



food & family



media kit
2012

PRINT



EMAIL



WEB



Reach an engaged community of women seeking quick and attainable food solutions every day. Bring your brand to life with Kraft *food&family*, an integrated, multi-channel program that speaks to 13MM+ consumers in print, online, email, mobile and video.

VIDEO



MOBILE



||||| who we are

For consumers seeking food inspiration and advice, Kraft *food&family* is their partner in a delicious life.

Our original content illustrates how easy it is to whip up everyday dinners and entertain with simplicity and style. Our photography is authentic, real and contemporary; our dialogue with our readers enables us to exchange savvy food ideas and real-life stories.

We're a trusted source for food and entertaining ideas that are relevant, educational and attainable, and we deliver this information where and when our consumer wants it—in print, online, email and on their tablets and mobile phones.

Together, we make life taste better.



||||| print.assets

fast facts

- Launched January 2002
- Published 4x per year
- Median age 46.6
- Median HHI \$67,863

- Ratebase 1,000,000
- Open gross rate \$85,684
- Open gross CPM \$85.68

ad readership scores

	noted	read most	considered purchasing
Kraft <i>food&family</i> average	71%	42%	31%
Starch norms	58%	27%	29%

Source: Starch/Ballot Custom Report, Spring 2011

breakthrough—guaranteed low ad/edit ratio enables a high advertising breakthrough

	Ad Pct	Edit Pct
Women's Service ¹	46%	54%
Epicurean ²	55%	45%
Kraft <i>food&family</i>	26%	74%

Source: Halls (May 2010 to April 2011)

¹ Women's Service (*Better Homes and Gardens, Family Circle, Good Housekeeping, Ladies' Home Journal, Redbook, Woman's Day*)

² Epicurean (*Bon Appetit, Cooking Light, Every Day with Rachael Ray, Food & Wine*)

* Rate and ratebase are subject to change.



editorial categories

SECTIONS

in season

smart solutions + easy methods + healthy living ideas

- **Healthy Living:** Straight talk from our Kraft Foods registered dietitian to help you eat and live smarter, along with delicious, better-for-you recipes. Family-pleasing meals under 500 calories.
- **Seasonal Favorites:** Inventive and tasty new ways to get the most out of seasonal produce, plus tips and recipes from farmers.
- **Cooking School:** Step-by-step success with how-to photos and simple tips for a scrumptious seasonal dish.
- **Cooking with Kids:** The whole family will have a blast making—and eating—these tasty ideas geared toward little hands.
- **Budget Wise:** Great tips and recipes to stretch your food dollar.

issue	in-home date
Spring	March 15, 2012
Summer	May 17, 2012
Fall	August 17, 2012
Holiday	October 29, 2012

on the menu

everyday meals + casual get-togethers + season's best

- **Weeknight Food:** Simple and delicious ideas for getting meals on the table no matter how busy you are.
- **Simple Entertaining:** Easy ways to pull together parties, from a holiday get-together to a graduation brunch.
- **Make the Most of the Season:** New twists on your favorite foods for each part of the year.
- **Desserts:** Showstopping, no-fail desserts your family and guests will love.
- **Food for Real Life:** Authentic lifestyle moments and easy food solutions to fit the occasion.
- **Celebrating Our Food Heritage:** The best of American regional and ethnic fare, all made approachable with how-to photos and tips.

timesavers

simple shortcuts + quick tips + speedy suppers

- **Fast and Easy Dishes:** Tasty ideas for when you need dinner and you need it now.
- **Effortless Entertaining:** Fast and fabulous appetizers and sweets for today's casual get-togethers.
- **Discover the Possibilities:** A new, often surprising use for a Kraft product that delights every time.
- **Start with...:** A single ingredient and its versatility.

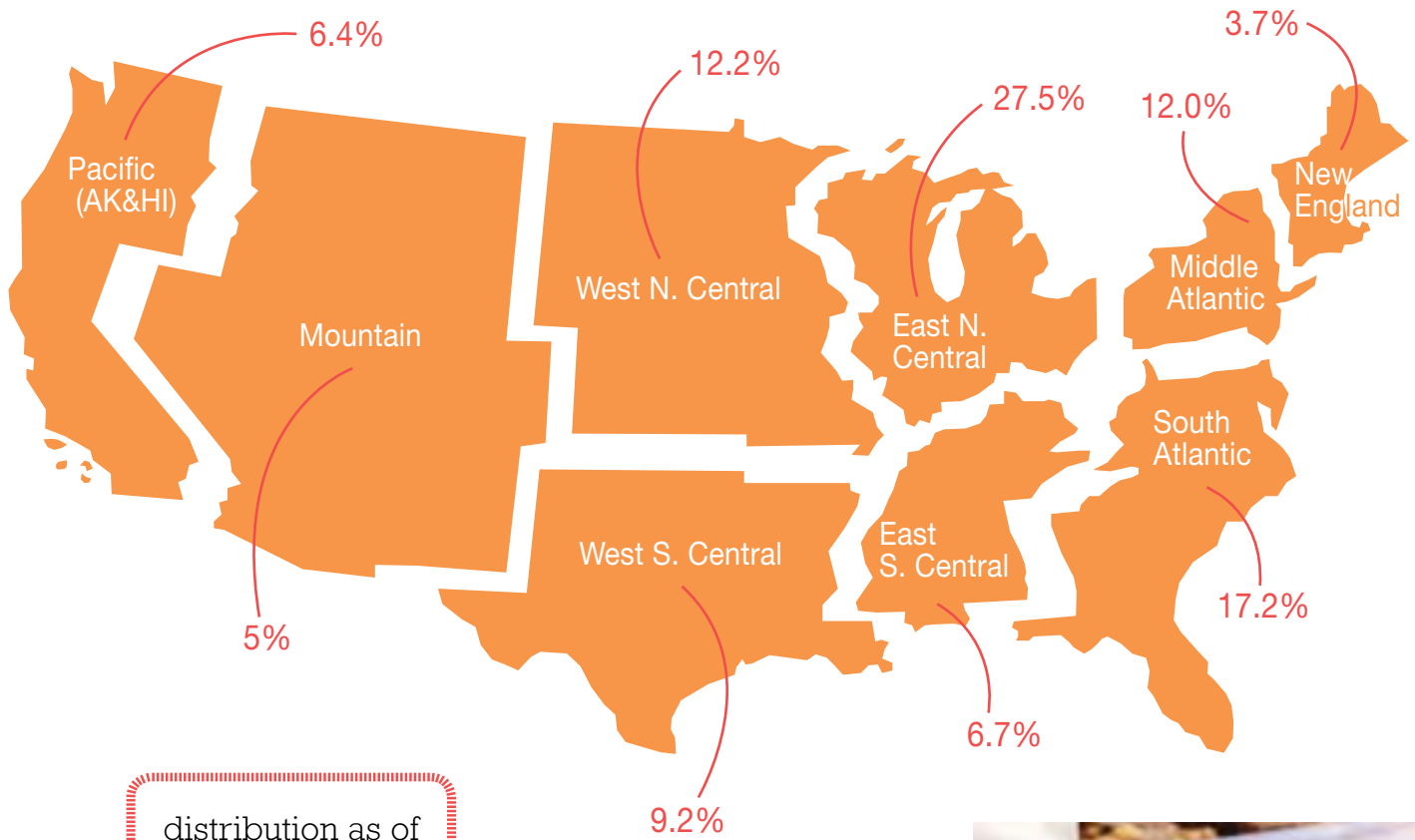
plus

- **What's New:** New Kraft products to make your day a little better.
- **What's Online:** A preview of more delicious food ideas and information at kraftfoods.com.
- **What's Hot Now:** The "it" recipe of the day.

distribution

u.s. circulation: 1,000,000 copies

- Targeted Database



distribution as of
May 2011



||||||| reader profile

audience

Women	94%
Age 25-54	64%
Median age	46.6
Married	63%
Any children <18	55%

education/career

Any college	60%
Full-time employment	60%
Professional/management	25%

household

Median household income	\$67,863
Median value of owned home	\$196,724
Household income \$50,000+	65%
Household income \$75,000+	46%
Household size 3+	63%
Own home	72%
Entertained friends at home past year	49%

Source: Spring 2011 MRI, Kraft *food&family* Prototype



||||| reader profile

race

White	81%
Black/African American	11%
Asian	1%
Other	7%

circulation per county

County A	37%
County B	33%
County C	14%
County D	16%

Source: Spring 2011 MRI, Kraft *food&family* Prototype

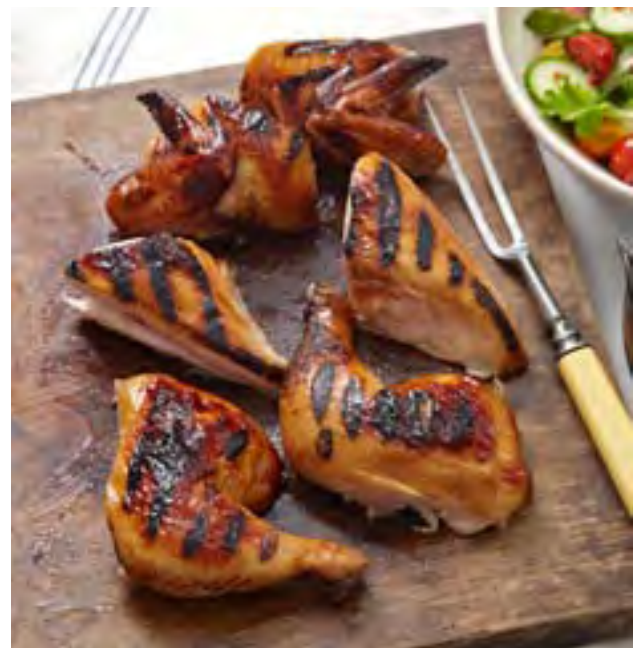


editorial integration

Readers turn to Kraft *food&family* for the information they need to make their lives delicious. Showcase your brand in this trusted, highly regarded environment with a customized editorial integration package that seamlessly weaves your brand messaging into relevant editorial content.

Editorial Integration	Products can be highlighted within recipe in ingredient list or preparation technique.
Photography Integration	Partner products can be incorporated into photography.

Opportunities are limited. Talk to your Kraft *food&family* advertising representative for more information.



rate card

2012 gross rates (ratebase: 1,000,000)

	1x	3x	5x
Full Page (P4CB)	\$85,684	\$83,114	\$81,400
Spread	\$171,369	\$166,228	\$162,800
Cover 2 and 4	\$111,390	\$108,048	\$105,820
1/2 Page	\$55,695	\$54,024	\$52,910
1/3 Page	\$37,130	\$36,016	\$35,273
Full Page (BW)	\$64,263	\$62,335	\$61,050

publishing calendar

	ad close			ad materials due	in home
	fractional	regional	full page		
Spring	12/29/11	1/6/12	1/11/12	1/25/12*	3/15/12
Summer	3/5/12	3/9/12	3/15/12	3/27/12*	5/17/12
Fall	5/31/12	6/8/12	6/14/12	6/28/12*	8/17/12
Holiday	8/13/12	8/17/12	8/27/12	9/10/12*	10/29/12

*Fractional materials are due 2 weeks prior.

Dates and rates are subject to change.

- Kraft *food&family* is published 4 times per year.
- Rates are gross and include 4-color.
- No additional charge for bleed.
- \$2,000 plate change fee for copy splits/regional buys.
- Frequency is determined by total brand activity by corporation.
- Advertorials: Rates quoted upon request.
- Inserts: Rates quoted upon request.
- No coupons accepted without prior approval.
- The Kraft *food&family* team reserves the right of final approval of supplied advertisements for creative content, advertisement selection and placement in Kraft *food&family*.
- Audit: ABC.

advertising sales contact:

Leah Rolef Weinberg | Meredith Corporation
805 Third Avenue, 23rd Floor, New York, NY 10022
212.499.1711 | Email: Leah.RolefWeinberg@meredith.com





||||| ad specifications

advertising dimensions:

ad size	trim	live area/bleed safety	non-bleed	bleed
Full Page	7 ⁷ / ₈ " W x 10 ¹ / ₂ " H	7 ³ / ₈ " W x 10" H	7 ³ / ₈ " W x 10" H	8 ¹ / ₈ " W x 10 ³ / ₄ " H
Full Page Spread	15 ³ / ₄ " W x 10 ¹ / ₂ " H	15 ¹ / ₄ " W x 10" H	15 ¹ / ₄ " W x 10" H	16" W x 10 ³ / ₄ " H
1/3 Page Vertical	2 ⁹ / ₁₆ " W x 10 ¹ / ₂ " H	2 ¹ / ₁₆ " W x 10" H	2 ⁵ / ₁₆ " W x 10" H	2 ¹ / ₁₆ " W x 10 ³ / ₄ " W
1/2 Page Horizontal	7 ⁷ / ₈ " W x 5 ¹ / ₈ " H	7 ³ / ₈ " W x 4 ⁵ / ₈ " H	7 ³ / ₈ " W x 4 ⁷ / ₈ " H	8 ¹ / ₈ " W x 5 ³ / ₈ " H

file formats:

Preferred format: PDF/X-1a

Acceptable format: PDF

resolution requirements:

- Vector (PDF/X-1A, PDF)
- 300 dpi/2400 dpi for Line Work

file submission site

Submit FILES to: <https://meredith.sendmyad.com>

- Firefox browser is recommended
- When establishing an account please observe the Minimum Requirements to avoid processing errors.

1. Create an account.
2. Choose: "Send My Ad"
3. Choose publication: i.e. Kraft Food & Family
4. Choose issue: i.e. Fall 2010

proofs & questions
relating to ad specs
should be sent to:

Meredith Content Center
Kraft Foods *food&family* (issue/date)
Attn: Julee Evans
1716 Locust Street, LS-227
Des Moines, IA 50309
Ph: 515-284-3531
Fax: 515-284-2709
Julee.Evans@meredith.com

Live Matter Requirements:

Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the "live" image area or "bleed" area.

Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter in a minimum of 1/4" inside trim dimensions.

Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter a minimum of 1/4" inside trim dimensions.

All non-bleeds ads should be built to 100% of the non-bleed specs.

All Bleed Ads – Keep live matter a minimum of 3/8" inside the bleed dimensions on all four sides.

Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

ad specifications

proof requirements:

Advertiser understands that if they do not supply a SWOP certified color proof with color bars or if they supply a color laser proof that Meredith cannot guarantee a color match to the supplied proof and will print to the supplied file.

- Supply a minimum of ONE composite SWOP certified proofs for color.
- Proofs must be made from supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP certified.
- For an up-to-date list of SWOP approved color proofs, please visit: www.swop.org.
- Color bars are required on all analog or digital halftone proofs.
- Color bars should include:
 - SWOP color bars at 100% size as found on SWOP website (above).
 - A solid and 25%, 50% and 75% tints of each process color. Solid overprint.
 - At least one gray balance patch (cyan-50%, magenta and yellow 39%).
 - Two-color overprints at 25%, 50% and 75% as also recommended.
 - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer's Application Data.
- Ad should be proofed on Commercial grade stock.
- Proofing systems requiring line screens:
 - Commercial Grade Stock use 150 line

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.



||||| ad specifications

file specifications/general guidelines:

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted. (example: &, /, -, ~, %, (,) #, ', \$ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/C black type. Type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped and, when possible, image trapping should be represented in the accompanying SWOP proofs.

retention of materials:

Materials for all processes will be held for one year then destroyed, unless otherwise notified.

Meredith Corporation is a member of the DDAP Association and subscribes to and supports all digital exchange standards developed by CGATS/SC6, the accredited graphic arts standards committee.



digital assets

Showcase your brand on kraftfoods.com and receive category exclusivity for your marketing message. Inventory is limited, ensuring that your brand receives prominent exposure before our audience of passionate home cooks.

Talk to your advertising representative about custom opportunities for your brand.

fast facts

web program: kraftfoods.com

- 5.2MM average unique visitors per month
- 34.8MM average page views per month
- Average time spent on Web site: 6 minutes

Source: Coremetrics: August 2010-July 2011

- Average age: 44.7
- Average HHI: \$69,613

Source: Comscore: July 2011 (3-month average)

email program (recipes by email)

- 5MM subscribers receiving weekly emails
- High open and click-through rates vs. industry average

video

- 2.4MM video views/year
- Distribution via kraftfoods.com and Kraft YouTube channel

advertising opportunities

web program: kraftfoods.com

- Banner advertising
- Contextual targeting
- Homepage roadblocks
- Recipe sponsorship
- Editorial integration

email program (RBE)

- Banner advertising
- Targeted media placement

video

- Editorial integration
- Pre-roll video with companion banner ad



digital rates & specs

rates

2012 gross CPM

email program (RBE) above the fold (ATF)	\$34.61
email program (RBE) below the fold (BTF)	\$25.42
Web	\$21.63
Pre-roll	\$54.51
Video sponsorship	\$21.63

specifications

web program: kraftfoods.com

- Unit Size: 300x250 and 728x90
- Format: .JPG, .GIF, .SWF (must provide backup .JPG or .GIF)
- Max size: 40KB
- Click-through URL must be provided

email program (RBE)

- Finished ad dimensions must be:
 - Above the fold (ATF): 300x250
 - Below the fold (BTF): 728x90
- Format: .JPG/.GIF
- Max size: 30KB
- Click-through URL must be provided



digital rates & specs

specifications

video pre-roll

- 15-second video ads that can run before Kraft CRM videos
- Max duration: 15 seconds
- Max file size: 2GB
- Formats: .mov or .flv (please upload on FTP)



mobile

Kraft's vast recipe library comes in a portable, convenient format that consumers can access whenever and wherever they are planning their family meals.

Deliver your message to her fingertips with a targeted ad buy in this popular, consumer-friendly environment. Inventory is limited, ensuring that your brand receives prominent exposure before our audience of passionate home cooks.

fast facts

m.kraftfoods.com

- Visitors per month: 621,198
- Unique visitors per month: 468,171
- Page views per visit: 2.88

Sources: Hyperanalytics; MADS

advertising opportunities

- ROS media

rates

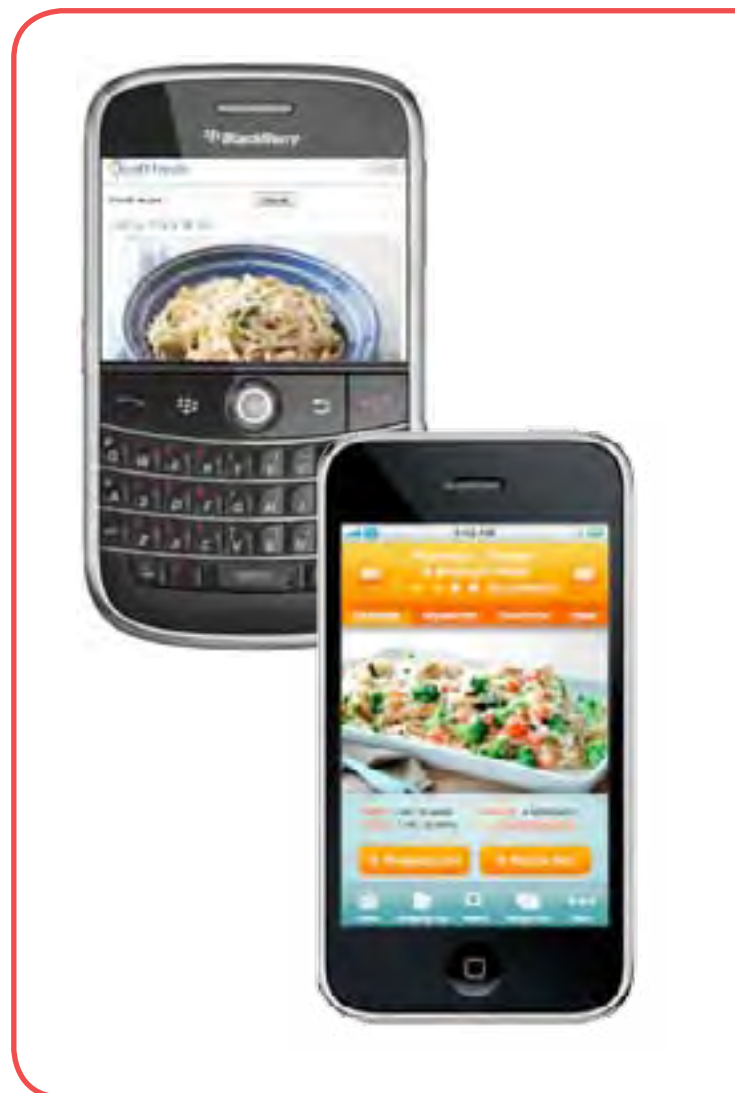
2012 gross CPM

- Mobile: \$33.50

specifications

Finished ad dimensions must be provided in several dimensions/sizes because of the variety of mobile devices:

- 90x15
- 120x20
- 168x28
- 216x36
- 228x38
- 300x50
- 320x54
- Format: PNG or animated GIF
- Max size: 8KB
- Click-through URL must be provided



||||| terms & conditions

The following are certain terms and conditions governing advertising published in food&family® magazine. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents other than the Terms and Conditions stated herein will be binding on Meredith Corporation ("Publisher"), on behalf of Kraft Foods Global, Inc. ("Kraft"), unless Publisher agrees to such terms and conditions in writing.

agency commission and payment

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts granted to advertiser and/or agency will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within ten (10) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at Rate Card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

cancellation and changes

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

circulation guarantee

The Magazine is a member of the Audit Bureau of Circulation (ABC). The following rate base guarantee is based on the ABC's reported circulation for the Magazine averaged over the calendar year in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event



||||| terms & conditions

the audited twelve (12)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited ABC statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the ABC audited twelve (12)-month averages. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported by the ABC are used by Publisher only as a basis for determining the Magazine's advertising rates.

publisher's liability

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS.
3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

miscellaneous

1. Advertising agency and advertiser jointly and severally represent and warrant as follows: (a) each advertisement submitted by it for publication in the Magazine contains no copy, illustrations, photographs, text or other content that may result in any claim against Publisher or Kraft; and (b) for each advertisement submitted for publication in the Magazine, advertising agency and/or advertiser owns all rights necessary to enable the advertisement to be published in all media, including electronic media, now known or hereinafter developed, and, and except if otherwise indicated on the attached agreement, permission is hereby given to Publisher to publish the advertisement in all media up to two years from magazine's in home date. Advertising agency and advertiser jointly and severally shall indemnify and hold harmless Publisher and Kraft from and against any damages and related expenses (including attorneys' fees) arising from the content of advertisements, including, but not limited to, claims of invasion of privacy, unauthorized use of names or pictures of persons, trademark infringement, copyright infringement, libel and misrepresentation. Advertising agency and advertiser acknowledge that Publisher will require a document to be signed by advertising agency and/or advertiser to reflect agreement with the foregoing requirements, and advertising agency and/or advertiser, as appropriate, agree to sign said document.
2. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
3. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.
4. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York or the U.S. District Court for the Eastern Division of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

