

all[•]you[®]

2015 MEDIA KIT



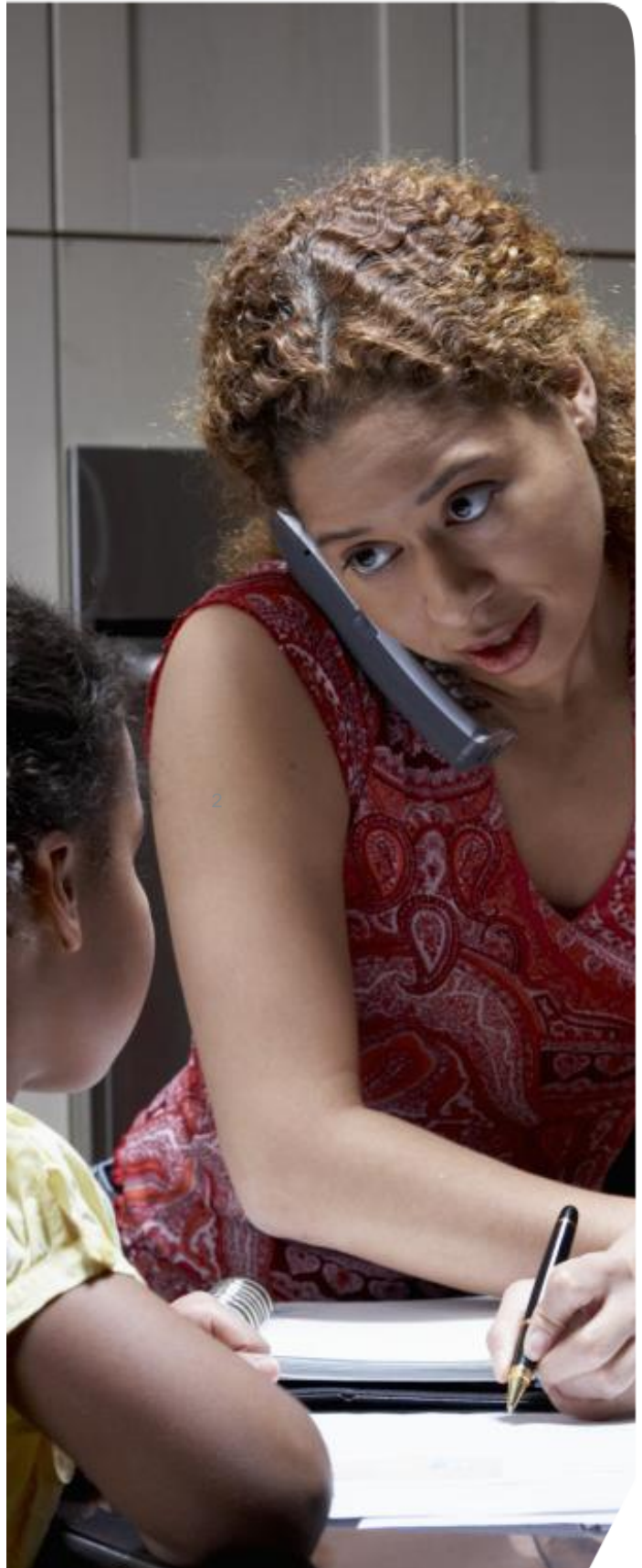


SAVING MOMS TIME & MONEY

ALL YOU focuses on mom's number one role – Chief Operating Officer of her household.

The new mission is simple and clear – to help moms save time and money. ALL YOU will not focus on child related issues like the parenting brands – nor will it focus on the relationship/personal issues like the women's service brands.

Moving forward, ALL YOU will be the only media brand hyper focused on providing moms more savings, solutions and sanity.





MASTERING HER #1 JOB

ALL YOU is the only content destination where likeminded moms can connect and share in everything from saving time and money, to managing the lives (and schedules) of everyone in their family.

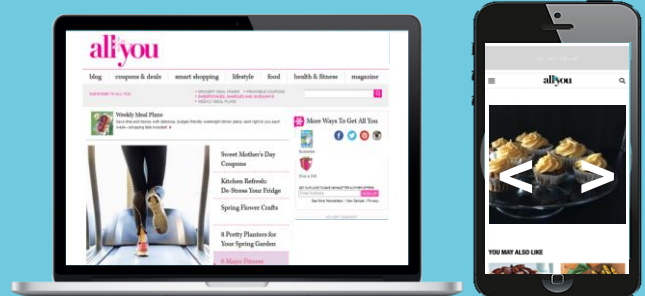
Women turn to AllYou.com as a resource for time-saving, affordable solutions for themselves and their homes. They don't just visit the site, they use it to make purchase decisions because they know they can trust the content. AllYou.com helps make her life easier.

ALL YOU connects with a hyper-social community of smart shoppers across multiple platforms. ALL YOU is available 24/7 at her fingertips.

Magazine & Tablet: 4.3MM



Digital & Mobile: 3.3MM



Social & Blogger Community & ALL YOU Reality Checkers: 1.3MM



Source: MRI Fall 2014; Social Media Update June 2014; comScore Multi, March 2015; @plan Q4 2014; Source: Google Analytics March 2015



AUDIENCE PROFILE

ALL YOU MAGAZINE

Adults	4.3MM
Women	4.16MM
Median Age	48 years
Median HHI	\$62,246
Time Spent Reading	43 minutes

ALLYOU.COM DESKTOP & MOBILE

Unique Visitors	3.3MM
Page Views	14MM
Women	78%
Median Age	49 years
Median HHI	\$64,471
Page Views Per Unique	6
Time Spent Per Visit	3.1 minutes
Coupon Downloads	8MM past year

ALL YOU SOCIAL MEDIA

Facebook Fans	1.4MM
Twitter Followers	38,400
Pinterest Followers	140,400

ALL YOU REALITY CHECKERS

Total Users	75,000
Women	99%
Moms	62%
Pages Per Session	7.47
Session Duration	3.38 min
Median Age	39
Median HHI	\$63,521

Source: MRI Fall 2014; Source: comScore Multi, March 2015;
@plan Q4 2014; Source: Google Analytics March 2015





2015 EDIT CALENDAR & PUBLISHING DATES

	AD CLOSE	ON SALE
JANUARY: Work from Home Jobs That Pay	10/17	12/12
FEBRUARY: Save \$1,000 On Groceries This Year	11/21	1/16
MARCH: ALL YOU Snack Stars	12/26	2/20
APRIL: ALL YOU Cleaning All-Stars	1/30	3/27
MAY: 100 Things You Can Get For Free	2/27	4/24
JUNE: Ultimate Couponing Guide	3/27	5/22
JULY: Kick Start Your Metabolism Without Dieting	4/24	6/19
AUGUST: Best Beauty Buys	5/29	7/24
SEPTEMBER: Halloween Yard Crafts	6/26	8/21
OCTOBER: Easiest Costume Ideas Ever	7/24	9/18
NOVEMBER: Thanksgiving Table	8/21	10/16
DECEMBER: Last-Minute Gifts Under \$50	9/18	11/13



ACCOLADES

ALL YOU is making headlines with noteworthy news that's too good not to share!



- Hot List: Hottest Women's Magazine (2014)
- Reader's Choice: Hottest Women's Magazine List (2011–2013)
- Hot List for 10 Under \$60MM (2007–2010)



- Winner, Best Online Tool, "Grocery Deal Finder" (2013)
- Finalist, Best Use of Social Media, Facebook (2013)
- Finalist, Best Feature Design, "How America Shops" (2013)
- Finalist, Best Series, "Real Fashion for Real Women: Swimsuits" (2013)
- Finalist, Best Series, "Real Fashion for Real Women: Holiday Dresses" (2012)
- Finalist, Best Series, "Real Fashion for Real Women: Jeans" (2012)
- Finalist, Best Supplemental Annual, "Back To School" (2012)

2013 Editorial Design Awards



- Finalist, How-to/Instructional, "Home Economics: Ultimate Guide to Chicken"
- Finalist, Print/Online Coverage of a Single Topic, "America's Smartest Shopper"
- Finalist, Single Article (Print), "Ultimate Guide to Money-Saving Apps"
- Finalist, Best E-Newsletter, "ALL YOU Love To Save"
- Finalist, Blog, "ALL YOU Daily Savings"
- Finalist, Use of Social Media, "America's Smartest Shopper"
- Finalist, "Special Section/Microsite, "America's Smartest Shopper"



- #3 on Advertising Age's A-List (2010)



2015 PRODUCTION SPECS

2015 RATEBASE: 1,550,000

PUBLICATION TRIM SIZE

7.875" X 10.5"

BINDING STYLE

Saddle-stitched

Retailer must be contacted to provide and approve any use of the retailer's logo in your brand ad creative.

Centerspread position will be held for the largest unit reserved as of required close date.

For complete specs, visit:

www.direct2time.com

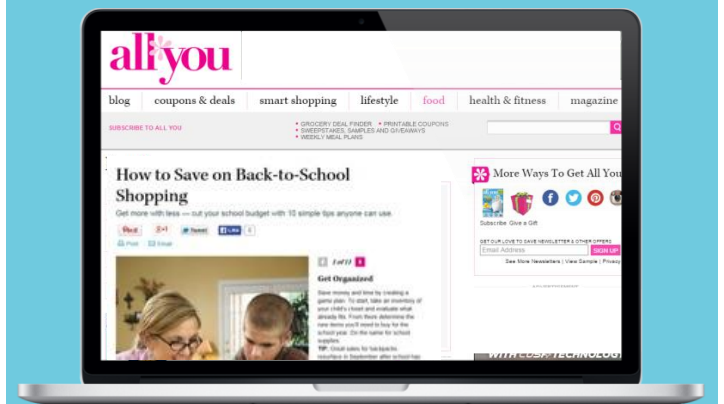
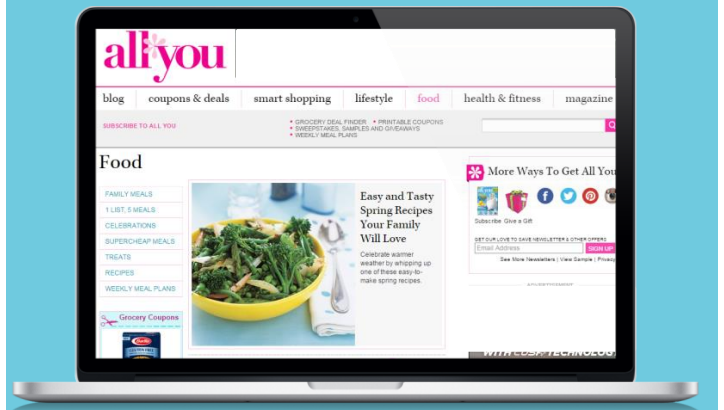
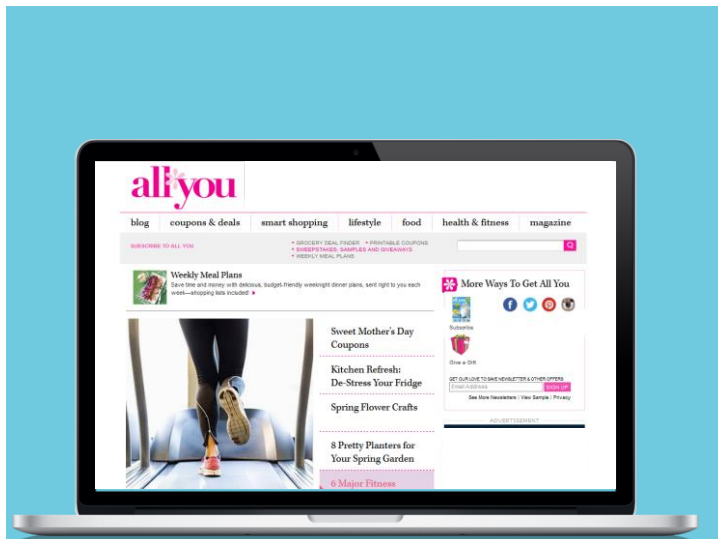




DIGITAL OPPORTUNITIES

AllYou.com, the only content destination dedicated exclusively to smart shoppers, offers custom advertising and marketing solutions to engage your key consumer

- Editorial content sponsorships
- Seasonal opportunities
- Social opportunities
- High-impact executions
- Video units
- Rich media
- Blogger programs
- Native advertising
- Coupons
- E-Newsletters
- Mobile
- Sweepstakes/contests



Minimum spend on AllYou.com required. Inventory subject to change and is based upon availability at the time of commitment.



TABLET OPPORTUNITIES

Further engagement with the ALL YOU tablet edition—an interactive branding platform designed to deliver your message in a dynamic environment.

STRAIGHT FROM PRINT

Tablet ad appears exactly as in print

- Includes tap and zoom feature
- Ability to activate one URL to trigger an in-app browser

DESIGNED FOR TABLET

Ad has been designed for reading on the tablet

- Designed to be read at 100% with optimized creative
- Ability to activate one URL to trigger an in-app browser

ENHANCED FOR TABLET (EFT)**

Ad can include enhancements and bonus content optimized for tablet and using up to three hotspots which may include:

- Slideshows
- Up to two minutes of video
- Activation of up to three URLs to trigger an in-app browser

ALL YOU tablet editions will be designed specifically for all leading tablet operating systems.

For complete tablet ad specs, visit:

<http://direct2time.com/tablet>

*Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See Terms & Conditions for additional information including opt-out and upgrade options. **Additional costs apply for the EFT opportunity. Limited availability: three per issue. Note: ALL YOU run as portrait-only.





BRAND CAPABILITIES

ALL YOU offers a comprehensive selection of turn-key marketing solutions that help drive results for your brand.



PRINT



DIGITAL



TABLET



SOCIAL MEDIA



MOBILE



BLOGGER
COMMUNITY



SHOPPER
MARKETING



EVENTS



CUSTOM
MEDIA



LICENSING



SALES OFFICES

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Integrated Account Manager

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Integrated Account Manager

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casey.shingledecker@allyou.com

BENTONVILLE

Andrea Morris

Client Solutions Director

479.936.5330

andrea.morris@allyou.com

MIDWEST

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Integrated Account Manager

312.832.0894

lindsay.stout@allyou.com

SOUTHEAST

Margaret Barnhart

Southeast Integrated Sales

404.888.1958

margaret_barnhart@timeinc.com

SOUTHWEST

Dawn Bar

Southwest Manager

214.523.4016

dawn_bar@timeinc.com

WEST COAST

Nicole Scandaliato

Integrated Account Manager

310.268.7371

nicole.scandaliato@allyou.com



TERMS AND CONDITIONS

ALL YOU 2015 MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of ALL YOU Magazine (the "Magazine") published by Time Inc. Lifestyle Group ("Publisher").

1. Rates are based on average total audited circulation, effective with the issue dated January 2015. 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 on-sale dates.
2. The Magazine is a member of the Alliance for Audited Media (the "AAM"). Total audited circulation is reported on an issue-by-issue basis in publisher's statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.
3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, **unless the advertiser explicitly opt-outs in writing of running in the digital edition, either on the insertion order or via email**, by no later than the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser's ad placement will no longer be deemed a "full-run" buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). Certain advertisements that are not standard and/or full-page run-of-book advertisements may not qualify to run in the digital version, including but not limited to, scented units and business reply cards. Please consult the Publisher for details. If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may be viewed in one of three formats: (i) "straight from print advertising format" or "SFP" where the page on screen looks exactly like the advertisement appearing in the print edition; (ii) "designed for tablet advertising format" or "DFT" where the same creative has been resupplied and designed for optimal reading on the device and/or platform and is meant to be displayed at 100%; and (iii) "enhanced for tablet advertising format" or "EFT" where an advertisement has added enhancements and bonus content to transform the print content to more fully utilize the digital medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).

Qualifying advertisements running in the digital edition of the Magazine will automatically run in a straight from print advertising format. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than straight from print (i.e., designed for tablet advertising format or enhanced for tablet advertising format), it must so indicate prominently on the insertion order by the ad close date. Designed for tablet advertising format or enhanced for tablet advertising format may not be available on all platforms or devices. Please consult the Publisher for details.

With respect to qualifying advertisements in a straight from print advertising format, if a URL exists in the print creative, such URL shall be automatically activated unless advertiser notifies the Publisher otherwise in writing; if the print creative has multiple URLs, the Publisher shall activate the brand's main URL unless notified otherwise in writing. With respect to qualifying advertisements in a "designed for tablet" advertising format, if such advertising creative contains one URL, the Publisher shall automatically activate that URL; if the advertisement contains more than one URL, the Publisher shall activate the brand's main URL.

4. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
5. 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.
6. 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.
7. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code 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, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative (continued...)



TERMS AND CONDITIONS

(continued...) advertising or from any and all claims or regulatory breaches 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.

8. 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.
9. 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.
10. 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 will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
11. 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.
12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.
13. 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 charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further 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.
14. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.
15. 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.
16. None of creative fees, special advertising print production premiums, digital edition upgrade fees or DFT or EFT production fees earn any discounts or agency commissions.
17. The Magazine is subject to Time Inc.'s standard 2015 issue-by-issue tally (IBIT) pricing system.
18. Publisher reserves the right to modify these terms and conditions.

These Advertising Terms and Conditions were issued October 13, 2014.



TERMS AND CONDITIONS

TIME INC. 2015 ISSUE-BY-ISSUE TALLY (IBIT) PRICING SYSTEM

1. Magazine circulation delivery of the U.S. and North American editions of magazines published by Time Inc. and its affiliates (collectively, referred to herein as the "Publisher") 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 a 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 Alliance for Audited Media (AAM) or the Brand Report issued by BPA Worldwide (BPA) for the first or second half of the 2015 calendar year and the published total circulation rate base as set forth in the applicable magazine's rate card.
2. In order to permit advertisers to apply earned IBIT credit in a timely manner, AAM Publisher's Statements and BPA Brand Reports are used to calculate IBIT credit. The calculation may only be made following the issuance of the Publisher's Statements or Brand Reports for second half of the 2015 calendar year (July – December) and will be based on final billed earned advertising rates.
3. Total audited circulation for magazines audited by AAM is comprised of paid plus verified (plus analyzed non-paid for those magazines who count analyzed non-paid in their rate base as set forth in such magazine's Advertising Terms and Conditions). Total audited circulation for magazines audited by BPA is comprised of qualified paid and/or qualified non-paid as set forth in such magazine's Advertising Terms and Conditions.
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, must be applied at the magazine at which it was earned and must be used within 12 months after the issuance of the Publisher's Statements or Brand Reports for the second half (July – December) AAM/BPA reporting period and calculation of the 2015 IBIT credit. 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 AAM and Paragraph 2 of the Brand Reports issued by BPA are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of a magazine (including those listed in Paragraphs 3 and 2 of the AAM Publisher's Statements and BPA Brand Reports, respectively) and (b) any issues specifically excluded from being eligible for IBIT per the applicable magazine's rate card. Notwithstanding the foregoing, if the advertiser opts-out of running its advertisement in the digital edition of the magazine because of legal or regulatory considerations such advertisement shall remain eligible for IBIT credit.
11. No barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.
12. IBIT credit will only be issued against eligible insertions that have been paid in full at the final earned and billed (pre-IBIT) rate.

Issued: October 13, 2014