

Newsweek

2012 RATE CARD

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UNITED STATES EDITION

NEWSWEEK NATIONAL

Circulation: 1,500,000

	B&W	4C
Full Page	\$115,960	\$178,400
2 Columns	98,570	151,640
Half Page	81,170	124,880
1 Column or Square Third	52,185	80,280
Half Column	34,790	53,520
4th Cover	–	240,835
2nd Cover Spread	–	374,640

NEWSWEEK WOMEN

Circulation: 625,000

	B&W	4C
Full Page	\$48,315	\$74,335

Issue Dates (Cycle 1): 1/30, 2/20, 3/26, 4/23, 5/21, 6/18, 7/16, 8/13, 9/10, 10/8, 11/5, 12/3, 12/31

NEWSWEEK 50 PLUS

Circulation: 625,000

	B&W	4C
Full Page	\$48,315	\$74,335

Issue Dates (Cycle 4): 1/23, 2/20, 3/19, 4/16, 5/14, 6/11, 7/2, 8/6, 9/3, 10/1, 10/29, 11/26, 12/24

CIRCULATION

Audited circulation: Newsweek is a member of the Audit Bureau of Circulation (USA) and subject to all international rules regarding paid circulation due to acts of God, accidents, wars (declared or undeclared), fires, strikes, work stoppages, government action or any other hostile act or circumstances beyond the control of Newsweek that may cause circulation to fall below the average net paid circulation.

Publication date: On sale the Monday preceding the Monday cover-issue date.

Rate base: Rates are based on average net paid circulation for the term of this rate card.

U.S. Edition: 1,500,000

How obtained: Principally direct mail solicitation and single copy sales.

NEWSWEEK STATE EDITIONS

STATE	CYCLE	CIRC. (000)	B&W	4C
Alabama	2	12	\$12,540	\$19,625
Alaska	2	4	12,540	19,625
Arizona	2	27	12,540	19,625
Arkansas	2	8	12,540	19,625
California	2	195	23,865	37,610
Colorado	2	31	12,540	19,625
Connecticut	2	25	12,540	19,625
Delaware	2	5	12,540	19,625
Dist. of Columbia	2	8	12,540	19,625
Florida	2	71	13,635	21,285
Georgia	2	32	12,540	19,625
Hawaii	2	7	12,540	19,625
Idaho	2	8	12,540	19,625
Illinois	2	90	14,670	22,935
Indiana	2	25	12,540	19,625
Iowa	2	16	12,540	19,625
Kansas	2	14	12,540	19,625
Kentucky	2	12	12,540	19,625
Louisiana	2	12	12,540	19,625
Maine	2	10	12,540	19,625
Maryland	2	40	12,540	19,625
Massachusetts	2	50	12,540	19,625
Michigan	2	50	12,540	19,625
Minnesota	2	44	12,540	19,625
Mississippi	2	5	12,540	19,625
Missouri	2	29	12,540	19,625
Montana	2	7	12,540	19,625
Nebraska	2	9	12,540	19,625
Nevada	2	9	12,540	19,625
New Hampshire	2	11	12,540	19,625
New Jersey	2	50	12,540	19,625
New Mexico	2	9	12,540	19,625
New York	2	108	15,915	24,930
North Carolina	2	47	12,540	19,625
North Dakota	2	5	12,540	19,625
Ohio	2	57	12,540	19,625
Oklahoma	2	10	12,540	19,625
Oregon	2	24	12,540	19,625
Pennsylvania	2	80	14,115	22,100
Rhode Island	2	6	12,540	19,625
South Carolina	2	14	12,540	19,625
South Dakota	2	5	12,540	19,625
Tennessee	2	22	12,540	19,625
Texas	2	75	13,635	21,285
Utah	2	12	12,540	19,625
Vermont	2	7	12,540	19,625
Virginia	2	50	12,540	19,625
Washington	2	45	12,540	19,625
West Virginia	2	5	12,540	19,625
Wisconsin	2	35	12,540	19,625
Wyoming	2	3	12,540	19,625

MULTIPLE MARKET PRICING: Above rates are appropriate only when buying a single market. More favorable rates apply on a multiple market basis.

Issue Dates (Cycle 2): 1/9, 2/6, 3/5, 4/2, 4/23, 5/28, 6/25, 7/23, 8/20, 9/17, 10/15, 11/12, 12/10, 12/31

NEWSWEEK METRO MARKETS

Metro	CYCLE	CIRC. (000)	B&W	4C
Atlanta	1	27*	\$12,540	\$19,625
Baltimore	1	17	12,540	19,625
Boston	1	55*	12,540	19,625
Chicago	1,3	84*	14,115	22,100
Cleveland	1	23	12,540	19,625
Dallas/Ft. Worth	1	27	12,540	19,625
Denver	1	25	12,540	19,625
Detroit	1	34*	12,540	19,625
Houston	1	22*	12,540	19,625
Los Angeles	1,3	90*	14,670	22,935
Miami	1	28	12,540	19,625
Minn./St. Paul	1	33	12,540	19,625
New York	1,3	105*	15,640	24,495
Philadelphia	1	72*	13,635	21,285
Phoenix	1	24	12,540	19,625
St. Louis	1	20	12,540	19,625
San Diego	1	16	12,540	19,625
San Francisco	1,3	85*	14,115	22,100
Seattle	1	35	12,540	19,625
Washington, D.C.	1,3	63*	13,060	20,445

* Includes newsstand circulation

Multiple Market Pricing: Above rates are appropriate only when buying a single market. More favorable rates apply on a multiple market basis.

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CONTACTS

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Chicago 312.565.6461

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San Francisco 415.913.3140

Texas 214.477.0128

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Geneva +41.22.707.8300

Hong Kong +852.2921.2928

London +44.20.7851.9777

Singapore +65.6236.5410

Tokyo +81.3.5411.6451

INTERNATIONAL EDITIONS

NEWSWEEK EMEA EDITION

Distribution: Europe, Middle East and Africa

Circulation: 195,000

	B&W	4C
Full Page	\$25,490	\$48,525
Half Page	18,360	36,405
4th Cover	–	59,935

NEWSWEEK ASIA EDITION

Distribution: Throughout Asia, including China, Hong Kong, India, Indonesia, Japan, Malaysia, Myanmar, Philippines, Singapore, South Korea, Taiwan and Thailand

Circulation: 195,000

	B&W	4C
Full Page	\$32,725	\$62,315
Half Page	23,565	46,730
4th Cover	–	76,960

NEWSWEEK LATIN AMERICA

Distribution: Mexico, Central America, South America and the Caribbean

Circulation: 60,000

	B&W	4C
Full Page	\$15,075	\$28,700
Half Page	10,855	21,520
4th Cover	–	35,440

All rates are quoted in U.S. dollars.

LOCAL-LANGUAGE EDITIONS

Latin America | Newsweek en Español

Distribution: Mexico, Central America, South America and the Caribbean

Circulation: 93,000

Nonbleed	4C
Double Page Spread	\$29,445
Page	\$16,545
4th Cover	19,275

Asia | Newsweek Hankuk Pan

Distribution: Korea

Circulation: 40,000

Nonbleed	4C
Page	\$4,000
Center Spread	10,000
Two Columns	2,500
Half Page (horizontal)	2,500
1 Column	2,000
2nd Cover	6,000
3rd Cover	5,000
4th Cover	12,000
Page Opposite Index	5,500
Page Opposite Letters	5,000
Page Opposite Perspectives	5,000
Page Opposite Periscope	5,000

Asia | Newsweek Nihon Ban

Distribution: Japan

Circulation: 57,000

Nonbleed	B&W	4C
Page	\$6,335	\$10,000
Spread	\$12,665	\$20,000
Two-Third Page (vertical)	\$4,500	\$7,335
One-Half Page (vertical)	\$3,580	\$5,500
One-Third Page (vertical)	\$2,500	\$3,830
4th Cover	–	15,000
2nd Cover/1st Page Spread	–	23,330
3rd Cover	–	10,000

Asia | Newsweek Pakistan

Distribution: Pakistan

Circulation: 15,000

Ad Size	4C
Back Cover	\$4,125
Inside Front Cover	3,315
Inside Back Cover	1,725
Inside Front (Spread)	5,845
Center Spread	4,435
Full Page	1,655
Half Page	830
Quarter Page	415

EMEA | Newsweek Polska

Distribution: Poland

Circulation: 116,000

Ad Size	4C
Full Page (right)	\$34,440
Full Page (left)	30,750
4th Cover	47,970
2 Spread (2-3 page)	62,730

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CONTRACT CONDITIONS

ADVERTISING INFORMATION

General conditions: All orders are accepted subject to the terms and provisions of this rate card and shall be executed to the best of Newsweek's ability. This rate card and these contract conditions contain the entire and complete agreement among Newsweek, the advertiser and the agency. No additional or conflicting conditions, printed or otherwise, appearing on contracts, orders, or copy instructions shall be binding on Newsweek. Orders which contain rates that vary from the rates listed in this rate card shall not be binding on Newsweek and may be inserted and the advertiser and its agency shall be charged for the order at Newsweek's schedule of rates. Newsweek shall be subject to no liability whatsoever for any failure to print, publish or circulate all or any part of any issue or issues or otherwise fulfill an order because of accidents, fires, strikes, work stoppages, national emergencies, war (declared or undeclared) or other circumstances, whether of like or different nature, which are beyond Newsweek's control. Newsweek shall not be responsible for the errors or omissions in, or the production quality of, furnished inserts. Advertiser and its agency shall be jointly and severally liable for charges for all insertion orders, and for any additional charges incurred by Newsweek arising out of advertiser's and/or agency's failure to deliver furnished inserts pursuant to Newsweek's specifications. Specifically, agency and advertiser acknowledge and assume full responsibility, jointly and severally, for any and all payments due Newsweek on account of any insertion order(s) provided to Newsweek by agency and/or advertiser. If Newsweek is unable to publish the furnished inserts as a result of such failure to comply, advertiser and agency shall remain liable for the space cost of such insert. In the event that any provision of this rate card is held by a court of competent jurisdiction to be invalid, illegal, or otherwise unenforceable, the validity, legality and enforceability of the remaining provisions shall in no way be affected or impaired thereby. This rate card shall be governed by and construed in accordance with the laws of the State of New York without regard to its principles regarding conflicts of laws.

Insertion orders: Insertion orders shall be binding on advertisers and agencies placing orders after 5:00 p.m. EST on the relevant closing date; no cancellations will be accepted after closing date. Newsweek disclaims all responsibility and liability for copy changes made after closing date.

Copy acceptance: Newsweek reserves the unrestricted right to reject or cancel any advertising at any time, even after receipt of proof of texts and illustrations. Newsweek shall be subject to no liability whatsoever for its rejection or cancellation of any advertisement. Advertisements simulating Newsweek editorial matter in appearance or style, that are not immediately identifiable as advertisements, are not acceptable. Newsweek reserves the unrestricted right to require any advertising matter to be labeled "advertisement" if Newsweek deems it advisable.

Advertising responsibility: All advertisements are accepted and published on the joint and several representation of the agency and the advertiser that they are each authorized to publish the entire contents and subject matter thereof and that they have complied with all the laws, governmental rules and regulations applicable to the purchase order and the placement in and publication of such advertisement by Newsweek. Advertiser and agent represent and warrant that their advertisements and their entire contents and subject matter are in no way false, deceptive, misleading, fraudulent, libelous, defamatory, reveal a trade secret not owned by advertiser or agent, infringe on any privacy, intellectual property, or publicity right, may constitute or encourage a criminal offense, or are abusive, prohibited, illegal or objectionable, violate any legal duty under criminal or civil law, or otherwise violate any applicable law or regulation of any kind. In consideration of the publication of advertisements, the advertiser and the agency, jointly and severally, shall unconditionally indemnify and save Newsweek, its affiliates, and their directors, officers, agents and employees harmless from and against any and all loss, liability and expense (including reasonable attorneys' fees) suffered or incurred by reason of any claims, proceedings or suits, including but not limited to, libel, violation of right of privacy or publicity, plagiarism, copyright infringement, fraud, negligence, or any other claims or suits based on the contents, subject matter, or publication of or otherwise on such advertisements. The advertiser and agency shall provide Newsweek with all assistance requested by Newsweek and otherwise cooperate with Newsweek in connection with the defense of any of the foregoing claims, proceedings, or suits. Newsweek shall have sole authority to (i) choose outside counsel to defend any claim, suit, or proceeding and (ii)

control and manage such outside counsel, the litigation and any settlement. Neither the advertiser nor its agency may settle any lawsuit relating to an advertisement without the prior written consent of Newsweek. The liability of Newsweek for any act, error, or omission for which it may be held legally responsible shall not exceed the cost of the space ordered or occupied by the advertisement that is the basis of Newsweek's liability. Newsweek shall not, in any event, be liable for any consequential damages, including lost income or profits. Newsweek disclaims all responsibility for errors in key numbers or the type set by Newsweek.

Omission of insertion: Unintentional or inadvertent failure by Newsweek to print, publish or circulate advertising matter invalidates the insertion order for such matter, but shall not constitute a breach of contract or affect any earned discount. Advertising matter may be cancelled by Newsweek at any time.

Proof of insertion: One copy of each page containing a National advertisement shall be supplied with invoice and, upon request, one copy of each issue in which the advertisement appears, shall be supplied. One copy of each page containing a Geographic Edition or Demographic Edition advertisement and a statement that the insertion order was fulfilled shall be supplied with invoices upon request.

Contract year: A contract year is a maximum of 52 consecutive weeks. Advertising must be inserted within a 52 consecutive week period to earn volume or frequency discounts. Cancellation of any portion of a contract automatically nullifies any rate protection. If a space discount has been deducted in paying for prior insertions on a cancelled contract, the advertiser and agency shall reimburse Newsweek for any difference between the rate paid and the rate earned.

Fixed positioning: All advertising position clauses shall be treated as requests. All restrictions including, without limitation, positioning, separations, facing editorial adjacencies or other stipulations are at the sole discretion of Newsweek. Newsweek cannot guarantee fixed positioning except for the second and fourth cover, for which a premium shall be charged.

Unauthorized use of Newsweek's name: In consideration of the review for acceptance of any advertising for publication, the agency and advertiser shall not, and each agrees not to, make any promotional or merchandising references to Newsweek in any way without the prior written permission of Newsweek for each such use.

Rate changes: Newsweek reserves the right to change its advertising rates at any time. Announcements of any changes in rates, other than those caused by changes in currency relationships as set forth below under Quoted Rates, shall be made at least four weeks in advance of the issue date of the first issue to be affected by such new rates.

Quoted rates: Official advertising rates for Newsweek's EMEA, Asia and Latin America Editions are quoted in U.S. dollars. If changes in the international money markets substantially affect the value of the U.S. dollar, the Publisher may adjust advertising rates for any issue not yet published.

Distribution margin: A 5% margin shall be allowed in the circulation and distribution of all less than full Newsweek U.S., full Newsweek EMEA full Newsweek Asia or full Newsweek Latin America editions as well as for split runs, insert cards and other special units.

PAYMENTS, COMMISSION

Payments: All advertisers will be invoiced in U.S. dollars. Invoices are rendered on or before publication issue date and payment shall be made within 10 days from date of invoice. Date of payment, if mailed, is date of postal cancellation.

Currency: Payments may be made in U.S. dollars or in any other currency acceptable to Newsweek.

Short rates/rebates: Newsweek will advise advertiser of any short rates or rebates due, at the end of advertiser's contract year or, for programs not on a contract year, at the end of a measuring period. Any amounts owed Newsweek shall be paid within 10 days of receipt of notice.

Any credits earned must be taken within 12 months of Newsweek's notification.

Agency commission: 15% of the gross (excluding premium charges)