing NextGen leaders for future roles within the business.
- Feature Article: Empowering the Next Generation: Strategies for Developing Future Family Business Leaders
- Case Study: How a NextGen Leader Transformed the Family Business for Success

Special Advertising Supplement:
Business Valuation and M&A Consultants

AD CLOSE: JUNE 28, 2024
MATERIALS DUE: JULY 5, 2024
MAILS: JULY 29, 2024

SEP-OCT

LEGACY + WEALTH

- Preserving Your Family Legacy: Strategies for Ensuring Wealth Continuity
- Interview: Successful Family Business Owners and Their Legacy-Building Journey
- Why is legacy important in your family business
- Case Study: One family's success story

Special Advertising Supplements:
• Wealth Management Services II
• Family Offices and Family Office Services

BONUS DISTRIBUTION: Family Business Legacy 2024

AD CLOSE: AUGUST 2, 2024
MATERIALS DUE: AUGUST 9, 2024
MAILS: AUGUST 24, 2024

NOV-DEC

CEO • LEADERSHIP • OWNERSHIP

- Special Section: CEOs to Watch 2024
- Feature Article: Leading with Values: Cultivating Ethical Leadership in Family Businesses
- Interview: Insights on Effective Family Business Leadership
- Case Study: Inspirational Stories of Family Business Leaders Making a Difference
- Leading with purpose and finding yours

Special Advertising Supplements:
Family Education Programs
Philanthropy Services

BONUS DISTRIBUTION: Transitions Fall 2024

AD CLOSE: OCTOBER 4, 2024
MATERIALS DUE: OCTOBER 11, 2024
MAILS: OCTOBER 26, 2024

2024 Display Advertising Rates

Rate Card # 34 (All rates net)

4/color rates	1x	2x	3x	4x	5x	6x
Full page	\$5,460	\$4,970	\$4,740	\$4,515	\$4,305	\$4,095
2/3 page	\$4,460	\$4,045	\$3,845	\$3,640	\$3,495	\$3,300
Half page	\$3,665	\$3,195	\$3,140	\$3,020	\$2,890	\$2,750
1/3 page	\$2,875	\$2,620	\$2,500	\$2,395	\$2,285	\$2,175
1/4 page	\$2,345	\$2,145	\$2,045	\$1,965	\$1,870	\$1,790

2/color rates

Full page	\$5,060	\$4,530	\$4,300	\$4,075	\$3,890	\$3,615
2/3 page	\$4,000	\$3,555	\$3,405	\$3,220	\$3,070	\$2,930
Half page	\$3,225	\$2,880	\$2,735	\$2,595	\$2,470	\$2,355
1/3 page	\$2,435	\$2,175	\$2,060	\$1,955	\$1,865	\$1,830
1/4 page	\$1,915	\$1,605	\$1,570	\$1,525	\$1,460	\$1,380

Cover rates

Cover 4	\$6,285	\$5,597	\$5,330	\$5,085	\$4,845	\$4,615
Covers 2+3	\$5,925	\$5,370	\$5,105	\$4,870	\$4,645	\$4,410

Solutions Hub | Directory Of Advisors

Family Business Magazine features our comprehensive directory of advisors, which is also available in fully searchable form on our website. Upgrades, corporate logos, photos, and special colors available.

Basic directory listings: \$350 per year (subscriber discount available!). Supplements and upgrades to basic listings are charged at an additional cost.

Contact Barbara Wenger at 215-405-6072 for details.

Supplied Insert Pricing

2 page insert: \$3,500 12 page insert \$7,750
4 page insert: \$4,500 16 page insert: \$9,970
8 page insert: \$6,250

These are guideline prices for pre-printed inserts in *Family Business*. This assumes "normal" weight and size (8 1/2 x 11 or less); heavier pieces, or unusual sizes, will be priced individually. Contact your advertising representative to discuss weight and sizing.

Pricing is for insertion in the magazine or insertion in the Polybag. Polybag insertions limited to 3 pieces per issue on a first-come, first-served basis.

Special insertion costs: Handwork, glue dotting etc., are billed at cost.

2024 Supplement Rates

GOLD

Advertisers purchase a full page, 4-color ad in *Family Business* Magazine and a full page of advertorial content opposite the ad. Advertiser will provide up to 650 words of text, in the form of a case study or thought leadership piece. Advertiser's logo and contact information included.

Total investment: \$4,550 net

With native article (1,000 words): \$6,550

SILVER

Advertisers purchase a half-page, 4-color ad in *Family Business* Magazine, and receive a half-page of advertorial content on the same page. Advertiser will provide up to 325 words of text, in the form of a case study or thought leadership piece. Advertiser's logo and contact information will be included.

Total Investment: \$3,100 net

With native article (1,000 words): \$5,100

BRONZE

Advertisers purchase a 1/4-page, 4-color ad in *Family Business* Magazine, and receive a quarter-page of advertorial content on the same page. Advertiser will provide up to 125 words of text in the form of a case study or thought leadership piece. Advertiser's logo and contact information will be included.

Total Investment: \$1,600 net

With native article (1,000 words): \$3,100

Mechanical Specifications

Publication trim size..... 8.5" w x 10.875"h

Full page (with bleed) 8.75" w x 11.125"h
(includes .125" bleed on all sides)

Binding.....Perfect

- There is no extra charge for full bleed ads.
- **Keep reading and live matter a minimum of 1/4" from trim.**

Sizes

- Spread (trim)..... 17" w x 10.875" h
- Spread (with bleed) 17.25" w x 11.125" h
- 1/2 page horizontal..... 7.25" w x 4.5" h
- 1/2 page island 4.78" w x 7" h
- 1/4 page..... 3.54" w x 4.75" h

Advertising Material Requirements

We accept high resolution press-ready PDF (PDF/X-1a) files.

- Include/embed all fonts and artwork.
- Image resolution is 300 dpi. Avoid using JPEG images. (TIFF images preferred.)
- CMYK colors are required. RGB elements must be converted to CMYK. We reserve the right to convert all spot, RGB and LAB colors to CMYK.

- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.

Mailing/Delivery Instructions

Email materials to:

Monica McLaughlin, Creative Director
monica@familybusinessmagazine.com
215.405.6073

General Regulations

- Terms are net cash payable in U.S. dollars only.
- Advertisers will be credited if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Additional Information

MLRMedia

Family Business Magazine is published by:
Family Business Publishing Company
1845 Walnut Street, Suite 900
Philadelphia, PA 19103

Subscription Price

U.S.: \$79 for six issues per year

FAMILY BUSINESS MEDIA

Family Business Magazine • Family Business Newsletter • Transitions Spring and Fall •
Family Business NextGen • Transformational Women in Family Business •
The Private Company Governance Summit • Family Business Legacy • Sponsored,
Co-Branded and Custom Content • Webinars • Email Targeted Marketing •
Digital Marketing + Branding • Live Streaming • Videos • Podcasts



Philip A. Clemens

Retired Chairman
The Clemens Family
Corporation



Meghan Juday.

Chairman of the Board
IDEAL Industries, Inc.



Drew Everett

Chairman
Bush Brothers & Company



Jack Ouellette

Executive Chairman
American Textile
Company, Inc.



Howdy Holmes

President & CEO
Chelsea Milling Company



Allison Parks

Family President
Laird Norton Company



Anne Eiting Klamar, M.D.

Chair of the Board
Midmark Corporation



Katy Wilder Schaaf, Ph.D.

Family Council Chair
E. Ritter & Company



Charlotte Lamp, Ph.D.

Shareholder
Port Blakely



Heidi Vermeer-Quist, Psy.D.

Shareholder
Vermeer Corporation

Editorial

Amy Cosper

Editor-in-Chief

970-484-2579

amy.cosper@familybusinessmagazine.com

Barbara Spector

Editor-at-Large

215-405-6084

barbara@familybusinessmagazine.com

Peter Begalla

Conference Chairman

386-785-7856

pbegalla@familybusinessmagazine.com

Production + Administrative

Monica McLaughlin

Creative Director

215-405-6073

monica@familybusinessmagazine.com

Debbie Davis

Marketing Director

215-405-6074

debbie.scoble@familybusinessmagazine.com

Diane McCollum

Events Director

215-405-6063

diane.mccollum@familybusinessmagazine.com

Jill Kittle

Conference Coordinator

603-318-8664

jill.kittle@familybusinessmagazine.com

Abbie Boyer

Events Coordinator

215-405-6083

abbie.boyer@familybusinessmagazine.com

Jerri Smith

Accounting

215 405-6071

jsmith@familybusinessmagazine.com

Advertising + Sponsorship

Caro U. Rock

Publisher

215-405-6080

carorock@familybusinessmagazine.com

David Shaw

Publishing Director

301-963-6162

dshaw@familybusinessmagazine.com

Joe Rosone

Director, Sales & Corporate Partnership

301-693-4687

jrosone@familybusinessmagazine.com

Scott Chase

National Account Executive

301-879-1613

schase@familybusinessmagazine.com

Justin Cordaro

National Account Executive

215-405-6082

justin.cordaro@familybusinessmagazine.com

Ryan Beletz

National Account Executive

215-405-6075

rbeletz@familybusinessmagazine.com

Barbara Wenger

Directory, Production and Reprints

215-405-6072

bwenger@familybusinessmagazine.com

GENERAL CONDITIONS

Family Business Publishing Company ("Publisher") may hold the Advertiser and its designated advertising Agency, jointly and severally, liable for paying for all duly authorized advertisements ("ad" or "ads") inserted in or attached to Family Business Magazine and all other sums due and payable under this agreement. Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

No advertisement shall be published unless a signed insertion order is received at the offices of the Publisher no later than the closing deadline specified by the Publisher.

New advertising materials, orders, cancellations or corrections shall not be considered authorized by the Advertiser and/or Agency unless confirmation of such change, in writing, is received at the offices of the Publisher by the closing deadline. In the event copy changes are not confirmed in writing, Advertiser and/or Agency's most recent advertisement shall be inserted.

Advertiser and/or Agency are responsible for checking ad copy for corrections and providing prompt written notice of errors or changes within Publisher's deadlines. Publisher is not responsible to correct an error in an ad unless Advertiser and/or Agency have notified Publisher in writing that an error has been made prior to the closing deadline. In the event all necessary advertising materials are not received at the offices of the Publisher by the closing deadline, Publisher cannot guarantee insertion of such advertisement(s) or copy changes.

If Advertiser and/or Agency fails to provide the advertisement to Publisher in time to meet the deadline of an issue in which it ordered space, Publisher will charge Advertiser and/or Agency at the regular rate for the space it has reserved, and the bill is due and payable when rendered. Cancellation of space by Advertiser and/or Agency will not be accepted by Publisher unless received prior to the closing deadline. No advertisement may be canceled after the closing deadline. Insertion orders for covers (front, back, inside front and inside back) are non-cancelable and may not be canceled by Advertiser and/or Agency.

Conversion of film or correcting digital files is not included in Publisher's advertising price and shall be billed separately to Advertiser and/or Agency at prevailing rates.

All positioning of ads is at the sole discretion of Publisher. In no event will adjustments, reruns or refunds be made because of the position of an ad unless specifically indicated in the insertion order and agreed upon by the Publisher in advance. Advertisers who do not fulfill their contract will receive a short rate.

Ad Copy

Publisher shall not be responsible for claims made in advertisements, and Advertiser and Agency, jointly and severally, shall indemnify and hold Publisher harmless from any loss, damage,

claim or expense, including reasonable attorney's fees and all other associated costs of litigation or settlement, arising out of publication of the Advertiser and/or Agency's advertisement or any element thereof including, without limitation, those based on claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.

All advertisements are subject to approval by Publisher, which may refuse any advertising submitted and cancel any order for an ad. Such approval shall be granted or withheld solely at Publisher's absolute discretion.

In order to ensure distribution of all advertising copy to a worldwide readership, Publisher reserves the right to make copy changes as necessary to comply with all customs and postal regulations. While every effort will be made to discuss the required changes with Advertiser and/or Agency, in some cases, especially when copy arrives after the closing deadline, this may be impossible.

All advertising materials will be destroyed one year after last publication by Publisher unless return instructions are received by Publisher in writing within that period.

Publisher will not be responsible for errors, omissions, losses or damages (including, without limitation, consequential damages) of any kind sustained from errors or omissions in ads except for failure to correct errors clearly and unambiguously marked by the Advertiser and/or Agency and received by Publisher before the closing deadline. Publisher's liability shall not exceed the rate for that portion of the ad in error as published. Liability of Publisher for the omission of any portion of any ad from any publication shall be limited to a partial reduction in the amount charged by Publisher for such ad based on the Publisher's rate card.

Frequency Discounts/Special Units

Frequency discounts apply if used within any 12-month period; otherwise the best charged rate actual earned frequency discount shall apply. Charges will be adjusted accordingly at the end of the contract period. A 1/4 page is the minimum size required to maintain frequency discount. Special units such as gatefolds are available. Pricing information is available upon request. Inserts/outserts do not count toward or earn frequency discounts.

Payment Terms

Payment by Advertiser and/or Agency is due in full within 30 days from the invoice date. Publisher offers a cash discount: 1.5% on net only if paid within 10 days of the invoice date.

Advertiser and Agency, jointly and severally, agree to pay a late charge equal to the greater of \$5.00 per month or 1.5% per month on the outstanding invoice balance not paid when

due, or if such rate will exceed the maximum rate allowed by applicable law, then a late charge calculated at such maximum rate. Failure to pay as agreed may result in the placement of Advertiser and/or Agency's account in collection with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses incurred, including court costs and reasonable attorney's fees, in addition to the invoice amounts, late charges and interest.

Any invoice submitted to Advertiser and/or Agency shall be deemed conclusive as to its correctness unless the Advertiser and/or Agency provide a written, detailed objection to Publisher within 30 days of the invoice date. In the event of a dispute, Advertiser and/or Agency must promptly pay all amounts not subject to dispute. If any invoice remains unpaid 60 days after invoice, Publisher has the right to not accept future insertions from Advertiser and/or Agency until the past due balances have been paid. A 20% re-make charge shall apply for cancellations submitted after publication closes.

Advertising Production

Advertiser and/or Agency will pay Publisher an amount not less than to 15% of earned gross rate for ad materials produced by Publisher for Advertiser and/or Agency.