

DESIGN YOUR LIFE Blueprint

2007 Issue Dates and Closings

MARCH/APRIL

NATIONAL AD CLOSE	<u>January 1, 2007</u>
ON SALE	<u>March 5, 2007</u>

MAY/JUNE

NATIONAL AD CLOSE	<u>February 26, 2007</u>
ON SALE	<u>April 30, 2007</u>

JULY/AUGUST

NATIONAL AD CLOSE	<u>April 30, 2007</u>
ON SALE	<u>July 2, 2007</u>

SEPTEMBER/OCTOBER

NATIONAL AD CLOSE	<u>June 25, 2007</u>
ON SALE	<u>August 27, 2007</u>

NOVEMBER/DECEMBER

NATIONAL AD CLOSE	<u>August 27, 2007</u>
ON SALE	<u>October 29, 2007</u>

JANUARY/FEBRUARY 2008

NATIONAL AD CLOSE	<u>October 29, 2007</u>
ON SALE	<u>December 31, 2007</u>

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2007 Rate Sheet No. 1

RATE BASE: 350,000 (JANUARY - JUNE)*

FREQUENCY	1x	3x	6x
DISCOUNT		5%	8%

NATIONAL ADVERTISING COLOR RATES

FULL PAGE	\$ 28,000	\$ 26,600	\$ 25,760
1/3 PAGE	\$ 12,600	\$ 11,970	\$ 11,592
1/2 PAGE	\$ 17,500	\$ 16,625	\$ 16,100
2/3 PAGE	\$ 22,400	\$ 21,280	\$ 20,608
DIGEST PAGE	\$ 15,750	\$ 14,963	\$ 14,490

B&W RATES

FULL PAGE	\$ 19,600	\$ 18,620	\$ 18,032
1/3 PAGE	\$ 8,820	\$ 8,379	\$ 8,115
1/2 PAGE	\$ 12,250	\$ 11,637	\$ 11,270
2/3 PAGE	\$ 15,680	\$ 14,896	\$ 14,425
DIGEST PAGE	\$ 11,025	\$ 10,474	\$ 10,143

PREMIUM PAGES

2ND COVER	\$ 35,000	\$ 33,250	\$ 32,200
3RD COVER	\$ 30,800	\$ 29,260	\$ 28,336
4TH COVER	\$ 36,400	\$ 34,580	\$ 33,488
T.O.C.	\$ 30,800	\$ 29,260	\$ 28,336

*RATE BASE WILL INCREASE TO 400,000 EFFECTIVE JULY 2007.
SEE RATE SHEET NO. 2

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2007 Rate Sheet No. 2

RATE BASE: 400,000 (JULY - DECEMBER)

FREQUENCY	1x	3x	6x
DISCOUNT		5%	8%

NATIONAL ADVERTISING COLOR RATES

FULL PAGE	\$ 32,000	\$ 30,400	\$ 29,440
1/3 PAGE	\$ 14,400	\$ 13,680	\$ 13,248
1/2 PAGE	\$ 20,000	\$ 19,000	\$ 18,400
2/3 PAGE	\$ 25,600	\$ 24,320	\$ 23,552
DIGEST PAGE	\$ 18,000	\$ 17,100	\$ 16,560

B&W RATES

FULL PAGE	\$ 22,400	\$ 21,280	\$ 20,608
1/3 PAGE	\$ 10,080	\$ 9,576	\$ 9,274
1/2 PAGE	\$ 14,000	\$ 13,300	\$ 12,880
2/3 PAGE	\$ 17,920	\$ 17,024	\$ 16,486
DIGEST PAGE	\$ 12,600	\$ 11,970	\$ 11,592

PREMIUM PAGES

2ND COVER	\$ 40,000	\$ 38,000	\$ 36,800
3RD COVER	\$ 35,200	\$ 33,440	\$ 32,384
4TH COVER	\$ 41,600	\$ 39,520	\$ 38,272
T.O.C.	\$ 35,200	\$ 33,440	\$ 32,384

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2007 Advertising Specifications

TRIM SIZE: 8 1/8" x 10 7/8"

PRINTING PROCESS: Web Offset

BINDING: Perfect Bound

REQUIRED AD MATERIAL: Digital files only—PDF-X1A or HIGH-RES PDF (image resolution 300 dpi min., 400 dpi preferred) accompanied by two SWOP color proofs pulled from the supplied file. Call Andrea Bustios at 212.827.8143 or e-mail abustios@marthastewart.com for digital specifications sheet.

LINE SCREEN: 150-line screen is preferred; 133-line screen is acceptable. Maximum combined density is not to exceed 300 percent. No more than one solid should be used. All material must be prepared to meet SWOP (Specifications for Web Offset Publications) standards. (For more information, visit www.swop.org)

PROOFS: All final material must be submitted with digital proofs (for color guidance on press) that have been pulled from the supplied file. All proofs must contain SWOP color bars. We require two digital proofs (Kodak approvals preferred) pulled on commercial-grade stock. Laser printouts will not be accepted as proofs for color. Color on press cannot be guaranteed without a SWOP proof supplied by the advertiser.

UNIT SIZES AVAILABLE:

SIZES	WIDTH	x	DEPTH
1 PAGE	7 1/2"	x	10 3/16"
1 PAGE BLEED	8 3/8"	x	11 1/8"
SPREAD	15 3/4"	x	10 3/16"
SPREAD BLEED	16 1/2"	x	11 1/8"

SAFETY: Live matter should be 1/2" from gutter and bleed edges.

COLORS: Four-color process. When the second color of a black-plus-one-color ad is not a single-process color, the Publisher will convert to a combination of process colors. Any nonconvertible ad requiring PMS or Pantone colors will be charged a fifth-color premium.

INSERT CARDS/SUPPLIED INSERTS: Accepted on a limited basis; specifications and availabilities on request from: Andrea Bustios, Advertising Production Coordinator, 212.827.8143

SHIPPING INSTRUCTIONS: Please send all contracts, insertion orders, and printing materials to:
Andrea Bustios, Advertising Production Coordinator
MARTHA STEWART LIVING
11 West 42nd Street, 23rd Floor, New York, NY 10036
TEL: 212.827.8143 FAX: 212.827.8266

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2007 Advertising General Information

1. Rates published herein are before agency commission, and based on average net paid circulation figures:

ISSUE	NET PAID CIRCULATION
JANUARY–JUNE	350,000
JULY–DECEMBER	400,000

Announcement of any change in rates will be made at least seven weeks in advance of the issue date of the first issue to which such rates will be applicable.

2. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
3. MARTHA STEWART LIVING OMNIMEDIA, INC. (the "Publisher") may cancel or reject any advertising for any reason at any time without liability, even though previously acknowledged or accepted. Advertisements that simulate BLUEPRINT magazine editorial matter in appearance or that are not immediately identifiable as advertisements are not acceptable. The Publisher does not accept tobacco advertising.
4. All advertisements are accepted and published upon the representation by the agency and advertiser that they are authorized to grant the right to publish the entire contents and subject matter thereof in BLUEPRINT magazine and that such publication will not violate any law or infringe upon any right of any person or entity. The advertiser and agency hereby, jointly and severally, indemnify and hold the Publisher harmless from and against any and all claims, damages, liabilities, obligations, losses, and expenses (including, without limitation, attorneys' fees and disbursements) in connection with the publication of such advertisements, including, without limitation, those arising from 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 other claims now known or hereafter devised.
5. Any condition on contracts, orders, or copy instructions, including, without limitation, those involving the placement of advertising within an issue of BLUEPRINT magazine (such as page location, competitive separation, or placement facing editorial copy), will be treated as a request only. The 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.
6. The advertiser and agency are jointly and severally liable for the payment of invoices and all other obligations in connection with advertising published hereunder. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication, the agency and advertiser agree not to make promotion, merchandising, commercial, or other publicized reference to BLUEPRINT magazine or the Publisher in any way except with the prior written permission of the Publisher in each instance.
7. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of acts of war (whether or not declared), terrorism, strikes, work stoppages, accidents, fires, acts of God, weather, or any other circumstances not within the control of the Publisher.
8. No terms or conditions, printed or otherwise, appearing on contracts, orders, copy instructions, or otherwise which conflict with or amend the provisions of this rate card or which are inserted unilaterally by the agency or the advertiser will be binding on the Publisher.
9. Agency commission: 15% to recognized agents (does not apply to production premiums).
10. Bills are rendered on or about the issue's on sale date and are due thirty days following invoice date. Publisher reserves the right to charge 1 ½% interest or the maximum rate of interest allowable by law for any payments received after the above specified due date. Publisher also reserves the right and is entitled to recover any costs and expenses associated with the collection of said late payment.
11. Actual net paid copies for each regional and special edition may vary by up to 5 percent from published rate base.
12. If advertiser requests that Publisher make any additions or deletions to digital files previously supplied by advertiser, the Publisher shall bear no liability in connection with such additions or deletions. In addition, the Publisher is not responsible for any changes made after the closing date.
13. The Publisher is a member of the Audit Bureau of Circulations.

FREQUENCY

Advertisements must be inserted within one year of the first placement to earn a frequency discount. Advertising schedules composed of mixed space units are entitled to standard frequency discounts based on combined page sizes.

RETAIL TRAVEL RATES

Retail rates apply to stores whose primary business is retailing, and whose retail sales exceed any wholesale or mail-order business that the store may operate. Travel rates apply to hotel, resort, and travel advertisers.