



## OUR MISSION

Our philosophy is simple. Life is complicated enough. Food doesn't have to be. We work hard (so our readers don't have to) to give meal solutions that are easy and fit into their time-starved lives.

At **EVERYDAY FOOD**, we offer an extensive variety of easy-to-execute recipes that are delicious and nutritious with the quality one expects from Martha Stewart. With healthy, well-balanced eating in mind, we create a mix of nourishing and indulgent recipes that satisfy our readers and their families no matter what their level of expertise or lifestyle. Because we stay true to what the consumer wants, we earn their loyalty and are rewarded with their trust.

We are proud that millions of readers take us to the supermarket, to the kitchen, and into their lives.



Ratebase 900,000 Frequency 10x

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**National Advertising**

Page 4/C Bleed \$52,500

½ Page 4/C Bleed \$32,850

Page B & W \$36,750

**Premium Pages**

2nd Cover \$65,700

3rd Cover \$57,750

4th Cover \$68,250

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**Regional Breaks**                      **Circulation**                      **Page 4/C**

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Northeast 203,800 \$18,500

Midwest 200,400 \$18,200

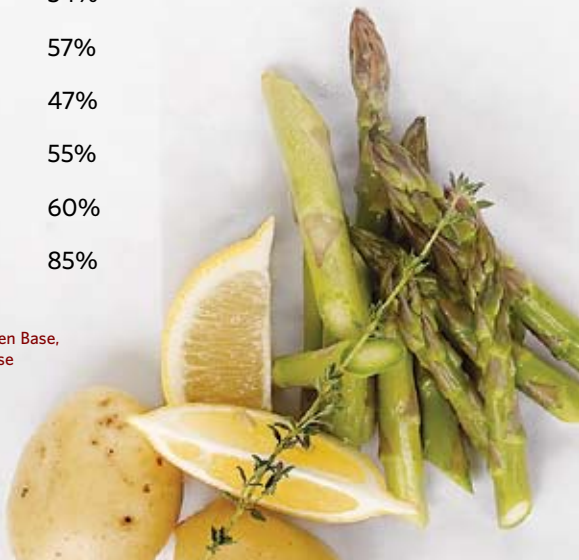
South 208,700 \$18,800

West 212,400 \$19,100



<b>Total Audience:</b>	4.8 million
<b>Women Audience :</b>	3.9 million
<b>Median Age:</b>	44.2
<b>Median HHI:</b>	\$55,240
<b>Own Home:</b>	70%
<b>Median Home Value:</b>	\$242,733
<b>A County:</b>	54%
<b>Married:</b>	57%
<b>Any Kids:</b>	47%
<b>Any College:</b>	55%
<b>Employed:</b>	60%
<b>Principal Shoppers:</b>	85%

Source: MRI Spring 2008; Women Base,  
except Total Audience, Adult Base





## CIRCULATION VITALITY

### JUMBO SHRIMP

This small magazine keeps cooking up big issues. That's why we consider ourselves the jumbo shrimp of the food lifestyle category.

Circulation & Advertising Continues to Heat Up at **EVERYDAY FOOD**

- Delivering 4.5 million readers\*
- EVERYDAY FOOD delivered a 3% bonus above Rate Base in the First Half 2007—that's nearly 25,000 bonus copies!
- EVERYDAY FOOD outsells *Bon Appétit*, *Gourmet*, and *Food & Wine* on the newsstand
- With an annual subscription price of \$18, and \$3.50 single-copy price, EVERYDAY FOOD readers pay a premium for a quality magazine
- EVERYDAY FOOD has among the lowest percentage of verified circulation in its competitive set (1%)

**EVERYDAY FOOD's** Ratebase increased 4 times since inception in 2003—rising to 900,000 in January 2008.

Sources: \*MRI Spring 2007/ABC  
Publisher's Statements Jan -June 2007





2008

## EDITORIAL SCHEDULE

ISSUE	THEME	CLOSE	ON SALE
January/ February	Light and Heart-Healthy	November 5	January 7
March	Quick-Prep Dishes	January 2	February 25
April	Super Shortcuts, Savvy Strategies	January 28	March 24
May	Chicken Tonight: Every Cut, Every Cuisine	March 3	April 28
June	Picnics, Potlucks and (Easy!) Parties	March 31	May 26
July/August	Grilling	April 28	June 23
September	Back-to-Basic Classics	June 30	August 25
October	Best One-Pot Dishes	August 4	September 29
November	Thanksgiving	August 25	October 27
December	Holidays	September 29	November 24





2008

**ADVERTISER  
GENERAL  
INFORMATION**

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

<b>ISSUE</b>	<b>RATE BASE</b>	<b>RATE CARD</b>
10x per year	900,000 January–December 2008	No. 7

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 EVERYDAY FOOD 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 EVERYDAY FOOD 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 EVERYDAY FOOD 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 EVERYDAY FOOD 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 30 days following invoice date. Publisher reserves the right to charge 1½% 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. 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.
12. The Publisher is a member of the Audit Bureau of Circulations.

**TRIM SIZE:** 5¼" x 7⅜"

**PRINTING PROCESS:** Web Offset

**BINDING:** Perfect Bound

**REQUIRED AD MATERIAL:** Digital files only—PDFX1A or, high-res PDF. Please contact Amanda Allensworth for additional digital specifications info.

**LINE SCREEN:** 150-line screen is preferred, 133-line screen is acceptable. Maximum combined density not to exceed 300%. No more than one solid should be used. A minimum 5% highlight dot is required in any image intended to print. All material must be prepared to meet SWOP (Specifications for Web Offset Publications) standards + ([www.swop.org](http://www.swop.org)).

**PROOFS:** Please supply two digital proofs (Kodak approval preferred). These should meet SWOP standards as defined by (CGATS 6 TR001). Laser printouts will not be accepted as proofs for color: Include a 25%, 50%, 75%, or 100% color step scale. Cover sheet to be included on each proof, defining proofing specifics along with compliance to the SWOP application data sheet. Please also supply a content (laser) printout that is an identical match to the furnished file (content integrity) and the insertion order.

**PRODUCTION CHARGES:** If an ad is not delivered with an acceptable digital proof, a digital proof will be pulled at the sole expense of the advertiser (color reproduction however, cannot be guaranteed).

## UNIT SIZES AVAILABLE:

SIZES	W x D
1 Page	4¾" x 6⅞"
1 Page Bleed	5½" x 7⅝"
Spread (Gutter Bleed Only)	10" x 6⅞"
Spread Bleed	10¾" x 7⅝"
½ Page Horizontal	4¾" x 3"
½ Page Horizontal Bleed	5½" x 3⅝"
½ Page Vertical	2" x 6⅞"
½ Page Vertical Bleed	2¾" x 7⅝"
½ Page Horizontal Spread	9½" x 3¼"
½ Page Horizontal Spread Bleed	10¾" x 3¾"

Live matter should be ⅜" from gutter and bleed edges.

Ads requiring PMS colors will be charged a 5th-color premium.

**SHIPPING INSTRUCTIONS:** Please send all contracts, insertion orders, and printing materials to:

Amanda Allensworth, Advertising Production Coordinator

MARTHA STEWART LIVING OMNIMEDIA

EVERYDAY FOOD

11 West 42nd Street, 23rd Floor, New York, NY 10036

tel: 212.827.8027 fax: 212.827.8266

AAllensworth@MarthaStewart.com

**INSERT CARDS/SUPPLIED INSERTS:** Accepted on a limited basis; specifications and availabilities on request from: Amanda Allensworth, Production Coordinator, 212.827.8027.