

## 2018 MATERIAL REQUIREMENTS

### Circulation

Member AAM, published 10X per year  
Rate Base: 750,000

### Cancellation Dates

All advertising pages are non-cancellable after issue closing date. Orders for covers, supplied cards, and franchise positions are non-cancellable 60 days prior to issue closing date.

### Commissions and Terms

15% commission to recognized advertising agencies.  
Invoice/billing rendered 25th of month prior to issue.  
Payment net 30 days and in U.S. currency. All frequency discounts apply to space run within a 12-month period.

### Inserts

Advertising inserts contribute to frequency discounts but do not earn discounts. Insert prices supplied on request.

### Issuance

*Harper's BAZAAR* is published 10X per year, with combined June/July and December/January issues.

### Submissions Instructions

Submit your ads electronically via the *HEARST AD GATEWAY*. Go to <http://ads.hearst.com> to access the Ad Submission Portal.

Printing Process: Offset

Binding Process: Perfect Bound

Magazine Trim Size: 8 7/8" x 10 7/8"

### Supplied Inserts

9 1/8" x 11 1/8"

All inserts jog to foot.

### Digital Ad Specifications

Hearst Magazines utilizes Virtual Proofing technology at all monthly publication print facilities. Hard copy guidance is no longer required. For complete advertising specifications, and to submit your ads electronically, go to <http://ads.hearst.com>. For further information, please call Karen Nazario, 212.450.7008, or Harry Yee, 212.450.0981.

SIZE	BLEED (w" x h")	TRIM	LIVE/NON-BLEED
SPREAD	18" x 11 1/8"	17 3/4" x 10 7/8"	17 1/4" x 10 3/8"
PAGE	9 1/8" x 11 1/8"	8 7/8" x 10 7/8"	8 3/8" x 10 3/8"
2/3 VERTICAL	6" x 11 1/8"	5 3/4" x 10 7/8"	5 1/4" x 10 3/8"
1/2 HORIZONTAL	9 1/8" x 5 1/2"	8 7/8" x 5 1/4"	8 3/8" x 4 3/4"
1/2 VERTICAL	4 1/2" x 11 1/8"	4 1/4" x 10 7/8"	3 3/4" x 10 3/8"
1/3 VERTICAL	3" x 11 1/8"	2 3/4" x 10 7/8"	2 1/4" x 10 3/8"

**BAZAAR**<sup>Harper's</sup>