



2024  
**Life & Style**  
MEDIA KIT

# 2024

# Life&Style

## WHERE CELEBRITY, FASHION & BEAUTY MEET

Life & Style is the perfect intersection of Celebrity News and Hollywood style. Each issue is packed with celebrity looks and hot fashion finds, best beauty buys, hair, makeup and accessories. Browse red carpet beauty to LA street style, celebrities wedding to babies, homes, reunions and diet tips - for readers who love to keep on top of Hollywood trends, Life & Style is their must-buy.

### BRAND DISTINCTION

- Editorially bridges Celebrity weekly stories with the style and beauty typically found in the monthlies
- More products covered per month, generating the highest reader engagement
- Diverse readers:
  - More Coastal readers
  - Highest AA and Hispanic audience in the category

### THE a360media ENTERTAINMENT STUDIO ADVANTAGE

- a360media Entertainment Studio offers unique branded content story telling formats that integrate brands and drive engagement.
- Provides scale: Fully-integrated marketing programs span multiple platforms to tap into a larger audience - Digital, Print, Social, Video, Podcasts.
- Access to our network of VIP bloggers and influencers.



PRINT



DIGITAL



SOCIAL NETWORKS



MOBILE/TABLET



CUSTOM INBOOK PIECES

For more information, contact your Life&Style sales representative or Carey Witmer, EVP, Chief Revenue Officer, a360media at 917-334-1477; cwitmer@a360media.com

2024

Life&Style

# Reader Profile

**Rate Base:**  
100,000

**Total Audience:**  
2,774,000

**Median Age:**  
37.6

**Median HHI:**  
\$49,450

**Women: 67% Men: 33%**

**Readers 25-54:**  
63%

**Readers 18-49:**  
74%

**A/B County:**  
78%

**Married: 44% Single: 56%**

**Have children:**  
56%



Source: 2023 MRI Summer 2023

For more information, contact your *Life&Style* sales representative or  
Carey Witmer, EVP, Chief Revenue Officer, a360media at 917-334-1477; [cwitmer@a360media.com](mailto:cwitmer@a360media.com)

# Life & Style 2024 PUBLISHING SCHEDULE

SPECIAL THEMED EDITORIAL FEATURES	ISSUE	COVER DATE	ON-SALE DATE	AD CLOSE/ MATERIALS DUE
Year in Review	1	Jan. 1	Dec. 22	Dec. 1
▲ <b>NEW YEAR, NEW HUE!</b>	2	Jan. 8	Dec. 29	Dec. 8
Get Organized for the New Year!	3	Jan. 15	Jan. 5	Dec. 15
Winter Getaway: Apres Ski Essentials; Wellness Gift Guide	4	Jan. 22	Jan. 12	Dec. 22
Post Golden Globes (1/7); Pantone Color of the Year	5	Jan. 29	Jan. 19	Dec. 29
● Super Bowl Entertaining (2/11); <b>HOLLYWOOD'S 25 RICHEST CELEBS/CELEB NET WORTH</b>	6	Feb. 5	Jan. 26	Jan. 5
▲ <b>VALENTINE'S DAY GIFT GUIDE</b> (2/14)	7	Feb. 12	Feb. 2	Jan. 12
Spa-aaaa: Pampering Party	8	Feb. 19	Feb. 9	Jan. 19
▲ <b>Post Grammy's (2/4); STARS' DRUGSTORE BEAUTY FAVORITES</b>	9	Feb. 26	Feb. 16	Jan. 26
Life & Style's Latest & Greatest Beauty Awards	10	Mar. 4	Feb. 23	Feb. 2
Spring Break Travel Essentials; Oscars Entertaining	11	Mar. 11	Mar. 1	Feb. 9
Post SAG's (2/24); Spring Style: What to buy for the new season!	12	Mar. 18	Mar. 8	Feb. 16
Spring Cleaning: Refresh Your Space!	13	Mar. 25	Mar. 15	Feb. 23
Post Oscars (3/10)	14	Apr. 1	Mar. 22	Mar. 1
Celeb Beauty Splurges	15	Apr. 8	Mar. 29	Mar. 8
Festival Fashion + Beauty	16	Apr. 15	Apr. 5	Mar. 15
Planet-Friendly Products for Earth Day	17	Apr. 22	Apr. 12	Mar. 22
Spring Fashion	18	Apr. 29	Apr. 19	Mar. 29
Mother's Day Gift Guide (5/12)	19	May 6	Apr. 26	Apr. 5
Get Ready for Wedding Season!	20	May 13	May 3	Apr. 12
Swimsuit Season Guide	21	May 20	May 10	Apr. 19
Spotlight on Spring Fragrances	22	May 27	May 17	Apr. 26
But First: Sunscreen!	23	June 3	May 24	May 3
Father's Day Gift Guide (6/16)	24	June 10	May 31	May 10
Graduation Gift Guide	25	June 17	June 7	May 17
Faux Glow: 101	26	June 24	June 14	May 24
July 4th Special: Entertaining	27	July 1	June 21	May 31
Summer Beauty: Lighten up	28	July 8	June 28	June 7
Humidity-Proof Your Hair	29	July 15	July 5	June 14
● <b>NATIONAL ICE CREAM DAY</b>	30	July 22	July 12	June 21
Summer Beauty: Less Is More	31	July 29	July 19	June 28
▲ <b>BEAUTY AWARDS</b>	32	Aug. 5	July 26	July 5
BTS: College Dorm Edition; Steal Stars' Style: Celeb Dressing on a Budget!	33	Aug. 12	Aug. 2	July 12
Back to School Gift Guide	34	Aug. 19	Aug. 9	July 19
Beauty: Ultimate Skin Savers	35	Aug. 26	Aug. 16	July 26
Fall Denim Guide	36	Sept. 2	Aug. 23	Aug. 2
● <b>MOST EXPENSIVE CELEBRITY HOMES</b>	37	Sept. 9	Aug. 30	Aug. 9
Fall Footwear Trend(s)	38	Sept. 16	Sept. 6	Aug. 16
Fall Home Refresh	39	Sept. 23	Sept. 13	Aug. 23
Fall Fragrance Fix	40	Sept. 30	Sept. 20	Aug. 30
▲ <b>BUDGET BEAUTY: DRUGSTORE FAVORITES</b>	41	Oct. 7	Sept. 27	Sept. 6
Halloween Entertaining	42	Oct. 14	Oct. 4	Sept. 13
Breast Cancer Awareness Gift Guide	43	Oct. 21	Oct. 11	Sept. 20
Pumpkin Beauty	44	Oct. 28	Oct. 18	Sept. 27
Winter Coat Guide	45	Nov. 4	Oct. 25	Oct. 4
Slope Style; Wellness/Pampering Party	46	Nov. 11	Nov. 1	Oct. 11
Thanksgiving Entertaining	47	Nov. 18	Nov. 8	Oct. 18
Holiday Travel Essentials	48	Nov. 25	Nov. 15	Oct. 25
▲ <b>HOLIDAY GIFT GUIDE</b>	49	Dec. 2	Nov. 22	Nov. 1
Last-Minute Gifts	50	Dec. 9	Nov. 29	Nov. 8
Holiday Entertaining	51	Dec. 16	Dec. 6	Nov. 15
Holiday Health Tips	52	Dec. 23	Dec. 13	Nov. 22
Year in Review	53	Dec. 30	Dec. 20	Nov. 29
▲ <b>NEW YEAR, BETTER YOU!</b>	1	Jan. 6, 2025	Dec. 27	Dec. 6

● **LIFE&STYLE FRANCHISE** ▲ **SIGNATURE CONTENT**

**PRELIMINARY** - All issue dates and editorial coverage subject to change. Insertion orders are contracted by issue cover date not edit content/theme. Cover positions and special units (gatefolds, inserts, scent strips, etc.) close 30 days prior to ad close. Cover positions and special units in awards/franchise issues close 60 days prior to ad close. All orders non-cancellable upon closing date.

2024

Life&Style

# Rate Card

**RATE BASE** 100,000

<b>4/COLOR</b>	<b>1X</b>
Full Page	\$20,075
2/3 Page	\$17,065
1/2 Page	\$13,050
1/3 Page	\$9,045
1/6 Page	\$6,625
<b>BLACK &amp; WHITE</b>	
Full Page	\$16,480
2/3 Page	\$14,010
1/2 Page	\$10,710
1/3 Page	\$7,420
<b>COVERS</b>	
Cover 2	\$24,085
Cover 3	\$22,090
Cover 4	\$26,105
Cover Chip	Available upon request



Effective: January 2024 Issue  
 \*Rates are gross, non-bleed. Add 15% for bleed ads.  
 Standard 15% Agency commission applies.  
 All regional and special unit pricing available upon request.

For more information, contact your *Life&Style* sales representative or  
 Carey Witmer, EVP, Chief Revenue Officer, a360media at 917-334-1477; cwitmer@a360media.com

# Production Specs

## AD DIMENSIONS

Unit Size	Trim	Non-Bleed/Live Area	Bleed*
Full Page	7.75" x 10.5"	7.25" x 10"	8.0" x 10.75"
2/3 Page (Vert.)	4.875" x 10.5"	4.625" x 10"	5.125" x 10.75"
1/2 Page (Vert.)	3.875" x 10.5"	3.5" x 10"	4" x 10.75"
1/2 Page (Horiz.)	7.75" x 5.25"	7.25" x 4.875"	8" x 5.375"
1/3 Page (Vert.)	2.5" x 10.5"	2.25" x 10"	2.75" x 10.75"
1/3 Page (Horiz.)	7.75" x 3.5"	7.25" x 3.125"	8" x 3.625"
1/3 Page (Square)	4.875" x 5.125"	4.625" x 4.875"	5.125" x 5.375"
1/6 Page (Vert.)	1.625" x 10.5"	1.125" x 10"	1.875" x 10.75"
1/6 Page (Horiz.)	7.75" x 1.5625"	7.25" x 1.125"	8" x 1.8125"
1/5 Mini Unit	3.375" x 5.125"	2.875" x 4.875"	3.625" x 5.375"
1/4 Page (Vert)	1.875" x 10.5"	1.625" x 10"	2.125" x 10.75"
1/4 Page (Square)	3.75" x 5.125"	3.25" x 4.625"	4" x 5.375"
2 Page Spread**	15.5" x 10.5"	15" x 10"	15.75" x 10.75"**
2/3 Page Spread	15.5" x 7.125"	15" x 6.625"	15.75"w x 7.25"
1/3 Page Spread* *	15.5" x 3.5"	15" x 3.5"	15.75"w x 3.625"* *
1/2 Page Spread* *	15.5" x 5.25"	15" x 4.875"	15.75" x 5.375"* *
1/10T/T (Horiz.)	7.75" x 1.25"	7.25" x 1"	8" x 1.5"

Please allow " safety for gutter

### MATERIAL SPECIFICATIONS:

#### BLEED ADS

All ads intended to bleed should have .125" of bleed on all four sides

**TRIM SIZE:** 7.75" x 10.5"

**LIVE AREA:** 6.875" x 10"  
Columns to a page: 3

#### GUTTER SAFETY

Headlines: .125" each side of gutter  
Body Text: .125" each side of gutter

**BINDING METHOD:** Saddle Stich

**LINE SCREEN:** 133 Line Screen

#### ACCEPTED DIGITAL FILES

PDF-X1A: (vector based, not ripped files)  
Must be composite files (all 4 colors on 1 page).  
Resolution should be between 200-400 dpi,  
300 dpi is preferred. Can be high resolution  
tiff/eps images, but NO pict or jpeg. Images  
must be CMYK or grayscale, no RGB files.  
Must include all fonts (incl. printer fonts and  
screen fonts): No True Type or Stylized fonts.

#### FILE UPLOAD INFORMATION

Upload files to the a360media SendMyAd Portal:  
<https://a360media.sendmyad.com>

#### PROOF GUIDELINES (OPTIONAL)

Contract proofs must meet SWOP3 standards  
and include CMYK color bars. Color or black  
and white laser proofs will only be accepted  
as content proofs.

#### 1 Proof sent to the production contact below: (OPTIONAL)

**a360media, LLC**  
40 Exchange Place  
8th Floor  
NY, NY 10005

#### PRODUCTION MANAGER INFORMATION:

Barbara Kuprewicz  
Phone: 212-743-6551  
E-mail: [bkuprewicz@a360media.com](mailto:bkuprewicz@a360media.com)

#### AD PORTAL:

Please upload ads to  
<https://a360media.sendmyad.com>

**The following are terms and conditions governing advertising published in Life&Style (the "Magazine") published by a360media ("Publisher").**

1. Rates are effective as of the first issue of the Magazine with a cover date in January 2024. Rate base guarantees are made on an annual (twelve month) average of total audited circulation.

2. 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.

3. The Magazine is a member of the Alliance for Audited Media (AAM). Total audited circulation is reported in Publisher's statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.

4. Orders for standard inside advertising units close and become non-cancellable by the advertiser at 5:00 P.M. (EST) on the advertising close date of the issue of the Magazine. All orders for cover positions and special units (e.g., gatefolds, inserts, scent strips, center spread) are non-cancellable and close 30 days prior to the advertising close date for regular issues, and 60 days prior to the advertising close date for awards issues and special-themed issues. If orders are not received by 5:00 P.M. (EST) on the specified dates, position reservations shall expire. If Publisher agrees to cancel an existing order for a special unit, the advertiser and/or agency shall be responsible for the cost of any work performed or materials purchased on behalf of advertiser and/or agency, including the cost of services, paper and/or printing. All cancellations must be received in writing with a confirmed written acceptance.

5. All agreements for advertising frequency discounts require that a specified number of advertisements be published within a twelve month period. If the advertiser or agency cancels any portion of any order or fails to publish the specified number, Publisher reserves the right to adjust the rates accordingly, including nullifying the discount for previously published advertisements. In such event, the advertiser and/or agency must reimburse Publisher for any short-rates. Any merchandising program or activities executed by Publisher in reliance on advertising that is cancelled shall be paid for by advertiser and/or agency at the fair market rate for such program or activities. Any merchandising program offered to advertiser and/or agency in reliance on advertising must be utilized in the same calendar year that the advertising runs.

6. Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or agency (including errors in key codes/ coupon codes).

7. 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 will be rejected.

8. All advertisements 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 the Magazine in all print and electronic versions (including without limitation electronic versions of the Magazine distributed via digital newsstand services and ipad and smart phone applications) 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 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 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 not now known or hereafter devised or created (collectively "Claims"). In the event Publisher has agreed to provide contest or sweepstakes management services, advertorials or custom advertisements, 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 harmless Publisher 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.

9. In consideration of 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 Publisher in each instance.

10. 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 featuring editorial copy) will be treated as a positioning request only and cannot be guaranteed. 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.

11. 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 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 30 days from the billing date. 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.

14. 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 are earned. Unused rebates will expire six months after the end of the period in which they were earned.

15. Special advertising promotion premiums do not earn any discounts or agency commissions.

16. Advertiser and agency agree that all advertising rates and related information provided by Publisher to advertiser and/or agency with respect to an account are confidential information of Publisher. Advertiser and/or agency shall keep all such information confidential and shall not disclose the information to any other account or to any third party.

17. All issues relating to advertising will be governed by the laws of the State of New York applicable to contracts to be entirely performed therein. Any action brought by advertiser or agency against Publisher relating to advertising must be brought in the state or federal courts in New York, New York. The parties hereby consent to the jurisdiction of such courts in connection with actions relating to advertising.

18. The foregoing terms and conditions shall govern the relationship between Publisher and advertiser and/or agency. Unless expressly agreed to in writing and signed by an authorized representative of Publisher, no terms or conditions, printed or otherwise, appearing on contracts, orders or copy instructions will be binding on Publisher. Failure of Publisher to enforce any of these provisions shall not be considered a waiver of such provision.

2024

**Life&Style**

# Contacts

---

## BECOME A PART OF THE POP CULTURE CONVERSATION

**Carey Witmer**

*EVP, Chief Revenue Officer of a360media*  
917.334.1477  
cwitmer@a360media.com

**Susan Parkes**

*SVP, Marketing, Events and PR*  
646.660.0689  
sparkes@a360media.com

**Shelley Fariello**

*VP/West Coast Director*  
310.359.2311  
sfariello@a360media.com

**Megan Pickerelli**

*VP/East Coast Director*  
973.650.6242  
mpickerelli@a360media.com

**Christopher Svoboda**

*VP/Midwest Director*  
773.456.1431  
csvoboda@a360media.com

**Amy Van Etten**

*VP/West Coast Director*  
310.773.1813  
avanetten@a360media.com

**Lorelis Marte**

*VP/Direct Response Marketing*  
646.521.2802  
lmarte@a360media.com

**Jaime Rabb**

*Advertising Operations Director*  
310.963.6704  
jrabb@a360media.com