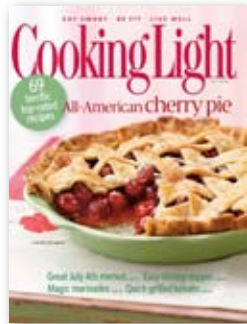


General Advertising {RATES, DATES, AND SPECS}



Rate Card 24

EFFECTIVE JAN/FEB 09

AS THE WORLD'S LARGEST food and healthy lifestyle magazine, *Cooking Light* is dedicated to helping its readers *Eat Smart, Be Fit, and Live Well.*

The magazine uniquely blends its sophisticated approach to food with contemporary coverage of entertaining, fitness, health, beauty, travel and shelter to bring great tastes, style and balance to the active, fit and adventurous lifestyle of today's woman.

Rate Base: 1,750,000

Closing Dates On-Sale Dates

JAN/FEB	11/07/08	JAN/FEB	01/06/09
MAR	01/05/09	MAR	02/24/09
APR	02/02/09	APR	03/31/09
MAY	03/02/09	MAY	04/28/09
JUN	04/01/09	JUN	05/26/09
JUL	05/01/09	JUL	06/30/09
AUG	06/01/09	AUG	07/28/09
SEP	07/01/09	SEP	08/31/09
OCT	08/03/09	OCT	09/29/09
NOV	09/01/09	NOV	10/27/09
DEC	10/01/09	DEC	11/24/09

FALL SIP* 08/10/09 FALL SIP* 10/06/09

*Rate base for the SIP is 260,000 and is not audited by ABC

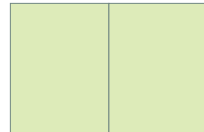
Other Pricing Information

No Bleed Charge. Rates and specifications for preprinted inserts and special 4-color units are available on request.

4-Color Plate Change: \$3,000 (net charge). Matched color and fifth color: \$4,500 (net charge).

Full Spread

Refer to full page for pricing



Full Spread to be supplied as two single Full Pages (see trim of Full Pages)

1/2 Horizontal

- \$62,080
- \$54,800
- \$49,660



Trim: 8 x 5½ in. high
Non-Bleed: 7 x 4½ in. high
Bleed: 8¾ x 5½ in. high

Digest

- \$62,080
- \$54,800
- \$49,660



Trim: 5½ x 6½ in. high
Non-Bleed: 4¾ x 6½ in. high
Bleed: 5½ x 7½ in. high

Full

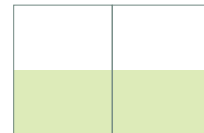
- \$109,400
- \$97,020
- \$87,660



Trim: 8 x 10½ in. high
Non-Bleed: 7 x 10 in. high
Bleed: 8¾ x 10½ in. high

1/2 Horizontal Spread

Refer to 1/2 Horizontal for pricing



Trim: 16 x 5½ in. high
Non-Bleed: 15 x 4½ in. high
Bleed: 16¾ x 5½ in. high

Covers

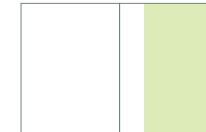
- 2/3 \$109,400
- 4 \$131,280



Trim: 8 x 10½ in. high
Non-Bleed: 7 x 10 in. high
Bleed: 8¾ x 10½ in. high

2/3 Vertical

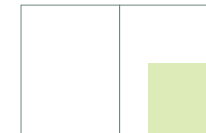
- \$82,300
- \$72,780
- \$65,830



Trim: 5½ x 10½ in. high
Non-Bleed: 4½ x 10 in. high
Bleed: 5½ x 10½ in. high

1/3 Square

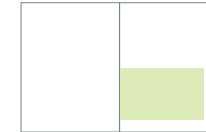
- \$43,870
- \$38,740
- \$35,100



Trim: 5½ x 5½ in. high
Non-Bleed: 4½ x 4½ in. high
Bleed: 5½ x 5½ in. high

BRC (6 x 4)

- Supplied \$87,520
- We Print \$109,400



Supplied: 6½ x 4½ in. high
Trim: 6 x 4¾ in. high

1/2 Vertical

- \$62,080
- \$54,800
- \$49,660



Trim: 4 x 10½ in. high
Non-Bleed: 3½ x 10 in. high
Bleed: 4¾ x 10½ in. high

1/3 Vertical

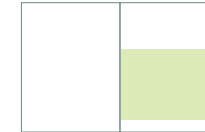
- \$43,870
- \$38,740
- \$35,100



Trim: 2¾ x 10½ in. high
Non-Bleed: 2½ x 10 in. high
Bleed: 3 x 10½ in. high

BRC (6 x 6)

- Supplied \$98,460
- We Print \$125,810



Supplied: 6½ x 6½ in. high
Trim: 6 x 6 in. high

General Advertising {MECHANICAL SPECIFICATIONS}

DIGITAL DATA IS REQUIRED FOR AD SUBMISSION. Advertising is only accepted in PDF/X1a format. No application files will be accepted.

PUBLICATION TRIM SIZE: 8" x 10½"; trims ⅛" head, foot, and face. Adhere to safety margins to ensure proper cropping.

PRINTING PROCESS: Web Offset

BINDING METHOD: Perfect Bound

SAFETY MARGINS: Live matter intended to print must be positioned in accordance with the non-bleed size of the ad. Gutter safety for spreads and ½ horizontal spreads is ¼" on either side of the gutter (½" total). Publisher advises against crossing "gutter" in two facing page ads with either letter or design which requires near-perfect alignment. Alignment cannot be guaranteed in all copies due to mechanical variations in manufacture.

Advertising Preparation Charges: Billed at Publisher's cost. Copy, layout, and other necessary printing material must be received by Publisher on or before issue closing date.

Supplied Materials: All advertising materials will be automatically discarded after six months from insertion unless notified to the contrary.

Digital Specifications

DOCUMENT CONSTRUCTION:

- Build pages to trim size and extend the bleeds ⅛" beyond the document page. Supply spread ads as single page files with ¼" gutter safety.
- All high resolution images, artwork and fonts must be included when the PostScript file is written.
- Use only type 1 fonts. Use stylized fonts only. DO NOT apply style attributes to fonts.
- All color must be CMYK unless the color will be printed as a spot color.
- Total area density should not exceed the SWOP standard of 300%.
- Do not nest EPS files within other EPS files.
- All elements must be placed at 100% size. No rotation or cropping of placed images. This must be done in the original application. i.e., Illustrator, Photoshop, etc., prior to placing.
- Place 6mm 5%, 25%, 50%, 75%, 100% C, M, Y, K patch strip on left side of document page.
- Registration offset must be set to 30 pts. Bleed set to .125".
- All required image trapping must be included in the file.

FILE FORMATS: (We DO NOT accept any application files.)

PDF/X1a (not a standard PDF file) File:

- Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they reproduce correctly. A comprehensive overview may be found at: www.direct2.time.com/title/cooking-light/PDF_guide.html
- PDF/X1a files must be supplied as composite pages, one ad per file. Files must contain all high res images as CMYK or grayscale and have all fonts embedded.

Media

MEDIA LABELING REQUIREMENTS: Publication name, issue and date; agency name and phone number; contact person and phone number; advertiser; vendor name; file name/number; print window of the directories on disk.

Electronic Transfer: FTP. Instructions are available from Andy Estill, *Cooking Light* advertising production department 205/445-6478. Note: Digital file supplied without corresponding SWOP color proof will forfeit guarantee of color reproduction.

Proofs

- Supply digital proofs calibrated to SWOP specifications that represent the digital file at 100% (Kodak Approval is preferred).
- All off-press proofs must include a SWOP approved color bar and manufacture ID to be acceptable SWOP proofs. For a list of certified SWOP proofing systems, visit www.swop.org/certification.html. Proofs made using digital proofing systems should use a digital control bar having similar content to the hard-dot film control bar. This color control bar should have the following characteristics: Screened areas with rulings of 133 lines per inch with tint values of 25%, 50% and 75% of each of the primary colors in physical proximity to a solid patch. Two-color overprints of the same 25%, 50%, 75% and solids are also recommended. Additional areas such as 1%, 2%, 3%, 5% and 95%, 97%, 98%, 99% may be useful, especially for digital output. A gray balance bar must be included on the proof, designed to match the neutral appearance and weight of black tints of three different values, under standard viewing conditions. The three-color gray balance portion of the color bar should have the following values:

Black	Cyan	Magenta	Yellow
75%	75%	63%	63%
50%	50%	40%	40%
25%	25%	16%	16%

This color bar could take the form of a manufacturer's color control guide, a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or their digital equivalents. An exposure control element may also be included where appropriate. A Digital Proofing Control Bar, provided by the manufacturer, obtained from SWOP, Inc. or created in-house, must be included on all proofs, in order for them to be considered acceptable SWOP proofs. This bar should contain all the elements as described above. Gray balance should appear neutral and similar to that of a SWOP press proof and the substrate should appear similar in hue and brightness to Textweb Proofing Paper. Digital color bars should meet all requirements for color bars contained herein. SWOP has made color bars meeting the above requirements available as a free download in two different formats. www.swop.org/downloads.html. Label color proofs to indicate manufacture ID. If a SWOP certified proof is not supplied, one will be pulled from supplied file for press purposes at our printing facility. Failure to provide this type of proof will result in a \$65 production charge applied to advertiser's invoice.

Advertiser must provide a ruled proof for position.

Send all contracts and insertion orders to:

Cooking Light – Advertising Production Department
2100 Lakeshore Drive, Birmingham, AL 35209
205/445-6444 Fax: 205/445-5790

Send all offset printing materials to:

Quebecor World Premedia – Attn: Mark Mortensen
2100 Lakeshore Drive, Birmingham, AL 35209
205/445.7804 Fax: 205/445-7800

General Advertising {TERMS AND CONDITIONS}

THE FOLLOWING ARE CERTAIN GENERAL TERMS AND CONDITIONS governing advertising in magazines published by Time Inc. and its affiliates (collectively, Time Inc. and its affiliates are referred to herein as the "Publisher").

1. Rates are based on average total audited circulation, effective with the issue dated Jan/Feb 2009. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.

2. The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in publisher's statements audited by the ABC. Total audited circulation for the Magazine is comprised of paid plus verified.

3. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

4. The Publisher 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 closing dates.

5. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

6. All advertisements, including without limitation those for which Publisher has provided creative services, are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions of the Magazine and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold

the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions of the Magazine, including, without limitation, those arising from third party 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 claims now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

7. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

8. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

9. The Publisher 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. 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.

10. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

11. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

12. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

13. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

14. Special advertising production premiums do not earn any discounts or agency commissions.

15. The Magazine is subject to Time Inc.'s standard 2009 issue-by-issue tally (IBIT) pricing system.

General Advertising {IBIT POLICY}

TIME INC. 2009 Issue-By-Issue Tally (IBIT) Pricing System

1. Circulation delivery of *Cooking Light Magazine* (the "Magazine") is measured on an issue-by-issue tally (IBIT) pricing system for full-run circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of the Magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue's total audited circulation as reported in the Magazine's Publisher's Statement (issued by the Audit Bureau of Circulations (ABC) for the first and second half of the 2009 calendar year) and the published total circulation rate base as set forth in the Magazine's rate card.

2. In order to permit advertisers to apply earned IBIT credit in a timely manner, ABC Publisher's Statements are used to calculate IBIT credit. The calculation will be made following the issuance of the Publisher's Statements for each six month ABC reporting period.

3. Total audited circulation for the Magazine is comprised of paid plus verified.

4. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.

5. If the total audited circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base, the advertiser's IBIT credit will be calculated by multiplying the net cost after agency commissions (excluding production premiums) ("Net Cost") of the advertiser's insertion in that issue by the difference between two percent and the actual percentage by which the total audited circulation is less than its published circulation rate base. By way of example, if the "Net Cost" of the advertiser's

insertion is \$100,000 and the total audited circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows: $\$100,000 \times (3\% - 2\%) = \$1,000$.

6. IBIT credit must be used against future insertions not yet ordered or booked, must be applied at the Magazine and must be used within 12 months after the issuance of the Publisher's Statements for the ABC reporting period in which the credit was earned or such credit will expire. An advertiser may apply IBIT credit to any brand, product or division within the same advertiser parent company.

7. IBIT credit will be issued net of agency commissions and must be applied to invoices net of agency commissions. No agency commissions will be paid by the Magazine on IBIT credit.

8. IBIT credit may be applied to production charges.

9. The Magazine will not refund IBIT credit as cash.

10. Only full-run circulation advertising in regular issues as reported in Paragraph 3 of the Publisher's Statements issued by ABC are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of the Magazine (including those listed in Paragraph 3 of the ABC Publisher's Statements) and (b) any issues specifically excluded from being eligible for IBIT per the Magazine's rate card.

11. None of barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.

Advertising Offices

Atlanta

770.453.9954

Fax: 770.453.9597

The Magazine Guys
108 Lakeshore Drive
Duluth, GA 30096

Birmingham

205.445.6000

Fax: 205.445.6469

Cooking Light
2100 Lakeshore Drive
Birmingham, AL 35209

Chicago

312.832.0858

Fax: 312.832.0861

541 North Fairbanks,
19th Floor
Chicago, IL 60611

Dallas

214.523.4016

Fax: 214.559.3867

4809 Cole Avenue,
Suite 300
Dallas, TX 75205

Detroit

248.988.7700

Fax: 248.988.7901

39577 Woodward Avenue,
Suite 200
Bloomfield Hills, MI 48304

New York

212.522.1212

Fax: 212.522.4313

Time & Life Building, 20th Floor
1271 Avenue of the Americas
New York, NY 10020-1393

Los Angeles

310.268.7191

Fax: 310.268.7102

11766 Wilshire Boulevard,
17th Floor
Los Angeles, CA 90025

San Francisco

415.434.5245

Fax: 415.434.5297

Two Embarcadero Center,
19th floor
San Francisco, CA 94111